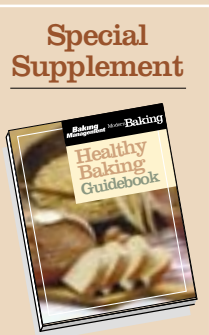


TOPICS	JANUARY	Special Publication	FEBRUARY	MARCH
Trends in Baking	Managing wedding cake business	 <p>2008</p> <p>Leaders in Baking Innovation</p> <p>ANNUAL</p> <p>This annual magazine provides advertisers with a unique tool to communicate their message at baking industry trade shows, meetings and conferences. This magazine will feature profiles that present advertisers' products and their advantages directly to show attendees throughout the year.</p> <p>Bonus Distributed at every baking industry event</p>	Building customers through bakery classes	Gluten-free baking
Cake Decorating	Tiered cakes		Cakes for two	Wedding cakes
Artisan Breads/Pastry Ideas	Artisan Bread		Pastry	Artisan Bread
In-Store Bakery Sales Tracker	Cakes		Cookies	Breads
NEW! Tech Talk	P.O.S. Systems		Mixers	Deck Ovens
Retail/Foodservice Bakeries	Successful Retail Bakery		Foodservice Bakery Operator	Successful Retail Bakery
In-Store Bakery Operators	In-store Bakery Operator		In-store Bakery Operator	In-store Bakery Operator
Specialty Wholesale Bakeries	Specialty Wholesaler		Specialty Wholesaler	Specialty Wholesaler
Product Focus	Chocolate		Fruit	Specialty Packaging
NEW! Rising Stars	Today's top bakery professionals		Today's top bakery professionals	Today's top bakery professionals
Show Coverage	Natural Products Expo Pre-Show	Europain Pre-Show		
Industry Events	Fancy Food Show San Diego, Jan. 13-15		Natural Products Expo West w/ Healthy Baking Seminar Anaheim, Calif., March 13-17 Europain w/Bakery World Cup Paris, France, March 29-April 2	
Advertiser Bonuses	Advertising Readership Study	Bonus 12,000 Circulation		
SCHEDULE PLAN	JANUARY	LEADERSHIP ANNUAL	FEBRUARY & HEALTHY BAKING G'BOOK	MARCH
ADV. TO RUN/SIZE				
RATE				
EDITORIAL				



Special Supplement

Healthy Baking Guidebook

The Healthy Baking Guidebook is a special supplement published in January. It examines trends and the leading edge bakeries that are profiting from healthful bakery foods.

BONUS DISTRIBUTION:

Advertisers benefit from the extra distribution to subscribers of both *Modern Baking* and *Baking Management* magazines.

The Healthy Baking Guidebook is the Official Show Guide for Healthy Baking Seminar 2008, the educational seminar that dissects all aspects of the healthful bakery foods market. Plus, the guidebook also is distributed at the Natural Products Expo West and East.

