

H₂O Publishing

BAKERY

B U S I N E S S

2024 MEDIA PACK

h2opublishing.co.uk
01474 520200

BAKERY BUSINESS

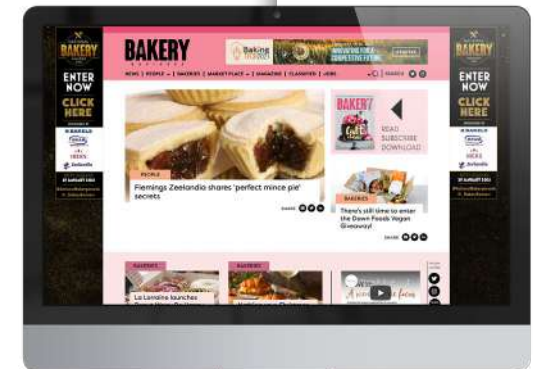


We stand at the forefront as the premier national trade publication covering the entire spectrum of the UK bakery industry. Our bi-monthly publication is brimming with enlightening, pertinent, and captivating content, aimed at inspiring both bakers and industry suppliers. With a focus on exclusive interviews, product innovation, sector insights, and emerging trends, our goal is for every reader to set down their copy enriched with fresh ideas and expanded knowledge.

Sam White, Director



**CLICK TO
READ THE
MAGAZINE**



**CLICK TO
VIEW THE
WEBSITE**

KEY HIGHLIGHTS



Largest
print circulation
in the sector



28,991
Readers bi-monthly



93%
Said the magazine was
a valuable tool to source
new products



Key sector event



10,331
Social following

CIRCULATION & AUDIENCE



TOTAL CIRCULATION

28,991

PRINT CIRCULATION

6,743

Mailed

13,324

Passed on print copies

Passed on copies are an estimate based on the recent reader research conducted

DIGITAL CIRCULATION

8,924

BUSINESS TYPE		COPIES
Bakeries	<i>Plant</i>	216
	<i>High Street</i>	839
	<i>Craft & Artisan</i>	4,778
	<i>Instore</i>	43
Cake Shops		691
Coffee Shops	<i>HQ's</i>	29
Cafés	<i>HQ's</i>	16
Associations		39
Wholesalers, Bakery Ingredient and Equipment distributors		92
TOTAL		6,743

READER RESEARCH

WHAT DOES THE READER WANT?

At Bakery Business, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

WHERE THEY MAINLY READ THE MAGAZINE

76% at work
0% commuting
24% at home

HOW THEY READ THE MAGAZINE

16% flick through the magazine
10% read cover to cover
74% start with a specific feature

"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"

89%

said they valued a printed copy higher than a digital version

93%

said Bakery Business was the sector's leading title

52%

pass on their copy to an average of 3.8 additional readers

93%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly
publication for bakery
operators

