



MEDIA DATA 2011

European Baker serves the needs of the larger and more sophisticated producers of bread, cakes, morning goods and other related products and gives the advertiser the ability to reach and influence Europe's leading bakery companies within just one publication.

European Baker targets both industrial and craft bakers across all of the countries and regions of Europe and, to that end, we carry articles on:

- Technology of interest to the volume baker like packaging, equipment innovations etc
- New products
- Analysis of products such as ingredients and additives
- Current world news
- Scientific articles from experts on the latest bakery technology
- Exhibition news and reviews
- Features on specific countries to assess their market trends

DISTRIBUTION

Industrial Bakers	54 %
Large Craft Bakers	36 %
Frozen/General Food Manufacturers	19 %
Supermarket Groups	10 %
Bakery Chains	21 %
Ingredient Suppliers	15 %
Technical/Education Facility	6 %
Import/Export	59 %

Some readers indicate their activities cover more than one sector

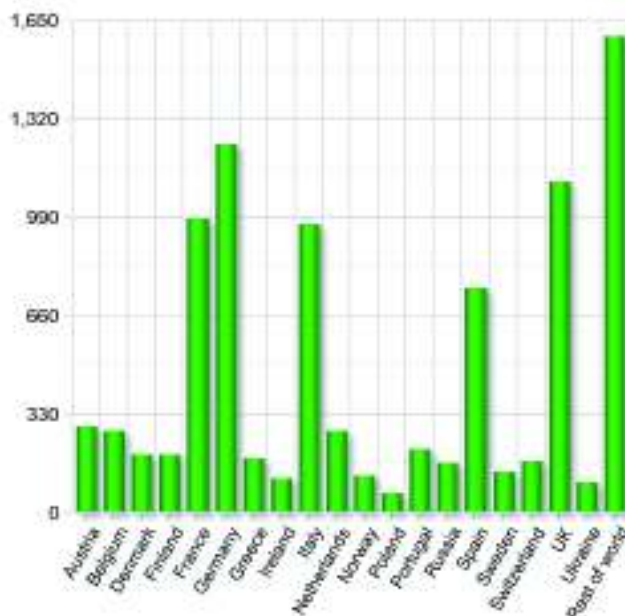
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CIRCULATION

Austria	287
Belgium	276
Denmark	202
Finland	195
France	985
Germany	1,237
Greece	183
Ireland	114
Italy	969
Netherlands	281
Norway	125
Poland	64
Portugal	214
Russia	165
Spain	754
Sweden	141
Switzerland	171
UK	1,122
Ukraine	101
Total	7,596
Rest of world	1,600

