

INTEGRATED MEDIA 2008 PLANNER

snackandbakery.com

September 2007 Vol. 96 No. 9

SNACK FOOD & WHOLESALE BAKERY

Strategies, Formulations, Products, Industry

44 Private Label Snacks Offer Innovative Options

58 New Mixes Make Short Work of Baking

2007 Wholesale Baker of the Year

ALPHA Bakery Co., Inc.

Thinking Beyond the Alphabet

A DUNN PUBLICATION www.snackandbakery.com

Also Inside: SFA Section, page B1

New For 2008! Integrated Media Programs

PLUS:

- New Monthly Column from The American Society of Baking
- New Market Trends Feature that Defines the 10 Hottest Product Categories
- Jeff Dearduff Featured on SF/WB Operations Weekly Electronic Newsletter
- The Industry's Best Print and Online Combination To Maximize Your Exposure



THE Information Source for Volume Bakery,
Baked Snack and Snack Manufacturers



The Fastest Growing Magazine in the Bakery and Snack Business



Our Readers Are Leaders

In order to provide you, the advertiser, with the best ROI for your marketing dollars, *Snack Food & Wholesale Bakery* magazine is leading the charge in creating the most relevant, contemporary publication serving volume bakery and snack food manufacturers.



A Growing Industry

The past two years have seen major movement in the baked goods and snack foods market. New products, faster production, healthier formulations and niche markets are all affecting this growth market.



A Fresh Look, More Critical Content

In every issue, *Snack Food & Wholesale Bakery* has new and better sections to serve the readers and provide the advertiser with the most effective marketing medium in the industry.



Growth Trends in 2008

- Healthy Bakery Products
- Indulgent Desserts and Savory Snacks
- Artisan and Super-Premium Breads
- Portion-Control Packaging
- Products Made with Whole-Grain



Value-Added Advertising Benefits

Advertising programs in *Snack Food & Wholesale Bakery* earn you key benefits, including:

- Product Releases
- Timely Press Releases
- Brand Preference Surveys
- Web newsletters from snackandbakery.com

An Innovative Format for a Changing Market

Business Strategies

Informational interpretation of current business and consumer trends affecting the large volume and intermediate volume bakery and snack food producers. We will also provide the latest cutting-edge plant and corporate features on industry and segment leaders.

New Feature: Market Trends

Each month *Snack Food & Wholesale Bakery's* new feature will examine a key product segment. Who are the sales leaders in frozen pizza? Who has the largest market share within the cookie market?

Production Technologies

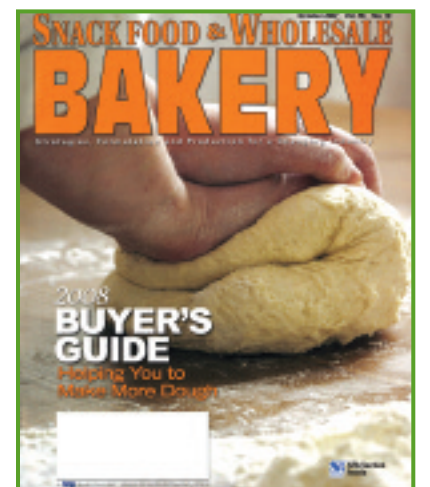
In-the-field reporting about the very latest in production efficiencies and applications. In-depth insight from the plant floor as well as the equipment manufacturer to provide the best balance of what works and what's new.

NEW American Society of Baking monthly column plus Jeff Dearduff's insights on Production Technology.

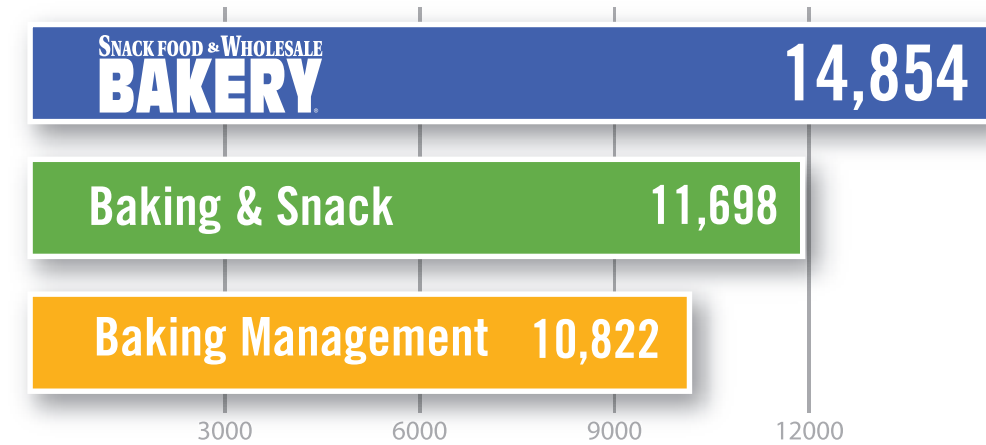
Formulations R&D

The industry is more dependent on new products and ingredient technology than ever before. *Snack Food & Wholesale Bakery* offers the R&D and product development team the latest breaking trends, practices and applications in ingredient applications.