6 ISSUES
PER YEAR

20,067

Total

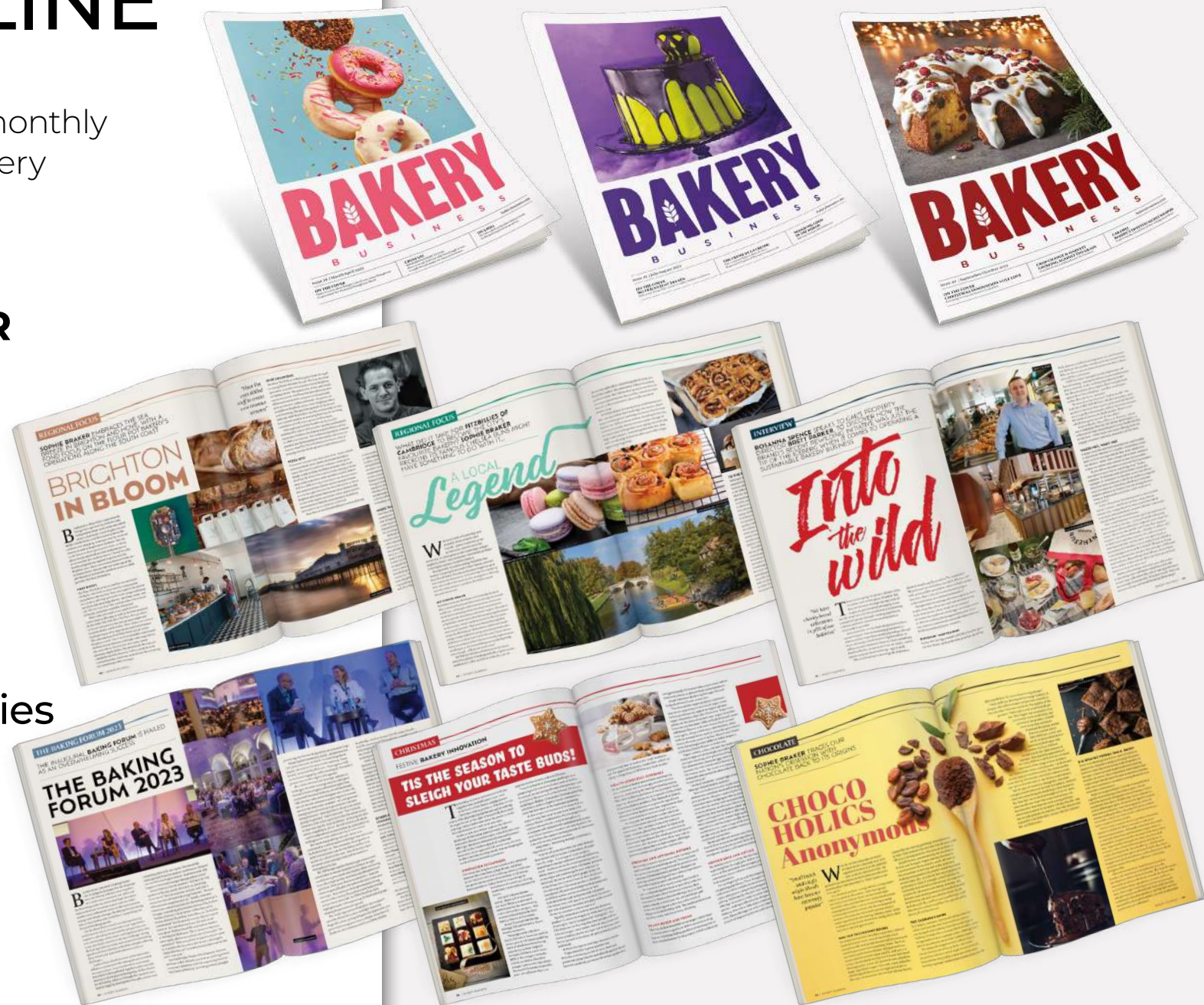
6,743

Mailed

13,324

Passed on copies

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR



HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

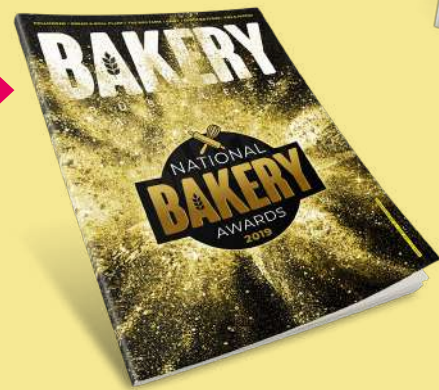
DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

ISSUE TAKE OVER

TEASER STRIPS



DIGITAL BAKERYBUSINESS.COM

WITH ROI REPORTING

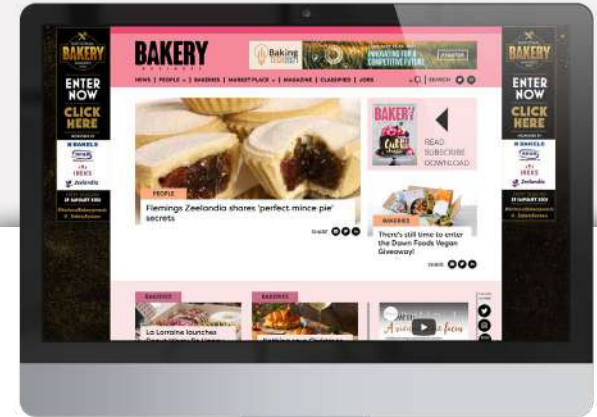
Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE

ASK FOR MORE DETAILS

4,217

Average page views per month

2,158

Average visitors per month

8,924

Digital circulation

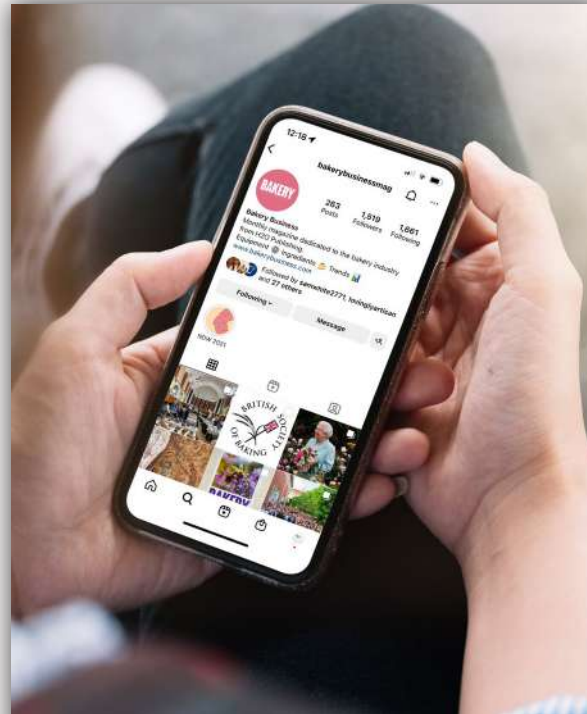
LET'S GET SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



