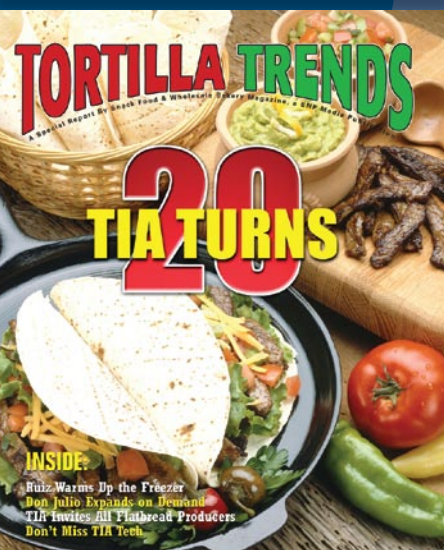


NEW IN 2010:

- SPECIAL IBIE ADVERTISER INCENTIVES
- WEBINAR SPONSORSHIPS AVAILABLE
- #1 IN READERSHIP*

SNACK FOOD & WHOLESALE BAKERY



Production, Technology & Product Development Solutions for a Changing Industry SNACK FOOD & WHOLESALE BAKERY

SNACKANDBAKERY.COM
AND SF&WB OPERATIONS WEEKLY E-NEWSLETTER

2010 MARKET ACCESS PLANNER

PRINT • DIGITAL

The best-read magazine* serving the largest number of senior management, operations/engineering and R&D** subscribers in the volume bakery and snack markets.

Digital Opportunities:

Ads • Video • Podcasts
Webinars • White Papers
e-Newsletters • Digital Issues
Online Buyer's Guide



*Source: AD Score SF&WB Reader Preference Study, June 2009

**Source: December 2008 BPA Circulation Statements. June 2009 BPA Circulation Statement for SF&WB, Analyzed Issue TQ = 14,000; General Management = 6,883; Operations = 3,429; Product Development = 2,338; Sales/Marketing = 1,350. June 2009 BPA Circulation Statement for Baking & Snack, TQ = 11,604; Top Mgmt/Admin = 5,046; Plant Operations/Engineering = 3,362; Technical/R&D/QC = 1,982; Purchasing/Marketing = 1,164; Other = 50. June 2009 BPA Circulation Statement Baking Management not available at time of press.

PRINT MEDIA

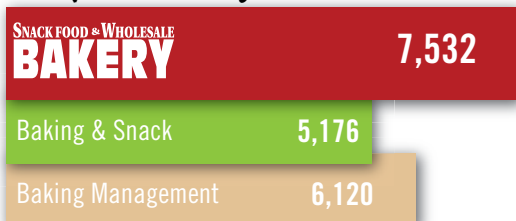
Snack Food & Wholesale Bakery magazine provides comprehensive coverage of emerging trends, the latest in new product innovation and the most up-to-date advances in production and technology within the \$36.8 billion baking and the \$26.7 billion snack food industries.

#1 IN TOTAL MARKET COVERAGE

Snack Food & Wholesale Bakery has the largest audited circulation serving the volume bakery, baked snack and snack food processors.*

SF&WB reaches more of your customers than any other baking and snack magazine* and provides the most effective environment for your marketing message.

#1 in General Management Circulation*



#1 in Operations Circulation*



#1 in Product Development Circulation*



#1 in Total Circulation*



*Source: December 2008 BPA Circulation Statements. June 2009 BPA Circulation Statement for SF&WB, Analyzed Issue TQ = 14,000; General Management = 6,883; Operations = 3,429; Product Development = 2,338; Sales/Marketing = 1,350. June 2009 BPA Circulation Statement for Baking & Snack, TQ = 11,604; Top Mgmt/Admin = 5,046; Plant Operations/Engineering = 3,362; Technical/R&D/QC = 1,982; Purchasing/Marketing = 1,164; Other = 50. June 2009 BPA Circulation Statement Baking Management not available at time of press.

The #1 Publication Serving the Bakery & Snack Market**

DELIVERING THE INFORMATION BAKING & SNACK DECISION-MAKERS WANT

Let's get to the bottom line. Literally. How do we increase sales? How do we control costs? Those are the challenges that bakers and snack producers face. And according to a recent survey, that's the information our readers want.**

To increase sales, bakers and snack producers want dynamic, category-specific analysis on consumer trends, new product innovation, cutting-edge ingredient research and emerging health and value-added opportunities in a constantly evolving marketplace.