NEW PRODUCTS ...the latest on the shelves.



Highest Qualified Circulation



Source: June 2007 BPA Statements

snackandbakery.com



	JANUARY CLOSES DEC 3	FEBRUARY CLOSES JAN 2	MARCH CLOSES FEB 1	APRIL CLOSES MAR 3	MAY CLOSES APR 1	JUNE CLOSES MAY 1	JULY CLOSES JUNE 2	AUGUST CLOSES JULY 1	SEPTEMBER CLOSES AUG 1	OCTOBER CLOSES SEPT 2	NOVEMBER CLOSES OCT 1	DECEMBER CLOSES NOV 3	
INGREDIENTS	COVER & PLANT FEATURE	Artisan Baker	Snack Food Manufacturer of the Year	Frozen Bakery Product Feature	Cookie/Cracker/Bar Baker Feature	Healthy Baking Feature	Intermediate Wholesale Baker of the Year	Pizza Manufacturer Feature	Wholesale Baker of the Year		Power 50 Report EXECUTIVE OF THE YEAR	Tortilla Manufacturer Feature	
	FORMULATION/R&D	Whole Grains	Fats & Oils	Fruits & Nuts	Soy	Sweeteners	Fiber	Inclusions	Bakery Mixes		Low Trans Fats	Chocolate	
	MARKET TRENDS	Pizza	Tortilla Chips	Pretzels	Variety Breads	Muffins & Cakes	Baked Sweet Goods	Snack/Nutrition Bars	Frozen Desserts		Cookies/Crackers	Artisan Bread	
	SPECIAL REPORTS		Portion Control	Ingredient Handling Systems	Tortilla Trends	Fortification		Tortilla Trends					
	SHOW DISTRIBUTION & COVERAGE	Snaxpo Show Guide	ASB ABA Snaxpo Food Safety & Security Summit		TIA	IFT		TIA	Pack Expo Packaging That Sells Conference				
EQUIPMENT	COVER & PLANT FEATURE	Artisan Baker	Snack Food Manufacturer of the Year	Frozen Bakery Product Feature	Cookie/Cracker/Bar Baker Feature	Healthy Baking Feature	Intermediate Wholesale Baker of the Year	Pizza Manufacturer Feature	Wholesale Baker of the Year		Power 50 Report	Tortilla Manufacturer Feature	
	PRODUCTION/TECHNOLOGY	PEER-TO-PEER COLUMNS	Belts & Conveyors	Depositors	Form/Fill/Seal Equipment	Ovens & Proofers	Pizza Processing Equipment	High-Volume Baking Systems	Mixing Technology	Sustainability		Transportation/Distribution	Baggers & Slicers
		EQUIPMENT SHOWCASES	Pan Cleaning	Robotics & Vision Systems	Dividers & Moulders	Icing Systems	Sheeting & Laminating	Extruders	X-ray & Metal Detection	Labeling & Inkjet Coating		Pizza Topping Systems	Toppers & Seeders
	MARKET TRENDS	Pizza	Tortilla Chips	Pretzels	Variety Breads	Muffins & Cakes	Baked Sweet Goods	Snack/Nutrition Bars	Frozen Desserts		Cookies/Crackers	Artisan Bread	
	SPECIAL REPORTS		Portion Control	Ingredient Handling Systems	Tortilla Trends	Fortification	Healthy Baking	Tortilla Trends					
SHOW DISTRIBUTION & COVERAGE	Snaxpo Show Guide	ASB ABA Snaxpo Food Safety & Security Summit		TIA	IFT		TIA	Pack Expo Packaging That Sells Conference					
VALUE-ADDED BENEFITS FOR ADVERTISERS:		Snaxpo Show Planner Special	Ad Readership Survey	Corporate Profiles	IFT Booth Previews	Category Sponsorships	Web Site Profiles	Tortilla Trends Booth Profiles	Digital State of the Industry Report	Traffic Stopper Bonus	Mailing List Bonus	Digital 2008 Food Trends Report	

STATE OF THE INDUSTRY REPORT

- More than 20 product category market share reports
- Category product leader updates
- Category trends
- Consumer purchase trends

ANNUAL BUYERS GUIDE & INAUGURAL ASB REPORT

- Suppliers Guide
- Product Guide
- Meetings and Conventions Calendar
- Associations Report

Integrated Marketing Packages

The 2008 Integrated Media Planner includes a full range of solutions from brand advertising to integrated direct response e-media programs and relationship-building face-to-face events. 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 get results!

Contact your sales rep for pricing and custom program information. To view samples of the online products listed, please visit — portfolio.bnpmmedia.com.

