

Modern Baking

IN-STORE • RETAIL • FOODSERVICE • SPECIALTY WHOLESALE



Marketing & Advertising Planning Guide

Modern Baking

2009

IN-STORE • RETAIL • FOODSERVICE • SPECIALTY WHOLESALE

TOPICS	JANUARY	JANUARY	FEBRUARY	Special Publication	MARCH
Trends in Baking	Taking Out Trans Fats	<p>Special Supplement</p> <p>Healthy Baking Guidebook</p>  <p>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.</p> <p>BONUS DISTRIBUTION: Advertisers benefit from the extra distribution to subscribers of both <i>Modern Baking</i> and <i>Baking Management</i> magazines.</p> <p>The Healthy Baking Guidebook is the Official Show Guide for Healthy Baking Seminar 2009, 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.</p> <p>Bonus 12,000 Circulation</p>	Evaluating Retail Profitability	<p>Leaders in Baking Innovation ANNUAL 2009</p>  <p>This annual magazine provides advertisers with a unique tool to communicate their message at baking industry trade shows, meetings and conferences.</p> <p>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>	Bakery Café Evolution
In-Store Bakery Sales Tracker	Cakes		Cookies		Breads
Cake Decorating	Princess Cakes		Sculpted Cakes		Spring Designs
Artisan Breads/Pastry Ideas	Artisan Bread		Pastry		Flax Rye Bread
Bakers to Watch	Today's Top Bakery Professionals		Today's Top Bakery Professionals		Today's Top Bakery Professionals
Retail/Foodservice BAKERIES	Retail/Foodservice Bakery		Retail/Foodservice Bakery		Retail/Foodservice 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	Gluten-Free		Mixers		Flour
 Web In-Depth www.modern-baking.com	Zero Trans Fat Formulation		Bakery Management Tips		Meet Baking's Rising Stars
Industry Events	Fancy Food Show Jan. 18-20, San Francisco		Natural Products Expo West w/Healthy Baking Seminar, March 5-8, Anaheim, Calif.		
Advertiser Bonuses					

SCHEDULE PLAN	JANUARY & HEALTHY BAKING GUIDEBOOK	FEBRUARY	LEADERSHIP ANNUAL	MARCH
ADV. TO RUN/SIZE				
RATE				
EDITORIAL				

editorial planner

APRIL	MAY	JUNE	JULY	Special Publication	AUGUST
Bakery Redesigns	Chocolate, Candies & Gifts	EXCLUSIVE: Retail Bakery Survey	<i>Modern Baking Leadership Awards</i>	2009-2010 Buyers Handbook 	In-store Bakery Roundtable
Muffins	Sweetgoods	Brownies/bars	Honoring bakeries that excel in the following award categories:	The Easy-to-Use Source for Everything Bakeries Need	Cheesecakes
Wedding Cakes	Baby/Children's Cakes	Airbrush Techniques	<ul style="list-style-type: none"> • Marketing • Management • Merchandising • Profitability • Training • Quality • Industry Service 		Autumn Ideas
Pastry	Whole Grain Bread	Pastry	PLUS...		Pastry
Today's Top Bakery Professionals	Today's Top Bakery Professionals	Today's Top Bakery Professionals	In-Store Bakery Sales Tracker Bagels	<ul style="list-style-type: none"> • Equipment • Ingredients • Frozen Products • Maintenance & Sanitation • Decorating • Supplies & Services 	Today's Top Bakery Professionals
Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery	Cake Decorating Rolled Fondant		Retail/Foodservice Bakery
In-store Bakery Operator	In-store Bakery Operator	In-store Bakery Operator	Artisan Breads/ Pastry Ideas Artisan Bread	Ideas to Help Bakeries Run More Profitably	In-store Bakery Operator
Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler	Product Focus Fruits/Nuts	<ul style="list-style-type: none"> • Product News Reports • Calendar of Trade Shows/Meetings • Industry Association Contacts 	Specialty Wholesaler
Fillings	Shortenings/Oils	Beverages	Web In-Depth Leadership Awards		Ovens
Healthy Baking	Packaging Ideas That Sell	Meet Baking's Rising Stars	Industry Events Fancy Food Show, June 29 - July 1, New York City		Managing In-store Bakeries
IDDBA Preview Issue	NRA Show, May 16-19, Chicago FMI Markettechnics, May 4-6, Dallas	IDDBA Dairy-Deli-Bake, June 7-9, Atlanta			
Advertising Readership Study — IDDBA Online Showcase	IDDBA Bonus Distribution	EXCLUSIVE: Retail Bakery Survey		On-line Buyer's Guide	
APRIL	MAY	JUNE	JULY	BUYER'S GUIDE	AUGUST