To control costs, our readers say they need hands-on solutions on new global food safety initiatives, versatile technology that minimizes changeovers, eliminating downtime through strategic capital investments, creative ways to enhance sustainability and training employees for an increasingly complex plant operations.

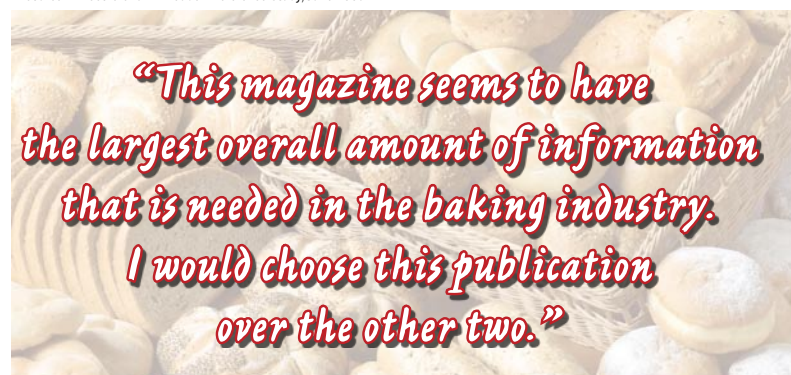
What's the formula for success? In the end, our readers say it's all about the bottom line.

**Source: AD Score SF&WB Reader Preference Study, June 2009

TOP 10 MOST VALUABLE TOPICS FOR READERS

Consumer Trends	80%
Food Safety	74%
New Ingredient Research	70%
Retail Baking Trends	69%
Packaging Equipment	65%
New Equipment Technologies	65%
New Retail Products	65%
Processing Equipment	60%
Business/Operations Strategies	53%

Source: AD Score SF&WB Reader Preference Study, June 2009

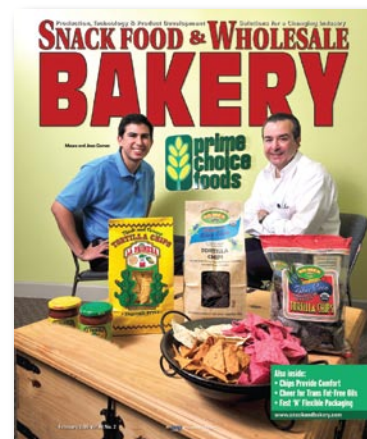


OUR MISSION IS YOUR MISSION

Our mission is to provide practical, useful and effective solutions that help companies thrive in a constantly changing industry.



We provide solutions by outlining the most successful business strategies and good manufacturing practices by profiling the best-of-the-best companies in the snack and baking industry. It doesn't matter if you're an artisan baker, tortilla producer, pizza manufacturer, sweet goods producer, bread baker, cookie/cracker operator or snack food manufacturer. We've got you covered.



We define **emerging opportunities** through detailed statistical and interpretative analysis of market trends of such value-added product categories as variety breads, snack bars, organic products, tortillas and more.

We explore how bakers and snack producers are using the latest advances in **ingredient technology** to meet consumer needs through a new generation of wholesome products that taste great and provide health benefits for the heart, mind and body as a whole.

Monthly Category Coverage Includes:

- Market Trends
- Ingredient R&D
- Production/Technology

We highlight how advances in **production technology** such as programmable logic controls, self-cleaning systems and versatile equipment can increase capacity, reduce downtime and improve overall efficiency from ingredient handling and storage to packaging and distribution.

We also provide the most comprehensive **coverage of industry shows**, including the 2010 International Baking Industry Exhibition.

Your customers won't get information like this from any other industry publication. You can be sure to reach our most interested subscribers – your best customers and prospects – who turn to *SF&WB* each month.

