

TOPICS	JANUARY	Special Publication	FEBRUARY - Double Issue	MARCH	APRIL	MAY		
Operations Review	Successful Plant	<p>Leaders in Baking Innovation Annual</p>  <ul style="list-style-type: none"> 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 advertiser's and their advantages directly to show attendees throughout the year. 	Successful Plant	<p>Special Supplement</p> <p>Healthy Baking Guidebook</p>  <ul style="list-style-type: none"> 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 27,000 Distribution 	Successful Plant	Successful Plant	Successful Plant	
New Product Developments	New Bakery Products		New Bakery Products		New Bakery Products	New Bakery Products	New Bakery Products	New Bakery Products
Ingredient Spotlight	White Wheat		Nuts & Nut Pastes		Fruit Fillings	Trans-fat Oil Alternatives	Dough Conditioners	
Equipment Focus	Ovens		Laminating Systems		Depositors & Extruders	Pie Equipment	Freezers	
Production Solutions	Ingredient Handling Systems		Pan Handling		Packaging Efficiency	Fermentation Systems	Cooling Systems	
R&D Applications	Flavored Particulates		Using Soy		Sourdough Solutions	Milk & Egg Replacements	Frozen Pizza Technology	
Trends & Stats	Donuts		Cheesecakes		Bagels	Cookies	Pies	
Healthful Baking	Satiety Ingredients		Whole Grains		Gluten- & Allergen-Free	Probiotics	Fortification	
Meeting & Show Coverage					Baking Tech	Baking Tech	IFT Pre-show	
News Analysis & On the Scene	TBA				TBA	TBA	TBA	Healthy Baking Seminar
Bonus Distribution & Readership Studies	BONUS DISTRIBUTION IBA Winter Meeting	BONUS: Distributed at every baking industry event!	Signet AdStudy®	BONUS DISTRIBUTION ABA and B&CMA Meetings		BONUS DISTRIBUTION BEMA Annual Meeting		
SCHEDULE PLAN	JANUARY	LBI	FEBRUARY	MARCH	APRIL	MAY		
ADV. TO RUN/SIZE								
RATE								
MERCHANDISING								

Industry Events

FEBRUARY

24-27: Independent Bakers Association Winter Meeting, Boca Raton, Fla.

MARCH

1-2: BEMA Winter Summit, Chicago

2-5: BakingTech, Chicago

13-17: Natural Products Expo West w/Healthy Baking Seminar, Anaheim, Calif.