GRAND TOTAL 9,196

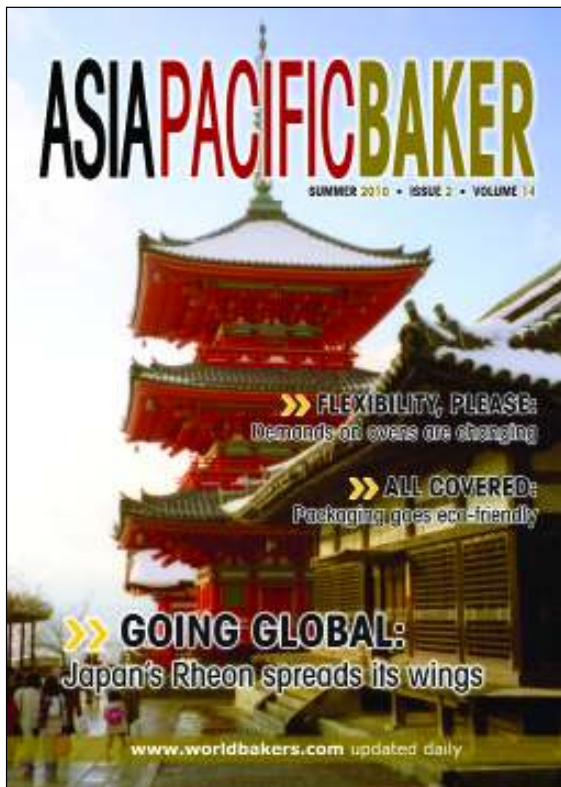
EUROPEAN BAKER ENQUIRY FORM

ISSUES	BONUS DISTRIBUTION	FEATURES WILL INCLUDE	EDITORIAL	ADVERTISING
JANUARY/FEBRUARY 2011 EDITORIAL DEADLINE - 21 DECEMBER 2011 ADVERTISING DEADLINE - 19 JANUARY 2011	Mobac Tokyo, Japan, 16-19 February Intersicop Madrid, 24-28 March	<ul style="list-style-type: none"> • Ovens • Frozen Products/Bake-off • Freezing/Cooling • Improvers 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MARCH/APRIL 2011 EDITORIAL DEADLINE - 2 MARCH 2011 ADVERTISING DEADLINE - 18 MARCH 2011	Bakery China Shanghai, 11-14 May Interpack Düsseldorf, 12-18 May	<ul style="list-style-type: none"> • Flour • Conveying/Handling • Added Value 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY/JUNE 2011 EDITORIAL DEADLINE - 4 MAY 2011 ADVERTISING DEADLINE - 20 MAY 2011		<ul style="list-style-type: none"> • Mixers • Dividers, Rounders & Moulders • Pre-mixes 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
JULY/AUGUST 2011 EDITORIAL DEADLINE - 6 JULY 2011 ADVERTISING DEADLINE - 22 JULY 2011		<ul style="list-style-type: none"> • Added Value • Conveying/Handling • Efficiency 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SEPTEMBER/OCTOBER 2011 EDITORIAL DEADLINE - 7 SEPTEMBER 2011 ADVERTISING DEADLINE - 16 SEPTEMBER 2011	Anuga Cologne, 8-12 October Modern Bakery Moscow, 10-13 October	<ul style="list-style-type: none"> • Turnkey Installations • Yeast/Enzymes • Health Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOVEMBER/DECEMBER 2011 EDITORIAL DEADLINE - 5 NOVEMBER 2011 ADVERTISING DEADLINE - 18 NOVEMBER 2011		<ul style="list-style-type: none"> • Flexibility • Proofing • Improvers 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

RATE CARD

For online advertising options & rates please email: admin@crier.co.uk

	6	4	2	1
FULL PAGE  BLEED: 303 x 216mm TRIMS TO: 297 x 210mm	€ 3,000	€ 3,300	€ 3,500	€ 3,700
SOLUS  SIZE: 180 x 135mm	€ 2,100	€ 2,500	€ 2,700	€ 3,000
HALF PAGE  BLEED: 148 x 216mm TRIMS TO: 145 x 210mm or 270 x 90mm (upright)	€ 1,500	€ 1,800	€ 2,100	€ 2,400
QUARTER PAGE  SIZE: 130 x 90mm (upright) or 65 x 186mm (horizontal)	€ 900	€ 1,100	€ 1,400	€ 1,550
INSIDE FRONT COVER  BLEED: 303 x 216mm TRIMS TO: 297 x 210mm				€ 3,850
INSIDE BACK COVER  BLEED: 303 x 216mm TRIMS TO: 297 x 210mm				€ 3,750
FRONT COVER  BLEED: 303 x 216mm TRIMS TO: 297 x 210mm or 160 x 140mm (Image must allow for magazine title)				€ 4,500
OUTSIDE BACK COVER  BLEED: 303 x 216mm TRIMS TO: 297 x 210mm				€ 4,000
DOUBLE PAGE SPREAD (DPS)  BLEED: 303 x 612mm TRIMS TO: 297 x 594mm				€5,500
COVER STORY PACKAGE FC + 3 PAGES  PLEASE ENQUIRE				€ 9,000



MEDIA DATA 2011

Asia Pacific Baker targets both industrial and craft bakers across all of the countries and regions of Asia.

The baking industry in the Pacific Rim is unique. Not only is there a strong European influence in terms of the style of baked goods being produced, there is also great diversity where the bakers themselves are concerned. While the region is characterised by a large number of smaller craft or 'artisan' bakeries, there is an increasing number of industrial plant bakers too. It all adds up to the fact that the region's bakers continue to develop their own product lines, mixing traditional and modern bakery techniques. As a region, the Asia Pacific has attracted plenty of interest from global bakery businesses in Europe and the Americas. Growing interest in the region has led to increased investment.