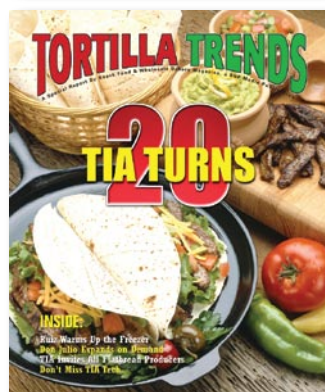
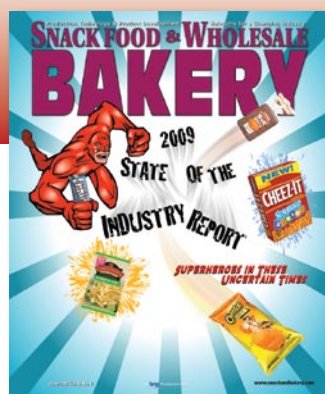
#1 IN BAKING & SNACK INDUSTRY READERSHIP*

Your advertising only becomes an investment when your customers and prospects pick up, open and start reading a magazine. Readership, in turn, is a function of delivering the correct target audience and providing the editorial quality demanded by these decision-makers.

Snack Food & Wholesale Bakery is continuously identified as the most useful and best-read of all the baking and snack industry publications.* This readership victory is reinforced in 2009 by the compelling readership research results below.*

Information Category	SNACK FOOD & WHOLESALE BAKERY	Baking & Snack	Baking Management
Overall Baking Information	51%	32	18
Consumer Trends	43%	32	25
Product Development	43%	42	15
Operations/Manufacturing	50%	28	23
New Retail Baking Products	57%	27	16
Business Strategies	38%	26	36

Facts like these prove that your advertising message is being seen more often, read more thoroughly and acted upon with more intensity by your key customers and prospects only in *Snack Food & Wholesale Bakery*.



"[SF&WB] provides formulation, supplier and trend information that I use to perform my day-to-day responsibilities."

2010 IBIE SHOW ACCESS MARKETING PACKAGE

SF&WB can begin promoting your booth long before the show opens. Make sure your customers know all about your IBIE plans long before they reach the show floor. Promote your new products and special show offers in these *SF&WB* special IBIE marketing vehicles:

- IBIE Video Showcase
- IBIE Show Planner
- IBIE Product E-blast
- IBIE Pre-Show Coverage



#1 IN ADVERTISER VALUE-ADDED

Snack Food & Wholesale Bakery understands that the value proposition can be enhanced with key services to augment your advertising investment. Each issue of *SF&WB* provides a compelling advertiser service.

- **FREE** ½-page Corporate Profiles to help describe corporate capabilities
- **FREE** ½-page Booth Profiles to promote your trade show investments at key shows throughout the year
- **FREE** Ad Studies to access the success of your advertisement
- **FREE** ad, when you buy one
- **FREE** show laminations/bonus distribution
- **NEW** Webinar Educational series sponsorships

See the 2010 Editorial Calendar for complete details.

MORE MARKETS, GREATER VALUE

Exclusive MARKETING ALLIANCE PROGRAM (MAP)

Snack Food & Wholesale Bakery offers you exclusive opportunities to reach all areas of the food, beverage and packaging markets. Consider these other BNP Media publications as part of your marketing reach:

- Beverage Industry
- Brand Packaging
- Candy Industry
- Contract Manufacturing & Packaging
- Dairy Foods
- Flexible Packaging
- Food & Beverage Packaging
- Food Engineering
- Food Master
- Independent Processor
- Industria Alimenticia
- The National Provisioner
- Prepared Foods
- Private Label Buyer
- Refrigerated & Frozen Foods
- Refrigerated & Frozen Foods Retailer

