


TOPICS	JANUARY	HEALTHY BAKING GUIDEBOOK	FEBRUARY	LEADERS IN BAKING INNOVATION	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	PROBLEM SOLVER GUIDEBOOK	NOVEMBER	BUYER'S GUIDE
Special Feature	Business Forecast 2010	<p>Special Supplement</p> <p>Healthy Baking Guidebook</p>  <p>The Official Show Guide of the Healthy Baking Seminar at the Natural Products Expo West & East</p> <p>Distribution to both <i>Baking Management</i> AND <i>Modern Baking</i> Subscriber Lists!</p> <p>Bonus 27,000 Distribution</p>	Successful Plant	<p>Special Publication</p> <p>Leaders in Baking Innovation Annual</p>  <p>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.</p> <p>BONUS: Distributed at every baking industry event!</p>	Top 10 Trends to Watch	Successful Plant	Sustainability Issue	Successful Plant	Exclusive Industry Survey	Successful Plant	Innovators of the Year Annual Innovation Awards Issue	Successful Plant	<p>Special Supplement 2010 Problem Solver Guidebook</p>  <p>Actionable, easy-to-understand solutions to some of the volume baking industry's most challenging production and formulation issues and problems.</p> <p>Full-page ads receive high-visibility position opposite related editorial!</p>	The Influential 20	<p>Special Issue 2011 Annual Suppliers Directory and Buyer's Guide</p>  <p>Supplier Information</p> <p>Complete Directory of Manufacturers</p> <p>Calendar of Industry Events</p> <p>Industry Organizations</p> <p>Industry Associations</p> <p>On-line Buyer's Guide</p>
Customer Development	Retailer Interview on Needs From Bakers		Generating New Sales Accounts		Retailer Interview on Needs From Bakers	Building Sales through Website	Foodservice Exec Interview on Needs from Bakers	Establishing Positioning at Retailers	Retailer Interview on Needs from Bakers	Differentiating Product from your Competitor	Bakery of the Year	Identifying Market Segments			
Ingredient Technology	Fruit Inclusions		Dough Conditioners		Fats/Oils	Starter Cultures	Natural Ingredients	Non-fruit based Inclusions	Cheese/Dairy	Sweeteners	New Finished Baked Product Award	Starches			
Equipment Focus	Ingredient Handling Systems		Ovens		Packaging Systems	Depositors	Energy Saving Design Features	Slicers	Mixers	Conveyors	Packaging Innovation Award	Proofers			
Production Solutions	Managing Changeovers		Managing the Supply Chain		Dough Mixing	Handling Line Expansion	Improving Efficiencies	Consistent Baking Techniques	Optimizing Material Handling	Air Purification	Pizza Production	Waste Reduction			
Consumer Spotlight	Flavor Trends		Crackers		Buyer Behaviour		Earth-friendly (ethical/green) Attitudes		Hyper Niches		Maximizing Space	Health & Wellness			
Trends & Stats by Product Category	Pastry & Danish		Food Retail Trends		Pies	Bread	Donuts	Bagels	Snack Cakes	Tortillas	Muffins	Cookies			
Food Retail and Foodservice Trends			Food Safety & Regulatory Column			Food Retail Trends		Foodservice Trends		Food Retail Trends		Food Retail Trends			
Food Safety & Regulatory Column*	Food Safety & Regulatory Column*		Gluten Free		Probiotics	Whole Grains	Antioxidants	Omega-3s	Functional Add-ins	Salt Reduction	Fiber	Portion Control			
Healthful Baking	Sugar Free		Baking Tech Coverage		ABA and HBS West Coverage			IFT Pre-Show		IFT Post-Show	IBIE Pre-Show	IBIE Post-Show			
Meeting/Show Coverage			TBA		TBA	TBA	TBA	TBA	TBA	TBA	TBA	TBA			
On the Scene or News Analysis	TBA		Signet Ad Study		BONUS DISTRIBUTION: Natural Products Expo West, ABA & BakingTech		TIA Show	Bonus Distribution: IBA and BEMA Annual Meeting	BONUS DISTRIBUTION: IFT	BONUS DISTRIBUTION: IBIE and Natural Products Expo East	Readership Study				
Advertiser Bonuses		IBA Winter Mtg Feb 21-24 Boca Raton		HBS West Mar 11 Anaheim; Nat Products Expo West Mar 12-14	BCMA Mtg Apr 18-20 Naples, FL	FMI May 10-13 Dallas	IDDBA Jun 6-8 Houston	IFT Jul 17-21 Chicago	NP Expo East w/HBS Sep Boston	Pack Expo Int'l Oct 31-Nov 3 Chicago					
*Food Safety & Regulatory Column will include updates on FDA, shipping regs, healthcare policy, labor, emissions, etc.		BakingTech Feb 28-Mar 3 Chicago		ABA Mar 14-17 Boca Raton	APC National Pie Competition, Apr 23-25 Orlando	TIA Convention May 25-26 Las Vegas	BEMA Annual Meeting, Jun 17-22 Charleston	AACC Jul 25-29 Anaheim	IBIE Sep 26-29 Las Vegas						