

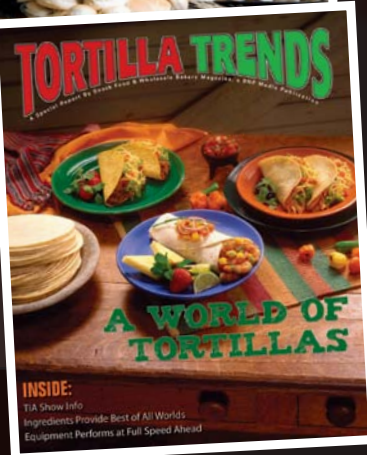
NEW for 2012

- Top Bakers/Snack Producers
- iba Pre-Show and Post-Show Coverage
- 2nd Annual Hot Products Guide
- Editorial Sponsorships



Issue

Coming in April 2012



SNACK FOOD & WHOLESALE BAKERY

The Preferred Source for Bakers and Snack Producers
WWW.SNACKANDBAKERY.COM



2012 Integrated Media Planner

PRINT | DIGITAL EDITION | WWW.SNACKANDBAKERY.COM

OPERATIONS WEEKLY ENEWSLETTER | WEBINARS | VIDEO | AND MUCH MORE!



CIRCULATION

#1 IN TOTAL MARKET COVERAGE

Snack Food & Wholesale Bakery has the largest audited circulation serving the volume bakery, baked snack and snack food producers, which means we reach more of your customers than any other snack and bakery magazine and provide the most effective ad environment for your brand message. Reach the key decision makers important to your company every month!

The Leader in BPA Qualified Total Circulation*

SF&WB	14,000
Baking & Snack	11,527
Baking Management	10,025

The Leader for General Management Audience*

SF&WB	7,308
Baking Management	6,326
Baking & Snack	6,105

The Leader for Product Development Audience*¹

SF&WB	3,516
Baking & Snack	2,359
Baking Management	1,969

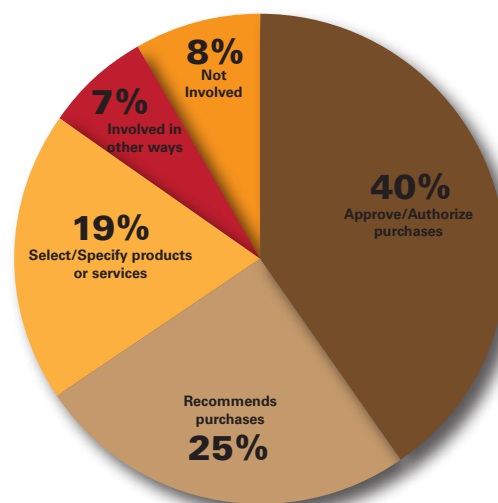
The Leader for Operations Audience*

SF&WB	3,176
Baking & Snack	2,803
Baking Management	1,730

*BPA Circulation Statement Dec 2010; SF&WB TQ 14,00 (12,692 Print + 1,308 Digital), B&S TQ 11,527, BM TQ 10,025. June 2011 BPA Statement SF&WB TQ 14,000 (12,042 Print + 1,958 Digital), B&S TQ 11,569, BM June 2011 BPA Statement not available at printing.

¹ SF&WB includes Product Development and Sales and Marketing; B&S includes Technical/R & D/ Quality Control and Purchasing/Marketing/Sales; BM includes Product Development and Purchasing/Marketing/Sales and Others.

Snack Food & Wholesale Bakery Readers Purchase Involvement¹



Delivering the Information Snack and Bakery Decision Makers Want²

MOST VALUABLE TOPICS FOR READERS	
Consumer Trends	91%
Regulatory Issues	87%
Food Safety	85%
New Equipment Technologies	85%
Product Information	84%
New Ingredient Research	80%
Packaging Equipment	63%
Sustainability/Resource Management	62%

Actions Readers Took As a Result of Reviewing Advertisement in Snack Food & Wholesale Bakery²

Saved for Future Reference	64%
Passed along to someone else	54%
Visited advertiser's website	51%
Requested additional information directly from company/sales representative	44%
Sought out more information via an internet search	43%
Discussed with someone else	37%
Investigated competitive offerings	26%
Purchased products or services advertised	18%
Recommended the purchase of services advertised	16%

² Snack Food & Wholesale Bakery Reader/Subscriber Study May 2011



CONTRIBUTING INDUSTRY EXPERTS



Jim Munyon; president, AIB International — Food Safety

James Munyon is president and CEO of AIB International, located in Manhattan, Kan. AIB International is a research and training facility for the baking industry and a leading audit and inspection service to the food industry both in North America and interna-

tionally. Before he joined AIB, Jim was president of the J.R. Simplot Co. and vice president and general manager of one of Nestlé's Food Divisions.