This quarterly publication focuses on:

- The specific requirements of the region
- Technical knowledge
- Practical and educational articles
- Exhibition news and reviews
- New products
- Features on countries, including market trends

DISTRIBUTION

Hotels	26 %
Industrial Plant Bakers	25 %
Craft Bakers	12 %
Frozen/General Food	9 %
Manufacturers Ingredients	7 %
Education	3 %
Import/Export	12 %
Supermarket Groups	6 %

Some readers indicate their activities cover more than one sector

CONTACT

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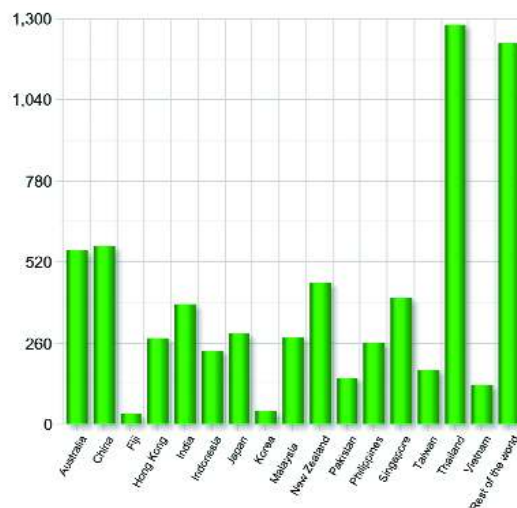
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CIRCULATION

Australia	557
China	576
Fiji	35
Hong Kong	281
India	389
Indonesia	237
Japan	295
Korea	48
Malaysia	279
New Zealand	457
Pakistan	154
Philippines	262
Singapore	403
Taiwan	175
Thailand	1,280
Vietnam	126
Total	5,554
Rest of the world	1,222
GRAND TOTAL	6,776



ASIA PACIFIC BAKER ENQUIRY FORM

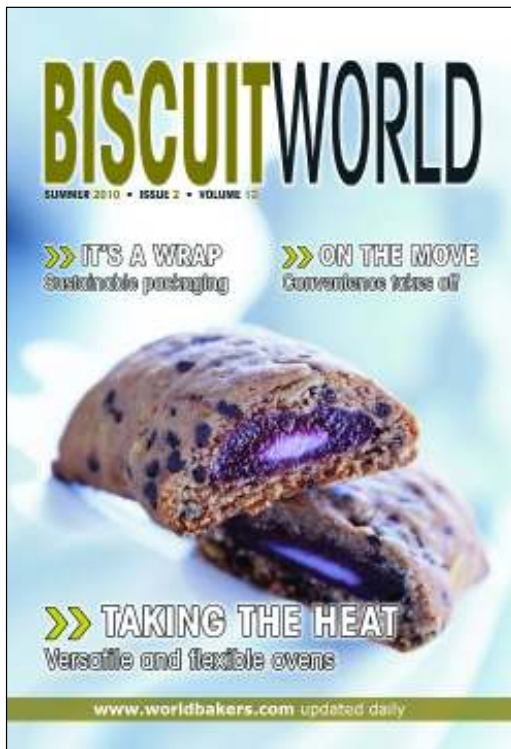
ISSUES	BONUS DISTRIBUTION	FEATURES WILL INCLUDE	EDITORIAL	ADVERTISING
SPRING 2011 EDITORIAL DEADLINE - 22 JANUARY 2011 ADVERTISING DEADLINE - 4 FEBRUARY 2011	Mobac <i>Tokyo, Japan, 16-19 February</i> Bakery China <i>Shanghai, 11-14 May</i>	<ul style="list-style-type: none"> • Turnkey Operations • Improvers • Mixers 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SUMMER 2011 EDITORIAL DEADLINE - 23 APRIL 2011 ADVERTISING DEADLINE - 18 MAY 2011		<ul style="list-style-type: none"> • Ovens • Packaging • Freezing 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AUTUMN 2011 EDITORIAL DEADLINE - 25 JULY 2011 ADVERTISING DEADLINE - 16 AUGUST 2011	Modern Bakery <i>Moscow, 10-13 October</i>	<ul style="list-style-type: none"> • Dividers, Rounders & Moulders • Conveying • Frozen Product/Bake-Off 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
WINTER 2011 EDITORIAL DEADLINE - 22 OCTOBER 2011 ADVERTISING DEADLINE - 17 NOVEMBER 2011		<ul style="list-style-type: none"> • Bulk Handling • Depanning • Slicing & Bagging • Flour 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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FULL PAGE 	BLEED: 303 x 216mm TRIMS TO: 297 x 210mm	€ 3,000	€ 3,300	€ 3,500	€ 3,700
SOLUS 	SIZE: 180 x 135mm	€ 2,100	€ 2,500	€ 2,700	€ 3,000
HALF PAGE 	BLEED: 148 x 216mm TRIMS TO: 145 x 210mm or 270 x 90mm (upright)	€ 1,500	€ 1,800	€ 2,100	€ 2,400
QUARTER PAGE 	SIZE: 130 x 90mm (upright) or 65 x 186mm (horizontal)	€ 900	€ 1,100	€ 1,400	€ 1,550
INSIDE FRONT COVER 	BLEED: 303 x 216mm TRIMS TO: 297 x 210mm				€ 3,850
INSIDE BACK COVER 	BLEED: 303 x 216mm TRIMS TO: 297 x 210mm				€ 3,750
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COVER STORY PACKAGE FC + 3 PAGES 	PLEASE ENQUIRE				€ 9,000