Modern Baking Editorial Planner 2008

IN-STORE • RETAIL • FOODSERVICE • SPECIALTY WHOLESALE

TOPICS	APRIL	MAY	JUNE	JULY	Special Publication	AUGUST
Trends in Baking	Organic/natural baking	Ice cream, gelato & frozen desserts	EXCLUSIVE: In-store Bakery Survey	Modern Baking Leadership Awards Honoring bakeries that excel in the following award categories: <ul style="list-style-type: none"> • Marketing • Management • Merchandising • Profitability • Training • Quality • Industry Service PLUS... <ul style="list-style-type: none"> Cake Decorating Airbrush Techniques Artisan Breads/Pastry Ideas Artisan Bread In-Store Bakery Sales Tracker Bagels Tech-Talk Sheeters Product Focus Fillings Industry Events ARBE Pre-show 	2008 Retail Bakery of the Year	
Cake Decorating	Cookie Designs	Fondant Decorations	Cupcake cakes		 Buyers Handbook The Easy-to-Use Source for Everything Bakeries Need <ul style="list-style-type: none"> • Equipment • Ingredients • Frozen products • Maintenance & Sanitation • Decorating • Supplies & Services 	Halloween
Artisan Breads/Pastry Ideas	Pastry	Artisan Bread	Pastry			Pastry
In-Store Bakery Sales Tracker	Muffins	Sweetgoods	Brownies/bars			Cheesecakes
NEW! Tech Talk	Freezers	Decorating Equipment	Dividers/Moulders			Rack Ovens
Retail/Foodservice Bakeries	Foodservice Bakery Operator	Successful Retail Bakery	Foodservice Bakery Operator			Successful Retail Bakery
In-Store Bakery Operators	In-store Bakery Operator	In-store Bakery Operator	In-store Bakery Operator			In-store Bakery Operator
Specialty Wholesale Bakeries	Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler			Specialty Wholesaler
Product Focus	Nuts	Sugars & Sweeteners	Flour			Shortenings & Oils
NEW! Rising Stars	Today's top bakery professionals	Today's top bakery professionals	Today's top bakery professionals			Today's top bakery professionals
Show Coverage	IDDBA Pre-show Healthy Baking Seminar Report Upper Midwest Baker's Convention St. Paul, Minn., April 5-6 GSWRBA Convention Austin, Tex., April 5-7 Fancy Food Show Chicago, April 27-29	Europain/World Cup Report FMI Show/Markettechnics Las Vegas, May 4-7 NAFD Annual Convention Puerto Rico, May 14-18			IDDBA Report Product News Reports Calendar of Trade Shows/Meetings Industry Association Contacts	
Industry Events			IDDBA Dairy-Deli-Bake New Orleans, June 1-3			
Advertiser Bonuses	IDDBA Bonus Distribution		Exclusive: Supermarket In-store Bakery Survey	Full-page advertisers listed in special awards e-newsletter	On-line Buyer's Guide	American Bakery Expo Bonus Distribution Advertising Readership Study
SCHEDULE PLAN	APRIL	MAY	JUNE	JULY	BUYER'S GUIDE	AUGUST
ADV. TO RUN/SIZE						
RATE						
EDITORIAL						

TOPICS	SEPTEMBER	Special Publication	OCTOBER	NOVEMBER	DECEMBER
Trends in Baking	Whole grains report		Foodservice Baking Trends	Upscaling for success	THE Top 50 Issue (Foodservice & In-store)
Cake Decorating	Winter Holidays		All Occasion Fondant Designs	MardiGras, Easter & Passover	
Artisan Breads/Pastry Ideas	Artisan Bread	American Retail Bakery Expo Show Guide Send your message to the largest retail bakery show of the year Atlantic City, NJ Sept. 21-23	Pastry	Artisan Bread	Pastry
In-Store Bakery Sales Tracker	Rolls		Donuts	Specialty Desserts	Pies
NEW! Tech Talk	Slicers		Coffee Equipment	Packaging	Showcases
Retail/Foodservice Bakeries	Foodservice Bakery Operator		Successful Retail Bakery	Foodservice Bakery Operator	Successful Retail Bakery
In-Store Bakery Operators	In-store Bakery Operator		In-store Bakery Operator	In-store Bakery Operator	In-store Bakery Operator
Specialty Wholesale Bakeries	Specialty Wholesaler		Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler
Product Focus	Icings		Beverages	Danish & Croissant Doughs	Par-baked Breads
NEW! Rising Stars	Today's top bakery professionals		Today's top bakery professionals	Today's top bakery professionals	Today's top bakery professionals
Show Coverage					
Industry Events	American Retail Bakery Expo Atlantic City, NJ Sept. 21-23			Natural Products Expo East w/Healthy Baking Seminar Boston, Oct. 15-18	
Advertiser Bonuses		Special Distribution			Exclusive: Largest In-store Bakery Operators Report
SCHEDULE PLAN	SEPTEMBER	RETAIL BAKERY EXPO	OCTOBER	NOVEMBER & CAKE DECORATING H'BOOK	DECEMBER
ADV. TO RUN/SIZE					
RATE					
EDITORIAL					

