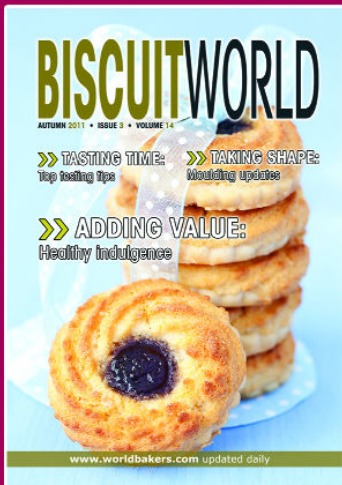




EUROPEAN BAKER



BISCUIT WORLD



ASIAPACIFIC BAKER



media data 2012

www.worldbakers.com

UPDATED: 27 FEBRUARY 2012

EUROPEAN BAKER **topics and shows**

ISSUES	PLANNED FEATURES INCLUDE	SHOW DISTRIBUTION
JANUARY/FEBRUARY 2012 EDITORIAL DEADLINE - 21/12/2011 ADVERTISING DEADLINE - 19/1/2012	<ul style="list-style-type: none"> • Ovens • Frozen Products/Bake-off • Improvers 	SIGEP, Italy Gulfood, Dubai Europain, France (SHOW issue)
MARCH/APRIL 2012 EDITORIAL DEADLINE - 21/2/2012 ADVERTISING DEADLINE - 21/2/2012	<ul style="list-style-type: none"> • Flour • Conveying/Handling • Added Value 	Europain (review) SNAXPO, USA Foodex, UK
MAY/JUNE 2012 EDITORIAL DEADLINE - 4/5/2012 ADVERTISING DEADLINE - 20/5/2012	<ul style="list-style-type: none"> • Mixers • Dividers, Rounders & Moulders • Pre-mixes 	Ibatech, Turkey Djazagro, Algiers Bakery China, China
JULY/AUGUST 2012 EDITORIAL DEADLINE - 6/7/2012 ADVERTISING DEADLINE - 22/7/2012	<ul style="list-style-type: none"> • Added Value • Conveying/Handling • Efficiency 	IBA, Germany (preview issue)
SEPTEMBER/OCTOBER 2012 EDITORIAL DEADLINE - 20/8/2012 ADVERTISING DEADLINE - 30/8/2012	<ul style="list-style-type: none"> • Turnkey Installations • Yeast/Enzymes • Health Products 	IBA (SHOW issue) MBM, Russia SIAL, France
NOVEMBER/DECEMBER 2012 EDITORIAL DEADLINE - 5/11/2012 ADVERTISING DEADLINE - 18/11/2012	<ul style="list-style-type: none"> • Flexibility • Proofing • Packaging 	IBA (review)

EXAMPLE ADVERTISING RATES*

FULL PAGE

From €3000 to €3700

HALF PAGE

€1500 to €2400

QUARTER PAGE

€900 to €1550

WEBSITE

From €600 to €900

DIGITAL MAGAZINE

€250 to €500

* Prices vary due to placement frequency and package offers



MEDIA DATA 2012

European Baker serves the needs of the larger and more sophisticated producers of bread, cakes, morning goods and other related products. It 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 has a growing international readership. To that end, we carry articles on:

- Technology of interest to the volume baker like packaging, equipment innovations etc
- New product and equipment innovations.
- 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.

DIGITAL AND ON-LINE READERSHIP

European Baker and its sister magazines have a web portal, www.worldbakers.com to serve the worldwide bakery and biscuit industry. The website aims to present up-to-date industry and related news on a daily basis.

European Baker is also available as a digital magazine via www.worldbakers.com and is updated regularly to keep a constant news feed between print editions. Plans are in progress to launch online versions of Asia Pacific Baker and Biscuit World early in 2012.

FOR ONLINE ADVERTISING, contact Nick Thorp at nthorp@crier.co.uk

CONTACT

Editorial:
Andre Erasmus
andre@crier.co.uk
 Tel: 00 44 1883 734 582

Charlene Mitchell
charlene@crier.co.uk
 Tel: 00 44 1883 734 582

Sales:
Nick Thorp
nthorp@crier.co.uk
 Tel: 00 44 1883 734 582

Subscriptions:
Jennie Puxty
subs@crier.co.uk
 Tel: 00 44 1883 734 582

DISTRIBUTION*

Industrial Bakers	58 %
Large Craft Bakers	39 %
Frozen/General Food Manufacturers	17 %
Supermarket Groups	12 %
Bakery Chains	21 %
Ingredient Suppliers	22 %
Technical/Education Facility	12 %
Import/Export	59 %
Subscribers	12 %

*Some readers indicate their activities cover more than one sector

CIRCULATION

Austria	321
Belgium	284
Denmark	213
Finland	197
France	987
Germany	1,234
Greece	180
Ireland	114
Italy	971
Netherlands	289
Norway	123
Poland	67
Portugal	212
Russia	169
Spain	758
Sweden	143
Switzerland	175
UK	1,138
Ukraine	108
Total	7,683
Rest of world	1,700