Sylvia Meléndez-Klinger; founder of Hispanic Food Communications and member of the GFF Scientific Advisory Board — Ethnic Products and Demographics, Ingredients, Grains

Sylvia Meléndez Klinger, a registered dietitian and certified personal trainer, created Hispanic Food Communications, a food communications and culinary consulting firm based in Hinsdale, Ill. Sylvia uses her in-depth culinary and cultural expertise to introduce new strategies for wellness to an increasingly health-conscious Hispanic population. Sylvia is also a member of the Grain Foods Foundation advisory board.



Shelley Case, author of "Gluten-Free Diet: A Comprehensive Resource Guide," member of the Grain Foods Foundation Scientific Board, — Gluten-Free, Celiac Issues

Shelley Case, a celiac nutrition expert on celiac disease and author, is a member of the Medical Advisory Boards of the Celiac Disease Foundation and the Gluten Intolerance Group in the United States and Professional Advisory Board of the Canadian Celiac Association. She is also on the board of advisors to *Living Without* magazine. A registered dietitian, Shelley is a frequent guest on television and radio and has delivered numerous lectures at food industry conferences.



Jeff Dearduff, director of U.S. Bakery Operations at East Balt Bakeries — Engineering Management, Contributing Columnist, *Snack Food & Wholesale Bakery*

Originally from Fort Wayne, Ind., Jeff Dearduff is considered a leader in the baking industry who has made operations a priority and a success in his organization. He has been in the wholesale baking business for 32 years and has spent 26 years as a race car driver (hobby). Jeff writes our "Engineering Management" column monthly and is a director of U.S. Bakeries at East Balt Inc. in Chicago. In his monthly column, he addresses the responsibilities of the maintenance manager and the bakery engineer.

Jeff is currently the third vice chairman of the American Society of Baking (ASB), becoming chairman in 2012.



Judi Adams, president, Grain Foods Foundation and The Wheat Foods Council, Contributing Columnist, *Snack Food & Wholesale Bakery*

Judi Adams has more than 30 years of nutrition education experience, ranging from assistant professor at North Dakota State University to nutrition positions at the ND Wheat Commission and National Sunflower Association. She owned her own nutrition and marketing company, and was president of the Wheat Foods Council for 13 years. She has been in her current position as president of the Grain Foods Foundation since Sept. 1, 2004.



Robb Mackie; President/CEO ABA — Regulatory Issues

Robb MacKie, president and CEO of the American Bakers Association (ABA), is the chief advocate and spokesperson for the \$102-billion wholesale baking industry. A leader in the Washington business community, he serves as a board member of the Business Industry Political Action Committee (BIPAC); is a member of the Chamber of Commerce's Committee of 100; and participates on the Kansas State University's Grain Science Advisory Committee.





Snack Food & Wholesale Bakery offers comprehensive coverage of new products, emerging trends and developments in ingredients and production technology from bakers and snack producers throughout North America. Build your company or product brand awareness in this must-read editorial content!

New Products:

We put our finger on the pulse of the latest new products set to hit store shelves. Product descriptions, detailed overviews, colorful images and full ingredient lists make this section the best-read department in the magazine.

Market Trends:

We define new opportunities through analysis of market trend categories such as variety breads, snack bars, organic products, tortillas and more.

Ingredient & R&D:

We explore how bakers and snack producers are using the latest advances in ingredient technology to fulfill consumers' new requirements of wholesome products that taste great and provide health benefits for the heart, mind and body as a whole.

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.

SPECIAL ISSUES:

February - Snack Company of the Year

This annual award honors a leading snack manufacturer for its ability to launch a host of new snack items, all while staying on trend. Get the latest information on the breadth of their products. Also SNAXPO Pre-Show Issue.



April - 100th Anniversary Issue

Celebrate and participate in *Snack Food & Wholesale Bakery's* 100th Anniversary issue. We'll look at the rich past of snack producers and bakers via an industry timeline and focus on landmark industry events over the last century. Suppliers have played an exciting role in America's baking and snack industries with innovative products and equipment, making these dynamic industries what they are today.

April & August - TORTILLA TRENDS Supplement

Readers will discover how tortilla producers are broadening their product portfolios to diversify into an array of ethnic flatbreads. Get the latest from the Tortilla Industry Association (TIA) and an exclusive preview to TIA's fall convention.