Special Supplement



Cake Decorating Handbook

The Bakers' Year-Round Reference for Decorating Ideas, Equipment and Supplies

- Icing
- Piping Gels
- Fondant
- Airbrushes
- Plastic Decorations
- Ornaments
- Pre-printed Decorations
- Computer-imaging Systems

Advertising Rates

Black & White	1-Time	7-Time	13-Time	24-Time	36-Time	48-Time	60-Time
Full Page	\$5,870	\$5,750	\$5,650	\$5,450	\$4,900	\$4,600	\$4,500
2/3 Page	4,800	4,550	4,520				
1/2 Page Island	4,450	4,200	4,100				
1/2 Page Horiz./Vert	3,900	3,800	3,575				
1/3 Page	2,600	2,500	2,400				
1/4 Page	1,910	1,915	2,400				

Bleed

- Pages or fractional units, extra \$410. No charge for bleed on 4/color. No charge for gutter bleed. Oversize ads are considered bleed.

Additional Rate Information

- Contact publisher for special rates on supplied inserts, business reply card inserts and regional rates.
- Preferred positions (other than covers) available at 10% premium. Contact Publisher for position availability.

Issue & Closing Dates

- Advertising reservations close the 25th of month preceding issue date. Published thirteen times annually.
- Materials are due the 1st of the month of the issue date.
- 2008-2009 Buyers Handbook (13th issue published midsummer.) Ad reservations close May 1st.
- Cancellations not accepted after closing date.

Mechanical Specs (width x height)

Magazine trim size ...8"x10 ⁷ / ₈ "	Spread w/bleed ..16 ¹ / ₄ "x11 ¹ / ₈ "
Full page7"x10"	w/bleed8 ¹ / ₄ "x11 ¹ / ₈ "
2/3 page4 ¹ / ₂ "x10"	w/bleed5 ⁷ / ₈ "x11 ¹ / ₈ "
1/2 horizontal7"x4 ⁷ / ₈ "	w/bleed8 ¹ / ₄ "x5 ¹ / ₂ "
1/2 vertical3 ³ / ₈ "x10"	w/bleed4"x11 ¹ / ₈ "
1/2 island4 ¹ / ₂ "x7 ¹ / ₂ "	1/3 vertical2 ¹ / ₄ "x10"
1/3 square4 ¹ / ₂ "x4 ⁷ / ₈ "	1/4 horizontal7"x2 ³ / ₈ "
1/4 square3 ³ / ₈ "x4 ⁷ / ₈ "	

- For detail advertising specifications visit www.pentondigitalads.com.

Color

4-Color Process per page, Extra.....\$2,350
 per spread, Extra.....4,400
 per fractional ad (1/2 page or smaller), Extra.....1,950

Matched Color per page, Extra.....1,850
 per spread, Extra.....2,800
 per fractional ad (1/2 page or smaller), Extra.....1,550

Color Reproduction on Matched or 4-Color Process cannot be guaranteed unless proofs for color have been received.

Cover

Non-cancelable. Available to 4/color advertisers on 6- or 12-time cycle

Second Cover, extra.....\$1,425

Third Cover, extra.....980

Back Cover, extra.....2,025

Gatefold pages (earned page rate plus color charges) plus.....2,650

Modern Baking
IN-STORE • RETAIL • FOODSERVICE • SPECIALTY WHOLESALE

Penton Media, Inc.

SALES OFFICES

Midwest & West

Ed Lee
 elee@penton.com
 Phone: 847/376-6502
 Fax: 847/296-1968

East Coast Sales

Lisa Blumenschine
 lblumenschine@penton.com
 Phone: 203/380-1365
 Fax: 203/380-1404

Classified/Display Sales

Brenda Sizemore
 bsizemore@penton.com
 Phone: 706/602-3910
 Fax: 706/624-3047

PUBLISHING & EDITORIAL OFFICES

2700 S. River Road
 Suite 303
 Des Plaines, IL 60018
 Phone: 847/299-4430
 Fax: 847/296-19681300

Jerry Rymont
 Group Publisher, Modern Baking/Baking Management
 jrymont@penton.com
 E. 9th St., Cleveland, OH 44114
 Phone: 216/931-9720