SNACK FOOD & WHOLESALE BAKERY

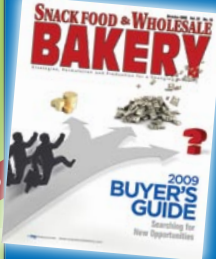
SNAXPO
PRE-SHOW ISSUE

IFT/FPSA
PRE-SHOW ISSUE

	January Closes Dec 11	February Closes Jan 11	March Closes Feb 10	April Closes Mar 10	May Closes Apr 9	June Closes May 1
COVER FEATURES	Artisan Bakery	Snack Manufacturer of the Year 	Industry Profile Q&A	Intermediate Wholesale Bakery	Pizza Manufacturer	
MARKET TRENDS	Cookies	Variety Breads	Snack Cakes & Pies	Snack Bars	Organic Products	State-of-the-Industry Report
SPECIAL REPORTS		Gluten-Free Formulating		 TORTILLA TRENDS	IBIE & IFT Ingredient Previews	
INGREDIENT R&D	Whole Grains	Formulating with Fats & Oils	Fruits & Nuts	Low Sodium Formulating	Fiber Fortification	
PRODUCTION / TECHNOLOGY	Belts & Conveyors	Depositors	Manufacturing & Distribution Software	Ingredient Handling Systems	Maintenance & Lubrication	
SHOW COVERAGE / DISTRIBUTION		SNAXPO Pre-Show Coverage 			- IFT Pre-Show Coverage - FPSA Pre-Show Coverage	
VALUE-ADDED OPPORTUNITIES FOR ADVERTISERS	AD BONUS PROGRAM! Buy one ad, get one FREE for 1/2-page or larger advertisers in January	FREE 1/3-page Corporate Profile for 1/2-page or larger advertisers in February	RESEARCH FREE Ad Readership Survey for 1/2-page or larger advertisers in March		FREE 1/4-page IFT Booth Profile for 1/2-page or larger advertisers in May	- More than 20 product category market share reports - Category product lead updates - Category trends - Consumer purchase trends - Online Listing
WEBINAR SERIES - SPONSORSHIPS AVAILABLE 				Gluten-Free Formulating Webinar  		

2010 EDITORIAL CALENDAR

www.snackandbakery.com

TIA ON FLOOR ISSUE					
July Closes Jun 11	August Closes Jul 9	Special Issue Closes Jul 9	September Closes Aug 10	October Closes Sep 10	November Closes Oct 11
Sweet Goods Manufacturer	Cookie/Cracker Manufacturer	 IBIE 2010 SHOW PLANNER	Wholesale Baker of the Year	 2011 Buyer's Guide	Bakeries of 2010 NEW
Frozen Pizza	Pretzels		Tortillas & Potato Chips		Muffins
IBIE Equipment Preview					Organic Formulating
Antioxidants/Heart Healthy	Chocolate & Toppings		Omega-3s		Sweeteners & Inclusions
Mixing Technology	Form/Fill/Seal Equipment		High-Volume Baking Systems		Laminators & Sheeters
IBIE Video Showcase	TIA Show Distribution	- Targeted Reach to IBIE Attendees - Polybagged with SF&WB's August Issue - Exclusive NEW Latin American Edition Available	IBIE Show Distribution	- Suppliers Guide - Product Guide - Meetings & Conventions Calendar - Associations Report	IBIE Post-Show Coverage
	FREE 1/4-page TIA Booth Profile for advertisers in August		FREE IBIE Ad Laminates for 1/2-page or larger advertisers in September		FREE IBIE Booth Review for 1/2-page or larger advertisers in November
	Artisan Bread Production Webinar NEW				Sanitation Equipment Design & Maintenance Webinar NEW
	SPONSORSHIPS AVAILABLE!				SPONSORSHIPS AVAILABLE!

DIGITAL MEDIA

The b2b advertising world is changing. Digital media solutions are a necessary component to any advertising program. Surrounding your buyers with your message in print, online, in email and via social networks is a smart and strategic move toward success.

Snack Food & Wholesale Bakery offers a lengthy list of media solutions from brand-building advertising to direct response e-media programs. Our editorial, sales and e-media teams offer you expertise and experience, develop custom programs to reach your marketing goals, enhance new product initiatives and help ensure results.

Visit **snackandbakery.com** for an expanded online digital media guide with additional information about these products.



SNACKANDBAKERY.COM

Snackandbakery.com easily directs your customers to a variety of industry services and information vital to their business. E-media opportunities include banner ads, linked sponsorships, podcasts, webinars and more.

Plus, *SF&WB* is proud to be one of the first publications in the food industry to partner with BPA to give you website analytics that filter out and ignore “non-human” traffic. No other baking and snack industry publication can offer independently audited web statistics that deliver such an accurate analysis of page views to our web page and your ads.