MEDIA DATA 2011



Biscuit World is the only international magazine that addresses the very precise needs of the **biscuit processor from all capacities**. Biscuits are an example of popular and cheap confectionery with worldwide consumption, and their versatility and variety have endeared them to millions of people.

This international publication concentrates on:

- The technology of interest to those in the trade
- Features from experts in their own specialist fields
- Analysis of ingredients
- Ensuring that the reader is kept up-to-date with innovations
- Current world news
- New innovations in plant and equipment
- New products

The technical content within **Biscuit World** is high and it is in keeping with its well-educated readership.

DISTRIBUTION

Processors	77 %
Ingredient suppliers	14 %
Other (Paid Readers)	9 %

CONTACT

For Editorial please contact:

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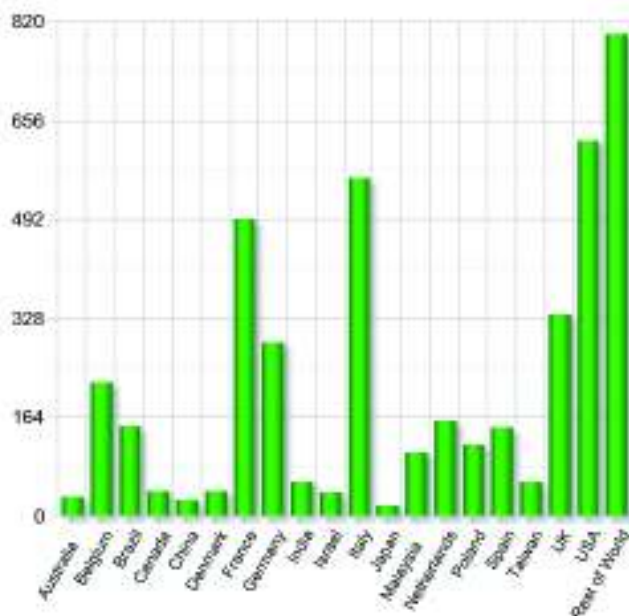
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Tel: 00 385 31 308 009

CIRCULATION

OF TOP 19 COUNTRIES

Australia	35
Belgium	223
Brazil	151
Canada	42
China	27
Denmark	44
France	495
Germany	291
India	57
Israel	39
Italy	561
Japan	18
Malaysia	105
Netherlands	159
Poland	119
Spain	147
Taiwan	58
UK	337
USA	627
Total	3,535
Rest of World	800
GRAND TOTAL	4,335