GRAND TOTAL 9,383

ASIA PACIFIC BAKER topics and shows

ISSUES	PLANNED FEATURES INCLUDE	SHOW DISTRIBUTION
SPRING 2012 EDITORIAL DEADLINE - 22 JANUARY 2012 ADVERTISING DEADLINE - 3 FEBRUARY 2012	<ul style="list-style-type: none"> • Turnkey Operations • Improvers • Mixers 	SIGEP, Italy Gulfood, Dubai Europain, France (SHOW issue)
SUMMER 2012 EDITORIAL DEADLINE - 23 APRIL 2012 ADVERTISING DEADLINE - 18 MAY 2012	<ul style="list-style-type: none"> • Ovens • Packaging • Conveying 	Europain (review) SNAXPO, USA Foodex, UK IBA, Germany (pre-view)
AUTUMN 2012 EDITORIAL DEADLINE - 25 JULY 2012 ADVERTISING DEADLINE - 16 AUGUST 2012	<ul style="list-style-type: none"> • Dividers, Rounders & Moulders • Efficiency • Frozen Product/Bake-Off 	Ibatech, Turkey Djazagro, Algiers Bakery China, China IBA (SHOW issue)
WINTER 2012 EDITORIAL DEADLINE - 22 OCTOBER 2012 ADVERTISING DEADLINE - 17 NOVEMBER 2012	<ul style="list-style-type: none"> • Flexibility • Depanning • Slicing & Bagging 	IBA (review) MBM, Russia SIAL, France

EDITORIAL OPPORTUNITIES FOR CLIENTS







Examples of Expert View, Guest Column and Company Profile pages which feature in our magazines and to which our clients may contribute for added publicity.

ASIAPACIFICBAKER

AUTUMN 2011 • ISSUE 3 • VOLUME 15

>> SWEET TOOTH:
The rising cost of COCOA

>> PALM OIL:
Sustainability is key

>> ENERGY EFFICIENT:
The use of new technologies

www.worldbakers.com updated daily

MEDIA DATA 2012

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. 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 interest from global bakery businesses. 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

DIGITAL AND ON-LINE READERSHIP

Asia Pacific Baker and its sister magazines have a web portal, www.worldbakers.com to serve the worldwide bakery and biscuit industry. The website aims to present up-to-date industry and related news on a daily basis.

European Baker is also available as a digital magazine via www.worldbakers.com and is updated regularly to keep a constant news feed between print editions. Plans are in progress to launch online versions of **Asia Pacific Baker** and **Biscuit World** early in 2012.

For **ONLINE ADVERTISING**, contact Nick Thorp at nthorp@crier.co.uk

CONTACT

Editorial:

Andre Erasmus
andre@crier.co.uk
Tel: 00 44 1883 734 582

Charlene Mitchell
charlene@crier.co.uk
Tel: 00 44 1883 734 582

Sales:

Nick Thorp
nthorp@crier.co.uk
Tel: 00 44 1883 734 582

Subscriptions:

Jennie Puxty
subs@crier.co.uk
Tel: 00 44 1883 734 582

DISTRIBUTION*

Hotels	21 %
Industrial Plant Bakers	49 %
Craft Bakers	12 %
Frozen/General Food	9 %
Manufacturers Ingredients	14 %
Education	3 %
Import/Export	12 %
Supermarket Groups	6 %
Subscribers	14 %

**Some readers indicate their activities cover more than one sector*

CIRCULATION

Australia	567
China	579
Fiji	33
Hong Kong	285
India	401
Indonesia	238
Japan	303
Korea	49
Malaysia	274
New Zealand	451
Pakistan	153
Philippines	264
Singapore	409
Taiwan	173
Thailand	1,277
Vietnam	128
Total	5,584
Rest of the world	1,300
GRAND TOTAL	6,884

BISCUIT WORLD topics and shows

ISSUES	PLANNED FEATURES INCLUDE	SHOW DISTRIBUTION
SPRING 2012 EDITORIAL DEADLINE - 18 JANUARY 2012 ADVERTISING DEADLINE - 1 MARCH 2012	<ul style="list-style-type: none"> • Extruding & Depositing • Conveying • Wafer Technology 	SIGEP, Italy Gulfood, Dubai Europain, France (SHOW issue)
SUMMER 2012 EDITORIAL DEADLINE - 6 APRIL 2012 ADVERTISING DEADLINE - 20 APRIL 2012	<ul style="list-style-type: none"> • Ovens • Packaging & Handling • Convenience products 	Europain (review) SNAXPO, USA Foodex, UK IBA, Germany (pre-view)
AUTUMN 2012 EDITORIAL DEADLINE - 6 AUGUST 2012 ADVERTISING DEADLINE - 27 AUGUST 2012	<ul style="list-style-type: none"> • Additives • Cleaning • Forming 	Ibatech, Turkey Djazagro, Algiers Bakery China, China IBA (SHOW issue)
WINTER 2012 EDITORIAL DEADLINE - 10 NOVEMBER 2012 ADVERTISING DEADLINE - 1 DECEMBER 2012	<ul style="list-style-type: none"> • Moulding • Aeration and aerating systems • Quality control systems 	IBA (review) MBM, Russia SIAL, France