June & July - Annual State of the Industry Reports

These annual reports include: category product leader updates, category trends, consumer purchase trends, and much more! This is the snack and baking industry's most extensive report covering trends and analysis to product performance and how it all affects the bottom line! A year-round reference tool for producers.

September - Baker of the Year

This annual award honors a leading baker for their ability to introduce a team of new baked products, while meeting today's trends.



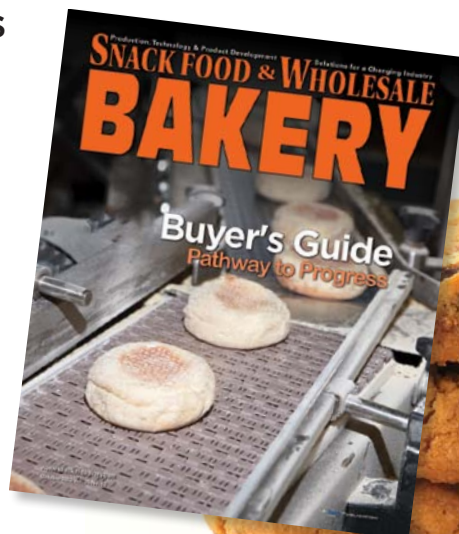


2013 BUYER'S GUIDE

Get year-round exposure for your company in *Snack Food & Wholesale Bakery's* Annual Buyer's Guide – an exclusive buyers guide and reference tool for the manufacturers and producers in the snack food and wholesale bakery marketplace.

October 2012 Print and Digital Editions

- The industry's best lead generator
- Referred to year-round
- Reaches 14,000* subscribers in the snack food and wholesale baking industry
- Exclusive Print and Digital edition for the snack food and wholesale baking industry
- Digital edition provides advertisers expanded coverage and interactivity through the use of live links
- Handy Trade Show Calendar for our readers to plan their show attendance
- Comprehensive Product Guide to pinpoint your search



*BPA Circulation Statement June 2011 (Print 12,042 + Digital 1,958)



www.snackandbakery.com/buyersguide

- Keyword Searches
- Live links
- Premium packages offer prime designation and ranking
- Brand Identity in Prime Position
- Expanded print, digital and online packages for 2012
- NEW! Social Media Linked Icons

NEW! Social Media Linked Icons

Help buyers connect with you by adding your Facebook, Twitter and/or LinkedIn sites icons in your online listing.



To give your company a standout listing, please contact:

Stacey Hurley
(248) 786-1662 • Fax: (248) 283-6590
hurleys@bnpmedia.com

For advertising packages contact:


Jeff Heath
(224) 554-9154
heathj@bnpmedia.com

Barb Szatko
(630) 886-1313
szatkob@bnpmedia.com

www.snackandbakery.com/buyersguide

	January Closes Dec 12	February Closes Jan 18	March Closes Feb 16	April Closes Mar 16	May Closes Apr 16
COVER FEATURES	Bakery Profile	NEW Snack Company of the Year Sponsorships Available	Bakery Profile	 Bakery Profile	Bakery Profile
MARKET TRENDS	Clean Label Products	Sweet & Savory Snacks	Pizza/Flatbread	Bars 	Pretzels Pretzel Rolls
SPECIAL REPORTS	Packaging Innovation	Ethnic Products	Food Safety Report	Tortilla Trends 	Gluten-free Update
INGREDIENT R&D	Inclusions	Whole Grains Ancient Grains	Sweeteners Gums Starches	Low-sodium Formulation	Chocolate Fruits & Nuts
PRODUCTION / TECHNOLOGY	Belts & Conveyors	Depositors Dividers Rounders	Mixing Technology	Lubrication	Logistics Fleet Management
PRE-SHOW COVERAGE & BONUS DISTRIBUTION		 SNAXPO	ABA		 IFT
VALUE-ADDED OPPORTUNITIES FOR 1/2-PAGE OR LARGER ADVERTISERS	Buy One Ad, Get One Free	Corporate Profile SNAXPO Video for Exhibitors	Lead Advantage for full-page advertising	Special 100th Anniversary Package	IFT Booth Profile
WEBINAR SERIES SPONSORSHIPS AVAILABLE				Food Safety Sponsorships Available	

June
Closes May 15



BAKERY

- Bread
- Buns
- Muffins
- Bagels
- Sweet Goods
- Cookies
- Tortilla
- Snack Cakes
- Pies
- Bars
- Frozen Pizza
- Frozen Baked Goods