29-April 2: European w/Bakery World Cup, Paris, France

31-April 2: ABA Meeting, Phoenix

APRIL

13-15: B&CMA Annual meeting, Savannah, GA

24-30: Interpack, Dusseldorf, Germany

TOPICS	JUNE	JULY	AUGUST	SEPTEMBER – Double Issue	OCTOBER	NOVEMBER	DECEMBER Special Issue	
Operations Review	Successful Plant	Successful Plant	Successful Plant	Special Issue Innovator of the Year Awards Capital Investment of the Year R&D New Product Innovation of the Year Packaging Innovation of the Year Supplier Innovations PLUS... EQUIPMENT FOCUS Dividers PRODUCTION SOLUTIONS Vision Systems R & D APPLICATIONS Flavors & Extracts TRENDS & STATISTICS Snack Cakes HEALTHFUL BAKING Bran Signet AdStudy® BONUS DISTRIBUTION Natural Products Expo East	Successful Plant	Successful Plant	Special Supplement 2008 Problem Solver Guidebook  Actionable, easy-to-understand solutions to some of the volume baking industry's most challenging production and formulation issues and problems Full-page ads receive high-visibility position opposite related editorial!	
New Product Developments	New Bakery Products	New Bakery Products	New Bakery Products		New Bakery Products	New Bakery Products		2009 Annual Suppliers Directory & Buyers Guide  Supplier Information Complete Directory of Manufacturers Calendar of Industry Events Industry Organizations Industry Associations On-line Buyer's Guide
Ingredient Spotlight	Nutritive Sweeteners	Eggs & Egg Products	Sugar & Sugar Replacements		Inclusions	Alternative Grains		
Equipment Focus	Slicers	Mixers	Conveyors		Pan Bread Systems	Tortilla Systems		
Production Solutions	Environmental Efficiencies	Frozen Dough Technology	Lot Tracking		Robotics	Equipment Maintenance		
R&D Applications	Starches	Emulsifiers	Cheese & Dairy		Shortenings	Improving Shelf Life		
Trends & Stats	Bread	Muffins	Tortillas		Pizza	Food Bars		
Healthful Baking	Plant Sterols	Clean Labels	Salt Reduction		Fiber	Sugar Free		
Meeting & Show Coverage			IFT Post-show		TIA Annual Meeting			
News Analysis & On the Scene	TBA	TBA			TBA	TBA		
Bonus Distribution & Readership Studies			BONUS DISTRIBUTION TIA Annual Meeting			On-line Buyer's Guide		
SCHEDULE PLAN	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
ADV. TO RUN/SIZE								
RATE								
MERCHANDISING								

Industry Events

JUNE

- 1-3:** IDDBA Dairy-Deli-Bake, New Orleans
- 18-19:** Independent Bakers Association Annual Conference, Washington, D.C.
- 26-July 1:** BEMA Annual Meeting, Newport, RI

SEPTEMBER

- 14-17:** B&CMA Technical Conference, Chantilly, VA
- 21-24:** AACC Annual Meeting Honolulu
- 28-30:** TIA, Las Vegas

OCTOBER

- 15-18:** Natural Products Expo East w/Healthy Baking Seminar, Boston

Baking Management

BREADS • SWEETGOODS SNACKS • TORTILLAS • PIZZA

Taking Your Message to the Real Decision Makers of the Volume Baking Market!

2008 ADVERTISING RATES

Black & White	1-Time	6-Time	12-Time	13-Time	26-Time
Full Page	\$3,950	\$3,625	\$3,150	\$3,050	\$2,750
2/3 Page	\$2,800	\$2,400	\$2,175	\$2,100	\$1,800
1/2 Pg. Island	\$2,600	\$2,175	\$2,075	\$1,975	\$1,700
1/2 Pg. Horiz./Vert.	\$2,500	\$2,125	\$2,020	\$1,920	\$1,685
1/3 Page	\$1,750	\$1,450	\$1,350	\$1,250	\$1,100
1/4 Page	\$1,550	\$1,250	\$1,050	\$950	\$850

Color:	Page	Spread	Fractional
4-Color	\$1,850	\$3,100	\$1,500
Matched	\$1,400	\$2,200	\$1,200

Cover Rates

Cover 2	\$880
Third Cover	\$650
Fourth Cover	\$1,250

Mechanical Specs

Magazine trim size	8"x10.875"
Spread w/bleed	16.25"x11.125"
Full page	7"x10"
w/bleed	8.25"x11.125"
2/3 page	4.5"x10"
w/bleed	5.1875"x11.125"
1/2 horizontal	7"x4.875"
w/bleed	8.25"x5.5"
1/2 vertical	3.375"x10"
w/bleed	4"x11.125"
1/2 island	4.5"x7.5"
1/3 vertical	2.25"x10"
1/3 square	4.5"x4.875"
1/4 horizontal	7"x2.375"
1/4 square	3.375"x4.875"
1/6 page	2.25"x4.875"

- For detailed advertising specifications visit www.pentondigitalads.com

Additional Rate Information

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

Issue & Closing Dates

- Published twelve times annually.
- Advertising reservations close 15th of month preceding issue date.
- Materials are due the 18th of the month preceding issue date. (Cancellations are not accepted after closing date.)

Baking Management A Penton Publication

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