TOP BANNER

Ad Size: 468 x 60 pixels



TILE AD

Ad Size: 125x 125 pixels

SKYSCRAPER

Ad Size: 120x 240 pixels

Digital Edition



Sponsor our user-friendly Digital Edition or let us create a customized digital magazine for you. Digital issues feature interactive capabilities with live links to your web pages and e-mail addresses so you can measure feedback. You can also link to streaming audio or video presentations of your products and services. Contact your sales rep today to explore the expansive capabilities of this online service.

SF&WB TV

Your equipment or corporate video will be posted for three months on **snackandbakery.com**. With a simple click, your equipment, corporate feature, testimonial or personal message will be in motion with sound to the viewership of our website.



Introductory Packages

Rates: Three months at \$250 each Six months at \$200 each

Video Sizes (dimensions):

320 x 240 pixels
640 x 480 pixels
275 x 250 pixels
(homepage video)

File Size: 20MB

Running Time: Less than five minutes. For longer videos please contact your sales person.

Formats: Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

E-Newsletter – SF&WB Operations Weekly

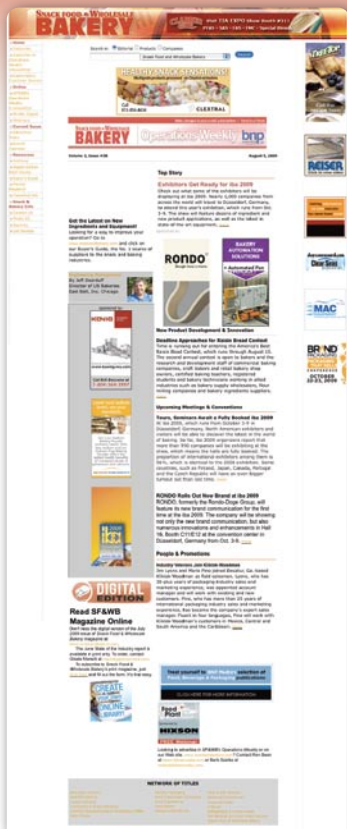
Exclusivity For Your Message:

SF&WB Operations Weekly is the only weekly e-newsletter produced for the volume baker. Offering relevant news in a timely and easy-to-find format, SF&WB Operations Weekly delivers focused editorial to a focused demographic in an ideal e-media format. It can deliver your electronic ad, generate sales leads, promote new products and drive traffic to your websites four times per month.

Content: Weekly updates on plant activity and operations by volume bakers, snack food manufacturers and baked snack producers.

Delivery & Total Audience: Via weekly email alert with a click through to the newsletter. Sent to all SF&WB operations, production, engineering and appropriate titles. Fully opt-in circulation.

Demographic Profile: Plant and production management, packaging supervisor, maintenance management, engineer, operations management.



Webinars

In 2008, BNP Media Events produced over 90 Webinars that generate an average of 400 leads per event*. Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor you'll receive these benefits:

- Registration list providing high quality sales prospects - includes names, companies, phone numbers and email addresses
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- No travel costs associated with sales calls

2010 Webinar Topics

- Gluten-Free Formulating
- Artisan Bread Production
- Sanitation Equipment Design & Maintenance

Contact your sales rep to learn how to schedule your customized Webinar program.

*Source: Publisher's Own Data

Industry Directories Buyer's Guide, October 2010 Close: Sep. 11

List your company for year-long exposure to your audience in print and online. Attract buyers to your company with advertising and enhancements to suit every budget including:

- Live links
- Streaming video
- Keyword searches
- Request For Proposal (R.F.P.) sales leads



Custom E-Newsletters

Let us cost-effectively design, create and email your message.

SF&WB can produce a custom e-newsletter for you with specific editorial, a targeted audience and a precise distribution date. Staff written and designed, we combine our opt-in subscriber list with your customer list to provide you the ultimate in targeted e-blasts with the branding and credibility of SF&WB. Consult your sales representative for details about our minimum three-time program.



Personalized Media Solutions

Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with Snack Food & Wholesale Bakery's readership. The end result is an engaging, powerful media package delivered to your target market.

Contact: Jeff Heath

P: 847-405-4074 E: heathj@bnpmedia.com
WEB: <http://custommedia.bnpmedia.com>

Food Safety Summit

The 2010 Food Safety Summit, the largest and most established food safety and security exposition in North America, takes place April 12-14 at the Washington DC Convention Center. For additional information, please visit www.foodsafetysummit.com.



MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Through use of brand assessment and management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools we help your business grow and succeed in today's marketplace.



For more information contact:

Sarah Corp
P: 248-786-1625
E: corps@bnpmedia.com
www.clearseasresearch.com

B/W PRINT RATES	1x	3x	6x	12x	18x
Full page	\$ 4260	\$ 4130	\$ 3830	\$ 3520	\$ 3330
2/3 page	3170	2870	2730	2570	2410
1/2 page (island)	3870	3720	3470	3190	3030
1/2 page	2570	2420	2250	2150	1900
1/3 page	1750	1670	1580	1510	1410
1/4 page	1340	1260	1200	1140	1080
Cover 2*		6290	5980	5660	
Cover 3*		6140	5800	5480	
Cover 4*		6640	6300	5980	

*Includes Bleed and Color

Color Rates

4-Color or 3-Color Process Rates for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$1660
Per Spread	\$2800
Per 1/2 Page	\$1130

Additional charge for any special color and black.

Per Page	\$1110
Per Spread	\$1900
Per 1/2 Page	\$960

Insert Rates Contact Publisher for more Information.

Classified Rates Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$140	\$125	\$110	\$100

Mechanical Information

Trim Size 8-7/8 X 10-3/4"

Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size.

Critical material should not run into the gutter.

Printing Body forms and covers heat-set web offset.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	NON-BLEED	INCHES (width x depth)
Full Page	7-3/4" x 10"	1/2 Page (island)	5" x 7-1/2"
2/3 Page	5" x 10"	1/3 Page (vert)	2-1/2" x 10"
1/2 Page (vert.)	3-3/4" x 10"	1/3 Page (square)	5" x 4-7/8"
1/2 Page (horiz.)	7-3/4" x 4-7/8"	1/4 Page (square)	3-3/4" x 4-7/8"

BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	9-1/8" x 11"	1/2 Page (horiz.)	9-1/8" x 5-3/8"
2/3 Page	5-3/4" x 11"	Spread Bleed	18" x 11"
1/2 Page (vert.)	4-1/4" x 11"		

Above sizes allow for 1/8" bleed on all sides.

WEBSITE RATES	3x	6x	12x
Banner Ad	\$1600	\$1320	\$1100
Tile Ad	850	660	550
Sponsor Button	770	610	500
Skyscraper Ad	940	850	720
Article Sponsorship Ad	720	550	440

Website Specs

Banner Ad	468 x 60 pixels	Skyscraper Ad	120 x 240 pixels
Tile Ad	125 x 125 pixels	Article Sponsorship	300 x 250 pixels
Sponsor Button	120 x 60 pixels		

File Size:	20K or less (JPG or GIF file); 130K or less (SWF file)	Resolution:	72 DPI
Colors:	256 colors or less	File Formats:	JPG, GIF (static or animated) SWF (Adobe Flash must include .FLA file)

Animation within ad unit: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation.

For additional website advertising options, as well as webinar, e-newsletters, video, podcast, and digital issue information, please contact your sales rep or visit the e-media kit section at snackandbakery.com.

Ship Materials, Insert Samples, Insertion Orders, etc. to:
**Snack Food and Wholesale Bakery, 155 N Pflugsten Road,
Suite 205, Deerfield, IL 60015**
Attn: Lisa Calhoun, E: calhounl@bnpmedia.com, P: 847-405-4041



Helping people succeed in business
with superior information.

Snack Food & Wholesale Bakery
155 Pflugsten Road Suite 205
Deerfield IL 60015

Production Information

SWOP Specifications Apply.

- **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.
- **Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 dpi. Advertisers must provide a go-by for identification purposes.
- **Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.
- **Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.
- **Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.
- **Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.
- **Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.
- **Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.
- **Issue and Closing Dates:** Issues are published 12 times a year. See editorial calendar for closing dates.

Advertising Contacts

Jeff Heath, Publisher
heathj@bnpmedia.com • Tel: 847-405-4074

Barb Szatko, Senior Sales Manager
szatkob@bnpmedia.com • Tel: 847-405-4103

Suzanne Sarkesian, Classified Sales Manager
sarkesians@bnpmedia.com • Tel: 248-786-1692