@BakeryBusiness
Current followers

1,660+



@BakeryBusinessMag
Current followers

1,800+



Bakery Business Magazine
Current followers

6,840+

TOTAL REACH 10,331

E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

£1,250

solus sponsorship
for one supplier

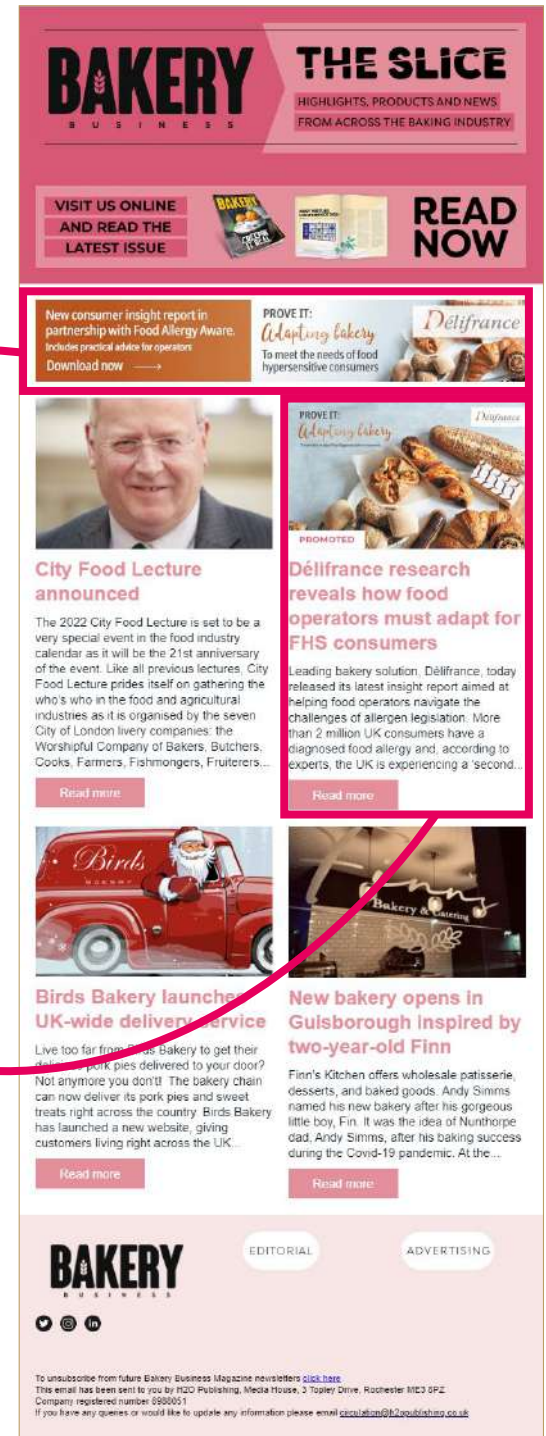
**WITH ROI
REPORTING**

**BANNER
AT THE TOP**

**SPONSORED
STORY AND LINK**

**DIGITAL
CIRCULATION**

8,924



DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

Talk to us about...

DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



BUYER'S BOX

OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
<i>Buyers Box - Maxi</i>	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
<i>Sample Sender - Maxi</i>	100	12kg		2-4 weeks	9%	£6,600

Ask your account manager for availability & more information.



THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

COST £4,675



SEE A ROAD TEST IN ACTION...



CLICK TO SEE THE COVERAGE



CLICK TO SEE THE VIDEO

INDUSTRY EVENTS



THE NATIONAL BAKERY AWARDS

September 2024

This event is unlike any other you know within the baking industry... A cinematic style presentation event, inviting all County Award winners along to find out who are crowned the Regional Winners and the overall title of National Bakery of the Year.

ASK US FOR
MORE DETAILS
ON HOW YOU
CAN BE PART OF
OUR AMAZING
EVENTS



BAKERY BUSINESS MAGAZINE FEATURES LIST 2024

Bakery Business Magazine features are subject to change.

Please contact **Sam White** should you wish to reconfirm.