Use this editorial planner to help you schedule your 2009 advertising program. Space has been provided at the bottom of the page for you to identify the size, specific advertising and rate.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOPICS	
2009 Retail Bakery of the Year	Merchandising Ideas	New Equipment Innovations	 <p>Special Supplement Bread & Roll Handbook</p> <p>The Bakers' Year-Round Reference for Bread Formulas, Ingredients, Equipment and Supplies</p> <ul style="list-style-type: none"> • OVENS • DIVIDERS / ROUNDERS • MIXERS • FLOUR • YEAST • FROZEN DOUGH • BASES / MIXES • SOURS 	THE Top 50 ISSUE (Foodservice & In-store Chains)	Trends in Baking
Rolls	Donuts	Specialty Desserts		Pies	In-Store Bakery Sales Tracker
Cupcake/Cookie Designs	Licensed Designs	Tiered Cakes		RBA Cake Deco Champ	Cake Decorating
Artisan Bread	Pastry	Artisan Bread		Pastry	Artisan Breads/ Pastry Ideas
Today's Top Bakery Professionals	Today's Top Bakery Professionals	Today's Top Bakery Professionals		Today's Top Bakery Professionals	Bakers to Watch
Retail/Foodservice Bakery	Retail/Foodservice Bakery	Retail/Foodservice Bakery		Retail/Foodservice Bakery	Retail/Foodservice BAKERIES
In-store Bakery Operator	In-store Bakery Operator	In-store Bakery Operator		In-store Bakery Operator	In-Store Bakery OPERATORS
Specialty Wholesaler	Specialty Wholesaler	Specialty Wholesaler		Specialty Wholesaler	Specialty Wholesale BAKERIES
Sugars/Sweeteners	Frozen Pastries	Chocolate		Green Packaging	Product Focus
Meet Baking's Rising Stars	Boosting Donut Sales	Creative Cake Decorating		Meet Baking's Rising Stars	Web In-Depth www.modern-baking.com
Natural Products Expo East w/Healthy Baking Seminar, Sept. 23-26, Boston	iba Oct. 3-9, Dusseldorf, Germany American Retail Bakery Expo, Oct.18-20, St. Louis			Industry Events	
American Retail Bakery Expo Bonus Distribution			EXCLUSIVE: Largest In-store Bakery Operators Report	Advertiser Bonuses	
SEPTEMBER	OCTOBER	NOVEMBER & BREAD & ROLL HANDBOOK	DECEMBER	TOPICS	

Modern Baking is The Proven Industry Leader

Delivering Vital Information With Powerful Resources In Print, Online & In Person



Content-Rich Web Sites & Electronic Media

- When key decision-makers seek the latest information to help them make informed purchasing decisions they turn to modern-baking.com and bakery-net.com.

Content drives these sites and our regularly updated editorial gives users reasons for returning to these sites again and again.

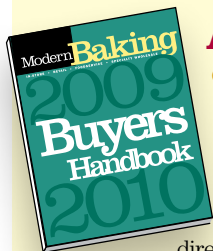
Special Topic E-NEWSLETTERS

Modern Baking's e-newsletters will put your advertisement in front of a receptive, highly targeted audience of 32,000 readers.

- Decorating Ideas
- Healthful Baking
- Bakery-Net Newsletter
- Formulas & Techniques
- Bakery Equipment News

Modern Baking INTERACTIVE

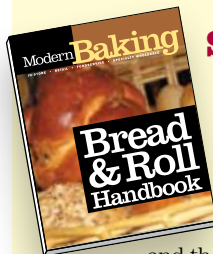
With new online components such as contests, online polling, Q & A, article commenting and video, *Modern Baking* brings you the industry's most interactive website for the baking community.



Annual Buyers Handbook

- The Buyers Handbook is the largest directory in the bakery industry and the central source of information vital to the nation's bakers. More than 400 organizations are listed with their products and services in nearly 200 pages of this annual

directory. The Buyers Handbook is used by retail bakers, supermarket in-store bakery managers, foodservice directors, wholesalers and distributors to find key suppliers and vendors of ingredients, equipment and services.



Special Subject Publications

- Each year, *Modern Baking* explores the hottest growth areas in the baking industry with special publications. These special subject publications create unique advertising opportunities because bakery buyers turn to them for ideas, information

and the products needed to successfully meet the demand for products in sizzling hot bakery categories.