COMPONENT	DESCRIPTION
Print	• The foundation of any successful integrated media program
Web Ads	<ul style="list-style-type: none"> • Generate brand awareness • Promote new products and events • Drive new traffic to your website or online store • Maximize your marketing message throughout the website
Video (under 2 min.)	• Video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits, provide demonstrations or educational information on technical advancements.
Showroom/Microsites	<ul style="list-style-type: none"> • Detailed product information to qualified buyers at the moment of decision • Increase Brand Awareness with industry professionals • Strengthen your search engine optimization with more external links to your website
Products	• Position your ad to appear in current archived articles that pertain to your product or service. Ads link to your website to drive customers while they have your product information in their thoughts.
eNews	• Thousands of e-subscribers receive up-to-the-minute information on market conditions, technology developments and industry practices.
Sponsored/Custom E-Newsletter	• A fully customized e-newsletter to subscribers of your choice to launch a new product, promote brand awareness, etc.
Webinar	• A web seminar sponsorship allows for unique ways to introduce new products, services, or technologies directed at your target audience.
White Papers	<ul style="list-style-type: none"> • Crawled by our Google-powered search, the white papers reach the widest possible audience with our BNP Media search engine. • Sponsorships are available if you would like to be seen on all the pages in this section.
Lists	• Reach the right markets and professionals looking for your products and services.
Online Directory	• Makes it easier and more effective for buyers to find you and for your marketing message to stand out — online.
Additional Options	<ul style="list-style-type: none"> • Virtual Trade Shows • Live Event Sponsorships • Linx • Blogs/Bulletin Boards (Communities) • Custom E-Mags

Snack Food & Wholesale Bakery 2008 Advertising Rates & Specifications



B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4100	\$ 3970	\$ 3680	\$ 3390	\$ 3200	\$ 2880
2/3 page	3050	2765	2630	2475	2320	2080
Junior page	3725	3575	3340	3070	2910	2610
1/2 page	2475	2330	2165	2070	1830	1630
1/3 page	1685	1610	1520	1455	1360	1215
1/4 page	1290	1215	1155	1100	1040	925
Cover 2*		6050	5750	5440		
Cover 3*		5900	5585	5270		
Cover 4*		6385	6065	5750		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 2700	\$ 2600

Color Rates

4-Color or 3-Color Process

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

Per Page	\$ 1600
Per Spread	\$ 2700
Per 1/2 page	\$ 1090

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page	\$ 690
Per Spread	\$ 1080
Per 1/2 page	\$ 610

Special Color

Rate is for any special color and black.

Per Page	\$ 1070
Per Spread	\$ 1830
Per 1/2 page	\$ 920

Metallic Color

Rate is for simulated metallic colors.

Per Page	\$ 1330
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x+	12x
Per Inch	\$ 135	\$ 120	\$ 105	\$ 95

All classified ads are payable with copy and are non-commissionable.

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.

The following must accompany any ad sent electronically or on disk:

Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. 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.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media
Snack Food & Wholesale Bakery
Production Manager
155 Pflugsten Road, Suite 205
Deerfield, IL 60015

Mechanical Information

Trim Size	8-7/8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

Advertising Space Sizes

NON-BLEED (width x depth)	INCHES	BLEED (width x depth)	INCHES
Full Page	7-3/4" x 10"	Full Page Bleed	9-1/8" x 11"
Junior Page	5" x 7-1/2"		
2/3 Page	5" x 10"	2/3 Page Bleed	5-3/4" x 11"
1/2 Page (vert.)	3-3/4" x 10"	1/2 Page (vert.) Bleed	4-1/2" x 11"
1/2 Page (horiz.)	7-3/4" x 4-7/8"	1/2 Page (horiz.) Bleed	9-1/8" x 5-3/8"
1/3 Page (vert.)	2-1/2" x 10"		
1/3 Page (square)	5" x 4-7/8"	Spread Bleed	18" x 11"
1/4 Page (square)	3-3/4" x 4-7/8"	Above sizes allow for 1/8" bleed on all sides.	

Trim size is 8-7/8" X 10-3/4". Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Custom Media

The **BNP Custom Media Group** creates custom media solutions that use rich content and innovative media to build relationships and create results. Every project is turn-key, and mapped to your marketing goals and budget. BNP Custom Media combines the power of 17 media brands, extensive vertical market readership, expert editorial, and award winning design into one powerful media package.

Trade Education

Create 4 to 8 page custom media that suggests new business opportunities, showcases your expertise, or introduces new products or programs. BNP Media provides the editorial, design, and distribution via our leading magazines.

Custom Magazines

Take the lead in your business segment by publishing your own magazine. BNP Media provides the editorial, design, and distribution horsepower. You provide the direction. A magazine allows you to go beyond an expensive catalog, to showcase your leadership.

Commemorative Publications

Celebrate anniversaries and milestones with custom publications that tell your story in a rich, colorful way. BNP Media has extensive experience with commemorative books and publications.

Integrated Media

All BNP Custom Media can be formatted for the web. In addition, web-only content and features are available.

For More Information, Contact: Pierce Hollingsworth
Tel: (847) 405-4101 • hollingsworthp@bnpmedia.com

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Custom
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Group



Custom Research

Dedicated to providing results-oriented market research and insightful analyses with a focus on understanding your business.



For more information contact:

Sarah Corp Tel: 248-786-1625 or corps@clearseasresearch.com

Searching for ways to better position your company in the market?

Seeking new ideas on how to improve product acceptance?

Venturing into new markets and not sure which path to take?

Get the vital data you need with Clear Seas Research - charting your company's future with effective research solutions.

Advertising Contacts

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