Email: sam@bakerybusiness.com

Tel: 01474 520254 **Mobile:** 07722 415369

JANUARY / FEBRUARY

- Vegan Bakery
- Healthy Breads & Bakery Products
- Bakery Equipment
- Easter
- Traybakes & Slices

MAY / JUNE

- Flavourings & Colourings
- Ancient & Sprouted/Multigrain Products
- Bake Off & Finished Goods
- Buns, Bagels, Pizza Bases & Wraps
- Trays, Tins & Release Agents

SEPTEMBER / OCTOBER

- Cakes & Cookies
- Christmas
- Pastries, Pies & Pasties (Sweet & Savoury)
- Crop Change, Harvest & Flour
- Bakery Equipment

MARCH / APRIL

- Sourdough & Rye
- Doughnuts
- Ovens
- Food-To-Go
- Malts & Improvers

JULY / AUGUST

- Sustainability/Product Versatility
- Free From & Bakery Alternatives
- Packaging & Labelling
- Halloween
- Chocolate

NOVEMBER / DECEMBER

- Speciality Breads & Bakery Products
- Caramel
- Inclusions, Toppings & Fillings
- Warewashing
- Valentine's Day



RATE CARD PRINT 2024

FALSE FRONT COVER

£6,050

DOUBLE PAGE SPREAD

£3,685

FULL PAGE

£1,980

HALF PAGE

£1,050

QUARTER PAGE

£660

BELLYBAND INTO DPS

£6,050

4 PAGE WRAP

£8.8k

DIE CUT FALSE FRONT

£6,050

ADVERTORIAL PAGE

£2,200

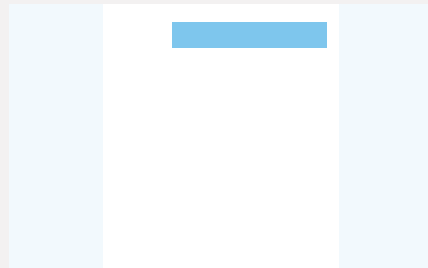
RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

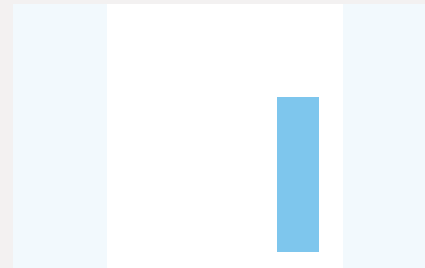
**WALLPAPER
TAKEOVER**



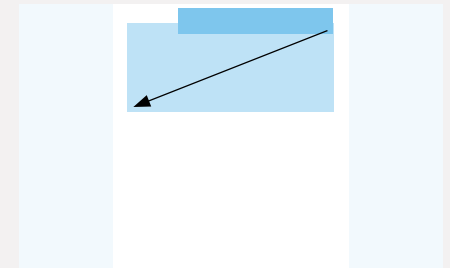
**LEADERBOARD
BANNER**



SKYSCRAPER



**EXPANDABLE
BANNER**



Rates:

2 weeks

1 month

MPU

-

£825

SKYSCRAPER

£1,600

-

LEADER BOARD BANNER

£1,600

-

EXPANDABLE BANNER

£2,100

-

WALLPAPER TAKEOVER

£2,800

-

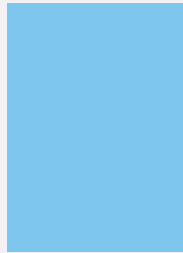
**NEED
SOMETHING
DIFFERENT?**
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

TECHNICAL SPECIFICATIONS

ALL OUR MAGAZINES ARE SET TO A4 - 210mm x 297mm

All page information, including images, EPS and text should be:

- Supplied only in CMYK mode, not RGB.
- No Pantone colours or 5th colour specials to be used.
- No colour profiles saved within image – i.e. colour management or ICC profiles.



WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm



DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm



1/2 PAGE

VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm



1/2 PAGE

HORIZONTAL

Bleed: H = 154.5 mm x W = 216 mm

Trim: H = 148.5 mm x W = 210 mm

Type: H = 134 mm x W = 186 mm



1/3 PAGE

VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm



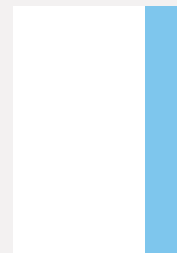
1/3 PAGE

HORIZONTAL

Bleed: H = 101 mm x W = 216 mm

Trim: H = 95 mm x W = 210 mm

Type: H = 79 mm x W = 190 mm



1/4 PAGE

VERTICAL

Bleed: H = 303 mm x W = 49 mm

Trim: H = 297 mm x W = 43 mm

Type: H = 268 mm x W = 37 mm



1/4 PAGE

HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm

THE TEAM



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BAKERY BUSINESS



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BAKERY BUSINESS MAGAZINE IS ONE OF THIRTEEN INDUSTRY LEADING FOODSERVICE TITLES PRODUCED BY H2O PUBLISHING.



We provide engaging and trusted editorial across a range of key verticals including; education, hospitals, restaurants, contract catering and many more.

As well as publishing and direct marketing, H2O Publishing's expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.