Healthy Baking Seminars

- These seminars, held in the spring in conjunction with Natural Products Expo West and in the fall during Natural

Products Expo East, explore the most significant trend in the baking industry: better-for-you products.

Healthy Baking Seminar sponsorships provide an ideal, targeted platform to communicate your



healthful baking message to bakery operators seeking to expand their business in this hot market.

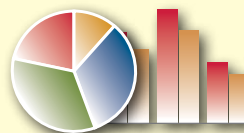


Brand Preference Studies

- The baking industry keeps its fingers on the pulse of the market with the information from *Modern Baking's* exclusive Brand Preference Studies. These studies detail purchasing preferences and activities of supermarket and independent bakery buyers.

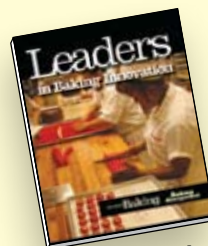
Here's where manufacturers and suppliers turn to find preferences and the quantity of ingredients, equipment, packaging and decorating items purchased by bakery buyers.

Exclusive Surveys



- The baking industry has come to rely on *Modern Baking's* Retail and Supermarket In-Store Bakery Surveys to track and measure the nation's baking

business. Consumer tastes constantly change, and that's why bakery buyers depend on *Modern Baking* to identify and quantify market activity. From production costs to payroll, daily sales to pricing and product line varieties — *Modern Baking* is the dependable source for information about the nation's bakery business.



Leaders in Baking Innovation Annual

- This annual magazine provides advertisers with a unique tool to communicate their message at baking industry tradeshows, meetings and conferences. This magazine will feature profiles

that present advertisers' products and their advantages directly to show attendees throughout the year.

Powerful Selling Tools That Get Results

Modern Baking helps suppliers reach the key decision-makers who buy for 111,000 locations with fully integrated marketing programs that include print, online and in-person.

Every month, *Modern Baking* provides bakery buyers with the latest product and service information for the \$19 billion in-store, \$14 billion retail and \$15 billion foodservice baking markets.

Modern Baking Readers Take Action

- **91%** acted on an advertisement or article
- **76%** purchased or recommended advertised products
- **67%** visited an advertisers website
- **82%** spend at least 30 minutes per month reading *Modern Baking*
- Readers average MORE THAN ONE HOUR reading *Modern Baking* each month

2009 ADVERTISING Rates* & Specifications

*All rates are net and include bleed

Size	1x	6x	13x	26x
Full Page	\$5,950	\$5,775	\$5,600	\$5,300
2/3 Page	\$4,950	\$4,800	\$4,650	\$4,400
1/2 Page	\$4,200	\$4,075	\$3,950	\$3,800
1/3 Page	\$2,700	\$2,550	\$2,400	\$2,200
1/4 Page	\$2,500	\$2,350	\$2,200	\$2,000

Additional Rate Information

- 15% premium for Cover 2 and Cover 4.
- 10% premium for Cover 3 and any other guaranteed position. Contact Publisher for position availability.
- Matched color \$1,800 per page; \$3,000 per spread, \$1,500 per fractional.
- Contact publisher for special rates on supplied inserts, business reply card inserts and regional rates.

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.
- 2009-2010 Buyers Handbook (13th issue published midsummer.) Ad reservations close July 1st.
- Cancellations not accepted after closing date.

Mechanical Specs (width x height)

Magazine trim size	7.75" x 10.875"
Spread w/bleed	15.75" x 11.125"
Full page	7" x 10" • w/bleed = 8" x 11.125"
2/3 page	4.5" x 10" • w/bleed = 5.1875" x 11.125"
1/2 island	4.5" x 7.5"
1/2 horizontal	7" x 4.875" • w/bleed = 8" x 5.5"
1/2 vertical	3.375" x 10" • w/bleed = 4" x 11.125"
1/3 vertical	2.25" x 10"
1/3 square	4.5" x 4.875"
1/4 horizontal	7" x 2.375"
1/4 square	3.375" x 4.875"
1/6 page	2.25" x 4.875"

- All vital advertising material should be kept at least .1875" away from final trim.
- For detailed advertising specifications and ad file uploads, visit www.pentondigitalads.com
- For more information or help in creating digital ad files for *Modern Baking*, please contact; Donna Brown, Ad Production Coordinator at donna.brown@penton.com

Modern Baking

Penton Media, Inc.

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