

TOPICS	JANUARY	HEALTHY BAKING SUPPLEMENT	FEBRUARY	LEADERS IN BAKING INNOVATION	MARCH	APRIL	MAY	JUNE	JULY	ANNUAL BUYERS HANDBOOK	AUGUST	SEPTEMBER	OCTOBER	DECORATING IDEAS HANDBOOK	NOVEMBER	DECEMBER			
Trends in Baking	Outlook for 2010	Special Supplement Healthy Baking Guidebook  The Official Show Guide of the Healthy Baking Seminar at the Natural Products Expo West & East Distribution to both <i>Baking Management</i> AND <i>Modern Baking</i> Subscriber Lists! Bonus 12,000 Circulation Natural Products Expo West and East	Innovative Packaging Ideas	Special Publication Leaders in Baking Innovation Annual  The annual magazine provides advertisers with a unique tool to communicate their message at baking industry trade shows, meetings and conferences. This magazine will feature profiles of advertisers and the advantages they offer directly to show attendees throughout the year. BONUS: Distributed at every baking industry event!	Ethnic Flavors/ Products	Sustainability in Bakeries	Allergen-free Baking	EXCLUSIVE: In-store Bakery Survey	MODERN BAKING LEADERSHIP AWARDS	2010 2011 Buyers Handbook  The Easy-to-Use Source for Everything Bakeries Need <ul style="list-style-type: none"> • Equipment • Management • Merchandising • Maintenance & Sanitation • Decorating • Supplies & Services Ideas to Help Bakeries Run More Profitably <ul style="list-style-type: none"> • Product News Reports • Calendar of Trade Shows/ Meetings • Industry Association Contacts On-line Buyer's Guide	2010 Retail Bakery of the Year	In-store Roundtable	10 Directions to Watch	Handbook of Decorating Ideas  The Bakers' Year-Round Reference for Decorating Ideas, Equipment and Supplies <ul style="list-style-type: none"> • Icing • Piping gels • Fondant • Airbrushes • Plastic Decorations • Ornaments • Pre-printed Decorations • Computer-Imaging Systems Supplement to November issue	Beverage Pairings with Baked Products	The TOP 50 Issue (Foodservice & In-store)			
In-store Bakery Sales Tracker	Cakes		Cookies			Breads	Muffins	Sweetgoods	Brownies/Bars		Bagels		2010 Retail Bakery of the Year		Cheesecakes	Rolls	Donuts	Specialty Desserts	Pies
Cake Decorating	Cupcake Ideas		Baby Shower			Wedding Cake	All-Occasion Fondant Ideas	Airbrush Techniques	Cupcake Pull-Apart Cakes		Sports Cakes		2010 Retail Bakery of the Year		Flirty Cakes for Women	All-Occasion Tiered Cakes	Christmas Designs	Valentines Day	RBA Cake Deco Champ
Artisan Bread/ Pastry Ideas	Artisan Bread		Pastry			Artisan Bread	Pastry	Artisan Bread	Pastry		Artisan Bread		2010 Retail Bakery of the Year		Pastry	Artisan Bread	Pastry	Artisan Bread	Pastry
Bakers to Watch	Today's Top Bakery Professionals					Today's Top Bakery Professionals		Today's Top Bakery Professionals			Today's Top Bakery Professionals		2010 Retail Bakery of the Year		Today's Top Bakery Professionals			Today's Top Bakery Professionals	
Marketing in New Millennium			Innovative Merchandising Ideas			Innovative Merchandising Ideas		Innovative Merchandising Ideas			Innovative Merchandising Ideas		2010 Retail Bakery of the Year		Innovative Merchandising Ideas		Innovative Merchandising Ideas		Innovative Merchandising Ideas
Retail/Foodservice Bakeries	Retail/Foodservice Bakery		Retail/Foodservice Bakery			Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery		Retail/Foodservice Bakery		2010 Retail Bakery of the Year		Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery	Top 50 Foodservice Operators
In-store Bakeries	In-Store Bakery Operator		In-Store Bakery Topics			In-Store Bakery Operator	In-Store Bakery Topics	In-Store Bakery Operator	In-Store Bakery Topics		In-Store Bakery Topics		2010 Retail Bakery of the Year		In-Store Bakery Operator	In-Store Bakery Topics	In-Store Bakery Operator	In-Store Bakery Topics	Top 50 In-Store Chains
Specialty Wholesaler Bakeries	Specialty Wholesaler		Specialty Wholesaler			Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler		Specialty Wholesaler		2010 Retail Bakery of the Year		Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler
Product Focus	Ovens		Icings			Frozen Pastries	Chocolate	Proofers	Flour		Allergen-free		2010 Retail Bakery of the Year		Green Packaging	Mixers	Shortenings/Oils	Par-Baked Bread	Divider/Rounders
Show Coverage	Europain Pre-Show	ABE Pre-Show			IDDBA Pre-show Healthy Baking Seminar Report	Europain Report		IBIE Pre-show		2010 Retail Bakery of the Year	IDDBA Report			IBIE Report Healthy Baking report					
Industry Event	Fancy Food Show, San Francisco, Jan. 17-19	Upper Midwest Bakery Convention, Red Wing, Minn., Feb. 27-28 Baking Tech, Chicago, Feb. 28-March 3		Europain March 6-10, Paris, France Natural Products Expo West w/Healthy Baking Seminar, March 11-14, Anaheim, Calif. Atlantic Bakery Expo, Atlantic City, N.J., March 21-23		FMI Show, May 10-13, Dallas; SIAB, Verona, Italy, May 22-26 NRA Show, Chicago, May 22-25		IDDBA Dairy-Deli-Bake, June 6-8, Houston Fancy Food Show, New York, June 27-29		2010 Retail Bakery of the Year		IBIE, Sept. 26-29 Las Vegas		Natural Products Expo East w/ Healthy Baking Seminar, Boston Oct. 13-16					
Advertiser Bonuses	*Advertising Readership Study					IDDBA Bonus Distribution		EXCLUSIVE: Supermarket In-store Bakery Survey		2010 Retail Bakery of the Year	IBIE Bonus Distribution Advertising Readership Study					Exclusive: Largest In-store Bakery Operators Report			