STATE OF THE INDUSTRY
THE INDUSTRY



2012 EDITORIAL CALENDAR

July Closes Jun 14	August Closes Jul 16	SPECIAL ISSUE! Closes Jul 8	September Closes Aug 16	October Closes Sept 17	November Closes Oct 16	December Closes Nov 14
	Snack Profile		Baker of the Year		Bakery Profile	Frozen Products
SNACK	Portion Control		Chips	Free Enhanced Listing Inside Online Buyers Guide	Cookies/Crackers	Crossover Snacks
Potato Chips Tortilla Chips Crisps Pretzels Nuts/Trail Mix Jerky Meat Snacks Popcorn Pork Rinds Crackers	 Tortilla Trends Sponsorships Available	2012 HOT PRODUCTS GUIDE IN-PRINT AND ONLINE	Natural/Organic Whole Grain Products	2013 BUYER'S GUIDE	1st Annual Rankings Top Bakers and Snack Producers	Sustainability
STATE OF THE INDUSTRY	Fats & Oils		Flavors Colors	2013 BUYER'S GUIDE	Omegas Antioxidants	Fiber
	Robotics		Proofer Ovens Fryers		Form/Fill/Seal	Laminators Sheeters
STATE OF THE INDUSTRY	 TIA iba 2012 		 PACK EXPO	2013 BUYER'S GUIDE	Post iba Coverage 	2,000 name mail list
	iba 2012 booth profile TIA booth profile		PE Booth Profile Lead Advantage for full page advertiser		Advertiser Tabs on Digital Issue	
STATE OF THE INDUSTRY	Benefits of Low-Sodium Sponsorships Available	2013 BUYER'S GUIDE	2013 BUYER'S GUIDE	Clean Label Sponsorships Available	2,000 name mail list	
	Benefits of Low-Sodium Sponsorships Available					



Banner Ads

Premier positioning helps increase awareness of your company. Display includes hotlink at the top of the homepage in rotation schedule. 468 x 60 pixels

Tile Ads

Square-shaped ads appear on the homepage location in rotation schedule. 125 x 125 pixels

SF&WB TV

Position your company as a cutting-edge provider of industry-leading information with your own video! Short video clips offer an opportunity for companies to introduce their latest products and services, recap tradeshow exhibits or provide demonstrations. 275 X 250 pixels

Skyscraper Ads

Get extra attention for your products and services with a skyscraper ad featured on the homepage in rotation schedule. Great for a larger/longer message, to show a product photo, brochure and more. 120 x 600 pixels

Special interactive features make your advertisement stand out! Draw attention to your products with these simple upgrades.

Expandable Banner	Floating Ad
Page Peel	White Paper



BPA-AUDITED WEBSITE TRAFFIC

Traffic on WWW.SNACKANDBAKERY.COM is independently filtered, audited and reported by BPA Worldwide. Search engines like Google generate enormous amounts of non-human website traffic. Many "spiders" and "robots" are counted as traffic - but they can't click on your ads or buy your products and services. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009 and filters out all non-human traffic from reports. *Snack Food and Wholesale Bakery* now provides a convenient, reliable online system that media decision makers can log on to and get near real time detailed and accurate web traffic reports.



Connect with
Snack Food & Wholesale Bakery

WWW.SNACKANDBAKERY.COM/connect



SF&WB OPERATIONS WEEKLY eNEWSLETTER

eNEWSLETTER

Exclusivity for Your Message:

Operations Weekly is the only weekly eNewsletter produced for the volume baker. Offering relevant news in a timely and easy-to-find format, *Operations Weekly* delivers your message and promotes your new products while driving traffic to your website and generating highly qualified sales leads.

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

Delivery & Total Audience: Sent to 5,325* subscribers in operations, production and engineering. The number of opt-in subscribers is increasing every year!

* Publishers Data May 2011

eNewsletter Ad Opportunities

Wide Skyscraper	160 x 600 pixels
Vertical Rectangle	240 x 400 pixels
Medium Rectangle	300 x 250 pixels
Horizontal Banner	468 x 60 pixels
Contextual Ads	Copy and Link
Video	140 x 100 pixels 15 Words Link

Readers rate trade magazines and eNewsletters as the highest preferred sources of industry news and trends¹

¹Snack Food & Wholesale Bakery Reader/Subscriber Study May 2011

WEBINARS

Generate Leads While Educating Industry Decision Makers

You can't meet face-to-face with every baker and snack producer, but you can interact with each of them during a webinar. Build brand awareness, become a leader and generate sales leads. In 2010, *Snack Food & Wholesale Bakery* averaged more than 400* lead opportunities per event. You choose the content and speakers, and we'll market and execute your event. Schedule your customized webinar program today!