SUBSCRIPTION RATES*

		GBP	EUR	USD
European Baker 6 issues	1 year	£50	€60	\$77
	2 years	£90	€100	\$150
Asia Pacific Baker 4 issues	1 year	£40	€45	\$65
	2 years	£75	€85	\$90
Biscuit World 4 issues	1 year	£40	€45	\$65
	2 years	£75	€85	\$90
EB + APB (Discount rate)	1 year	£80	€95	\$125
	2 years	£150	€170	\$180
EB + BW (Discount rate)	1 year	£80	€95	\$125
	2 years	£150	€170	\$180
EB,APB,BW (Discount rate)	1 year	£120	€140	\$190
	2 years	£200	€240	\$300



For Magazine info visit:
www.worldbakers.com

All credit card transactions through our office must be in pounds sterling (£)

* As of January 1, 2012



ADSALES ASSOCIATES LTD (CRIER MEDIA GROUP)

First Floor Offices, 1-3 Station Road East, Oxted, Surrey RH8 0BD (UK) Tel: +44 (0) 1883 734582 • Fax: +44 (0) 1883 713640 • www.crier.co.uk



MEDIA DATA 2012

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. It boasts a continually growing global readership.

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.

DIGITAL AND ON-LINE READERSHIP

Biscuit World and its sister magazines have a web portal, www.worldbakers.com to serve the worldwide bakery and biscuit industry. The website aims to present up-to-date industry and related news on a daily basis.

European Baker is also available as a digital magazine via www.worldbakers.com and is updated regularly to keep a constant news feed between print editions. Plans are in progress to launch online versions of **Biscuit World** and Asia Pacific Baker early in 2012.

For **ONLINE ADVERTISING**, contact Nick Thorp at nthorp@crier.co.uk or Ivana Hromin at ivana@crier.hr

CONTACT

Editorial:

Andre Erasmus
andre@crier.co.uk
 Tel: 00 44 1883 734 582

Charlene Mitchell
charlene@crier.co.uk
 Tel: 00 44 1883 734 582

Sales:

Nick Thorp
nthorp@crier.co.uk
 Tel: 00 44 1883 734 582

Ivana Hromin
ivana@crier.hr
 Tel: 00 385 91 4855 243

Subscriptions:

Jennie Puxty
subs@crier.co.uk
 Tel: 00 44 1883 734 582

DISTRIBUTION*

Processors	78 %
Large Craft Bakers	31 %
General Food Manufacturers	10 %
Supermarket Groups	9 %
Bakery Product Chains	19 %
Ingredient Suppliers	22 %
Technical/Education Facility	14 %
Import/Export	42 %
Subscribers	22 %

*Some readers indicate their activities cover more than one sector

CIRCULATION

Australia	42
Belgium	243
Brazil	149
Canada	44
China	27
Denmark	49
France	505
Germany	293
India	59
Israel	37
Italy	558
Japan	22
Malaysia	107
Netherlands	159
Poland	117
Spain	149
Taiwan	63
UK	357
USA	629
Total	3,609
Rest of World	850

GRAND TOTAL 4,459

RATE CARD – PRINT

		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

RATE CARD – ONLINE

[Worldbakers.com Website](http://Worldbakers.com)

Website Banner Price

Small advert is: 195 pixels x 276 pixels = Price: €600

Large advert is: 728 pixels x 90 pixels = Price: €800

Digital Magazine Advert Sizes:

Full page advert:

249mm x 175mm Price = €500

Half page advert:

125mm x 175mm Price = €300

MECHANICAL SPECIFICATIONS

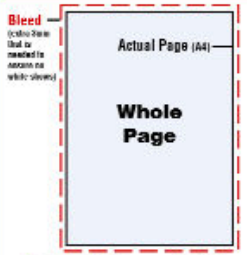
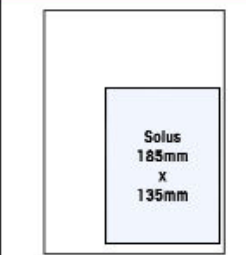
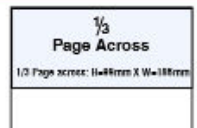
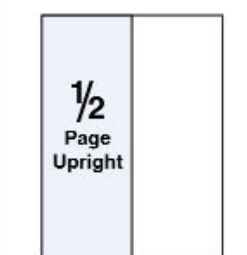
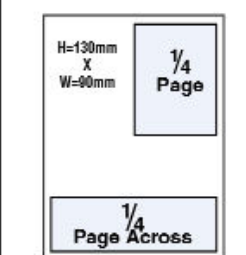

PRODUCTION:

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 our Humyo FTP.

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

We accept advertisements on CD sent to the UK office: First floor offices, 1-3 Station Road East, Oxted, Surrey RH8 0BD

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