BISCUIT WORLD ENQUIRY FORM

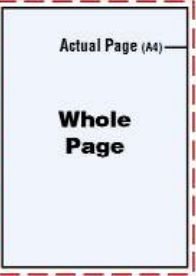
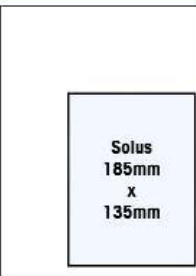
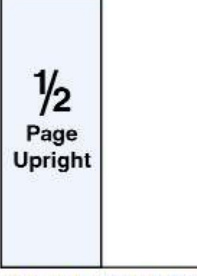

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SUMMER 2011 EDITORIAL DEADLINE - 6 APRIL 2011 ADVERTISING DEADLINE - 20 APRIL 2011	Bakery China <i>Shanghai, 11-14 May</i> Interpack <i>Düsseldorf, 12-18 May</i>	<ul style="list-style-type: none"> • Ovens • Packaging & Handling • Convenience products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AUTUMN 2011 EDITORIAL DEADLINE - 6 AUGUST 2011 ADVERTISING DEADLINE - 1 SEPTEMBER 2011	Anuga <i>Cologne, 8-12 October</i> Modern Bakery <i>Moscow, 10-13 October</i>	<ul style="list-style-type: none"> • Additives • Cleaning • Forming 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
WINTER 2011 EDITORIAL DEADLINE - 10 NOVEMBER 2011 ADVERTISING DEADLINE - 1 DECEMBER 2011		<ul style="list-style-type: none"> • Moulding • Aeration and aerating systems • Quality control systems 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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COVER STORY PACKAGE FC + 3 PAGES 	PLEASE ENQUIRE				€ 9,000

MECHANICAL SPECIFICATIONS

BAKERY MAGAZINES ADVERTISING DATA		
<p>Bleed (extra 3mm that is needed to ensure no white shows)</p>  <p>Actual Page (A4)</p> <p>Whole Page</p> <p>Bleed Ad: H=303mm x W=216mm Actual Page/Ad Size (A4): H=297 x W=210 mm</p> <p>No bleed: H=270mm X W=186 mm</p>	 <p>Solus 185mm x 135mm</p> <p>Solus (Junior) Page</p>	<p>1/3 Page Across</p> <p>1/3 Page across: H=99mm X W=186mm</p> <p>1/2 Page Across</p> <p>Bleed advert: H=148 X W=216mm Actual Advert Size: H=145mm X W=210mm</p> <p>No Bleed: H=130mm X W=186 mm</p>
 <p>1/2 Page Upright</p> <p>Bleed advert: H= 303mm X 103mm Actual advert Size (A4): H=297 x W=100 mm</p> <p>No Bleed: H=270mm X W=90mm</p>	<p>H=130mm X W=90mm</p> <p>1/4 Page</p> <p>1/4 Page Across</p> <p>1/4 Page across: H=65 X W=186mm</p> <p>1/3 Page across: H=90 X W=186mm</p>	 <p>Front cover Advert 303mm x 216mm</p> <p>Must allow space for our Logo</p>

PRODUCTION:

We prefer to receive a high resolution pdf, eps or tif file at 300dpi with all pictures and fonts embedded into the file.

You can email your advertisement to us at: production@crier.co.uk, we are happy to accept files up to 10mb via email, 80mb via Humyo FTP.

Please post a colour guide to us so the printers can match your company colours.

We are also happy to receive advertisements on CD sent to the UK office (see address below).

www.worldbakers.com

ONLINE



Your essential reading magazines, European Baker, Asia Pacific Baker and Biscuit World, have a **web portal** to serve the worldwide bakery and biscuit industry. The website aims to bring up-to-date industry-specific news on a daily basis as well as regular business and market analyses, case studies, product updates along with other relevant information for the modern bakery and biscuit industry management.

The site, www.worldbakers.com, also offers the industry an opportunity to promote its products and companies in a modern, interactive method and to keep contact with customers 24/7.

To advertise online, please email: admin@crier.co.uk

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