NEW! Next-Generation Webinars

In addition to our traditional webinar program, *Snack Food & Wholesale Bakery* is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities. With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

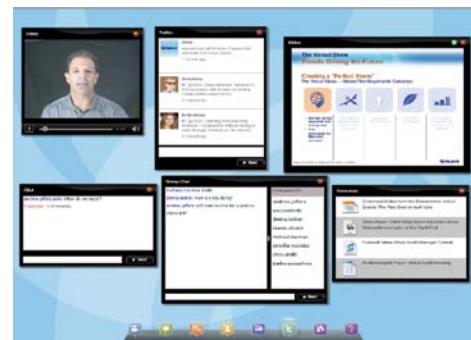
Why a Next-Generation Webinar?

- Interaction with your audience on a whole new level
- Re-engages the multitasking user
- Provides an immersive, flexible environment and puts the user in control
- Connects your content to your audience's digital life
- Drives quality traffic to your site, your company and your products
- Helps you develop a deeper relationship with your customers



Key Features

- Personalized, user-controlled Flash console for attendees
- Advanced presenter controls such as Screen Share and animated PowerPoint slides
- Open and extensive platform with social media widgets
- Greater event customization using skins and layouts
- Group chat and moderated Q&A
- Twitter integration
- Webcam video
- Mobile delivery on Flash-compatible devices
- Advanced reporting and analytics
- Separate video viewing screen (Additional costs may apply for streaming live video.)



77%
of the respondents representing a wide variety of industries indicate that a next-generation webinar is better or far better than traditional webinars.*

80%
feel that next-generation features such as social networking tools within a webinar are somewhat to very important in webcasting today.*

86%
of the respondents think that adding interactive elements to webinars makes them more useful and interesting.*

NOTE: Next-generation webinar option must be specified at time of webinar purchase.

*ON24 2010 Webcasting Report



CUSTOM E-NEWSLETTERS

Let *Snack Food & Wholesale Bakery* help create a co-branded eNewsletter customized to your needs. You select your target audience and *Snack Food & Wholesale Bakery* will deliver it. This is a great marketing tool prior to trade shows or throughout the year. Please contact your sales rep for a quote.

Great Content = Great Customers

Why is it time to develop your own eNewsletter?

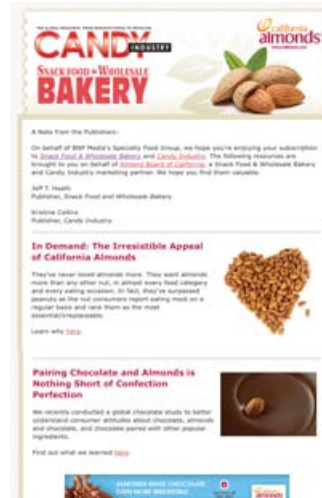
- Become a news leader for the industry
- Stay in touch with your past, present and future customers
- Educate the industry with valuable and compelling content that is delivered on a consistent basis
- Show your products and/or services as solutions to industry problems

By Working with *Snack Food & Wholesale Bakery* You Tap Into:

- Expert and experienced creative and editorial teams with more than 80 years of publishing experience.
- Subscribers that recognize and trust the *Snack Food & Wholesale Bakery* brand and have most likely added us to their safe sender list, leading to improved deliverability and open rates.

Quality Leads

Enhance your custom eNewsletter with our leads package to receive a contact list of those that clicked within your eNewsletter links!



DIGITAL EDITION SPONSORSHIP

The *Snack Food & Wholesale Bakery* digital edition allows our subscribers access to each issue everywhere in a green format. The digital edition provides your company with great visibility and continuous coverage as direct links are emailed to our subscribers base each month and each issue is archived online at WWW.SNACKANDBAKERY.COM.

Sponsorship Benefits:

- Receive a full-page ad opposite the front cover – giving your company exclusive brand exposure. Add a video or animation to your ad to really make it stand out!
- Your logo appears at the top of every page in the navigation bar
- All links and logos are linked directly to your website navigation bar
- All links and logos are hyperlinked to your website



Black & White Rates	1X	3X	6X	12X	18X
Full page	\$4,590	\$4,390	\$4,070	\$3,740	\$3,530
2/3 page	\$3,370	\$3,050	\$2,910	\$2,730	\$2,570
1/2 page island	\$4,110	\$3,960	\$3,690	\$3,390	\$3,220
1/2 page	\$2,730	\$2,580	\$2,390	\$2,290	\$2,020
1/3 page	\$1,860	\$1,780	\$1,680	\$1,610	\$1,500
1/4 page	\$1,430	\$1,340	\$1,280	\$1,220	\$1,150
Cover 2*		\$4,720	\$6,350	\$6,100	
Cover3*		\$6,520	\$6,160	\$5,820	
Cover4*		\$7,050	\$6,690	\$6,350	

*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	\$1,760	Per page	\$1,490
Per spread	\$2,980	Per spread	\$2,020
Per 1/2 page	\$1,720	Per 1/2 page	\$1,010

Additional charge for any special color and black

Inserts

For pricing, consult with the publisher or your representative.

Display Advertising Sizes

NON-BLEED	INCHES	NON-BLEED	INCHES
Full Page Trim	8-7/8" x 10-3/4"	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

Full Page	INCHES	
Full Page	9-1/8" x 11"	For 2/3 Page and 1/2 Page Bleed ads, please contact production manager for specs.
Spread Bleed	18" x 11"	

Above sizes allow for 1/8" bleed on all sides. Text and images must be at least 1/4" away from trim.

Classified Ad Rates

Snack Food & Wholesale Bakery's classified advertising section is a cost effective way to recruit new employees, sell used and surplus equipment and market services. Subscribers can find your ad quickly because of the clearly labeled categories. Classified ads are boxed display ads with a one inch minimum ad size. All classified ads are payable with copy and are non-commissionable. Net rates listed are listed below and color is additional charge.

1X . . . \$145 per column inch	6X . . . \$115 per column inch
3X . . . \$130 per column inch	12X . . \$105 per column inch

Contact: Suzanne Sarkesian | 248-786-1692 | sarkesians@bnpmedia.com

Content Development • Custom Publishing • Market-Specific Delivery



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs.

Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly:

Chris Wilson | (248) 244-8264 | wilsonc@bnpmedia.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 & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools we help your business grow and succeed in today's marketplace.

Contact: Beth Surowiec | 248-786-1617
surowiecb@bnpmedia.com | www.clearseasresearch.com

DIGITAL AD REQUIREMENTS

COMPOSITION: All material requiring any graphic work such as typesetting, layout, etc., must be received 45 days prior to publication date. Mechanical charges are billed at gross.

PLATFORMS: Macintosh preferred (IBM-compatible accepted, fonts will be replaced by Mac versions).

FILE FORMATS: InDesign and Quark files are accepted. All fonts and images should be included. High-resolution, print-ready PDFs are also accepted.

PHOTOS: 300 dpi, at 100% size, saved as TIFF, PSD, or EPS.

Color images must be CMYK. Do not compress graphics using JPEG or LZW.

COLORS: All colors used should be CMYK unless a spot color has been purchased.

ELECTRONIC SUBMISSION: E-mail and FTP options should be discussed with the production manager. All artwork (photographs, logos, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen-contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless a standard proof is provided.

AD SIZE: Crop marks for full-page ads should be at trim size 8.875" x 10.75". Bleeds should extend beyond trim crop marks by 1/8" on each side. Text and images must be kept at least 1/4" away from trim edges.

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

LIST RENTALS & REPRINTS

LIST RENTALS: Kevin Collopy, Senior Account Manager
Ph: 800-223-2194, ext. 684, kevin.collopy@infogroup.com

Michael Costantino, Senior Account Manager
Ph: 800-223-2194, ext. 748, michael.costantino@infogroup.com

REPRINTS: Jill DeVries, 248-244-1726, devriesj@bnpmedia.com

Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & materials to:

Nann Barkiewicz
BNP Media
2401 W. Big Beaver Rd., Ste 700
Troy, MI 48084
248-244-6431
barkiewiczn@bnpmedia.com

FTP Login Information: Go to <http://upload.bnpmedia.com> and choose Snack Food and Wholesale Bakery from the drop-down menu and follow the on-screen directions.

Advertising Contacts:

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Publisher
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224-554-9154

Suzanne Sarkesian
Classified Sales Manager
sarkesians@bnpmedia.com
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Barb Szatko
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630-886-1313



bnp BNP Media Helps People Succeed
in Business With Superior Information

2012 Integrated Media Planner