

MEDIA DATA '09

»» EUROPEAN BAKER

Essential reading for industrial and craft bakers across Europe and the world

»» ASIA PACIFIC BAKER

Serving a unique baking industry with great diversity in the Pacific Rim region

»» BISCUIT WORLD

A unique international magazine for the biscuit processor



for more info visit
www.worldbakers.com/convention

»» New web portal for bakery and biscuit industry worldwide:

www.worldbakers.com



MEDIA DATA 2009

European Baker has been designed to serve 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.

To that end this publication carries articles on:

- Technology of interest to the volume baker
- 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

Editorial:

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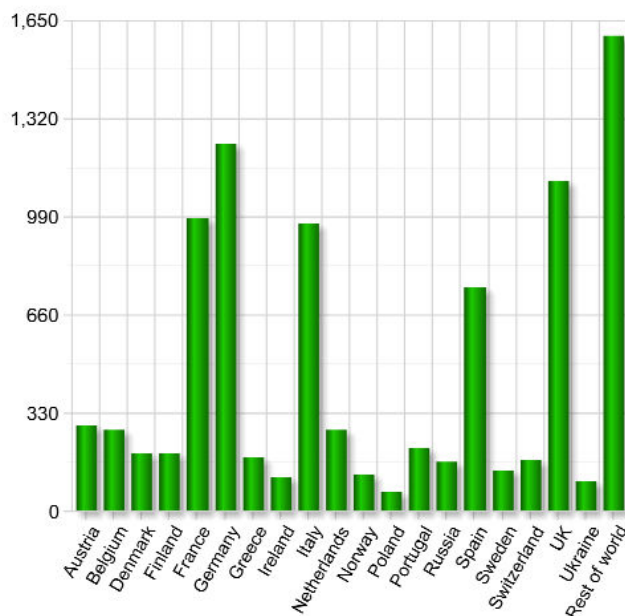
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CIRCULATION

Austria	287
Belgium	272
Denmark	196
Finland	195
France	985
Germany	1,237
Greece	183
Ireland	114
Italy	969
Netherlands	276
Norway	125
Poland	63
Portugal	214
Russia	165
Spain	754
Sweden	141
Switzerland	171
UK	1,112
Ukraine	101
Total	7,560
Rest of world	1,600

GRAND TOTAL

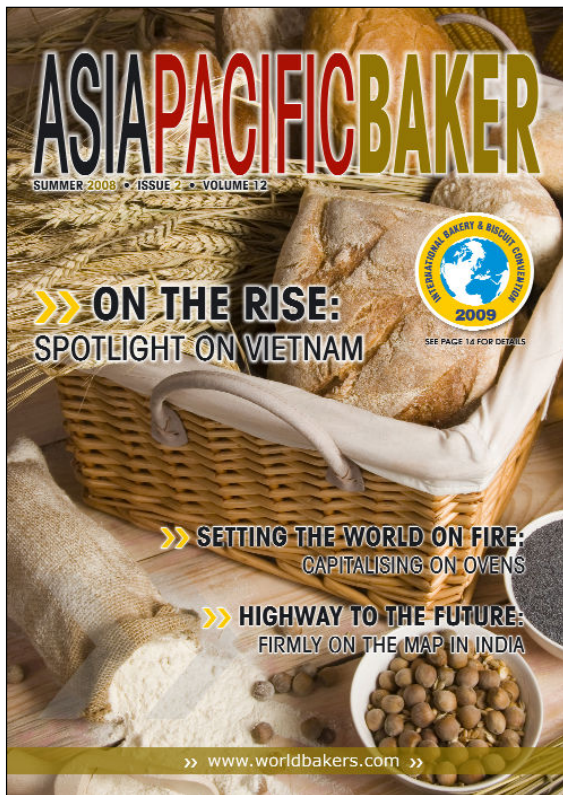
9,160

EUROPEAN BAKER ENQUIRY FORM

ISSUES	BONUS DISTRIBUTION	FEATURE FOCUS	EDITORIAL	ADVERTISING
JANUARY/FEBRUARY 2009	ANUGA FOODTEC Cologne (10-13.3.2009) – Show Issue INTERNATIONAL BAKERY AND BISCUIT CONVENTION (Warsaw, 17-19.2.2009)	<ul style="list-style-type: none"> • Mixers • Freezing/Cooling • Improvers • Efficiency 	<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 2009		<ul style="list-style-type: none"> • Ovens • Yeast/Enzymes • Added Value • Health Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MAY/JUNE 2009	MODERN BAKERY MOSCOW (23.6. - 26.6.2009) – Show Issue	<ul style="list-style-type: none"> • Frozen Products/Bake-off • Dividers, Rounders & Moulders • Pre-mixes • Flexibility 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
JULY/AUGUST 2009	IBA DUESSELDORF (3.10. - 9.10.2009) – Show Preview Issue	<ul style="list-style-type: none"> • Ovens • Added Value • Conveying/Handling • Efficiency 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SEPTEMBER/OCTOBER 2009	IBA DUESSELDORF (3.10. - 9.10.2009) – Show Issue	<ul style="list-style-type: none"> • Turnkey Installations • Yeast/Enzymes • Flour • Health Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
NOVEMBER/DECEMBER 2009		<ul style="list-style-type: none"> • Ovens • Proofing • Improvers • Flexibility 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

RATE CARD

		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 2009

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
- A Rim review
- 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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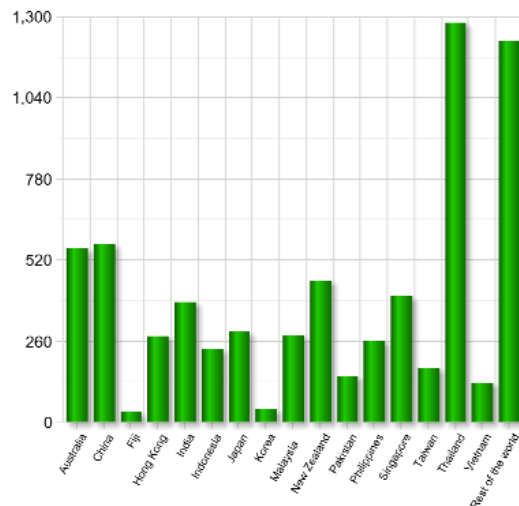
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CIRCULATION

Australia	557
China	573
Fiji	32
Hong Kong	278
India	386
Indonesia	237
Japan	292
Korea	45
Malaysia	279
New Zealand	457
Pakistan	151
Philippines	262
Singapore	403
Taiwan	175
Thailand	1,280
Vietnam	126
Total	5,533
Rest of the world	1,222
GRAND TOTAL	6,755



ASIA PACIFIC BAKER ENQUIRY FORM

ISSUES	BONUS DISTRIBUTION	FEATURE FOCUS	EDITORIAL	ADVERTISING
SPRING 2009	BAKERY CHINA (12-14.5.2009) Show Issue MODERN BAKERY MOSCOW (23.6.-26.6.2009) Show Issue	<ul style="list-style-type: none"> • Turnkey Operations • Improvers • Mixers • Added Value 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SUMMER 2009	IBA DUESSELDORF (3.10. - 9.10.2009) Show Preview Issue	<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 2009	IBA DUESSELDORF (3.10. - 9.10.2009) Show Issue	<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 2009		<ul style="list-style-type: none"> • Bulk Handling • Depanning • Slicing & Bagging • Yeast • Added Value 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

RATE CARD

		4	3	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 2009

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

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 Tel: 00 44 1883734582

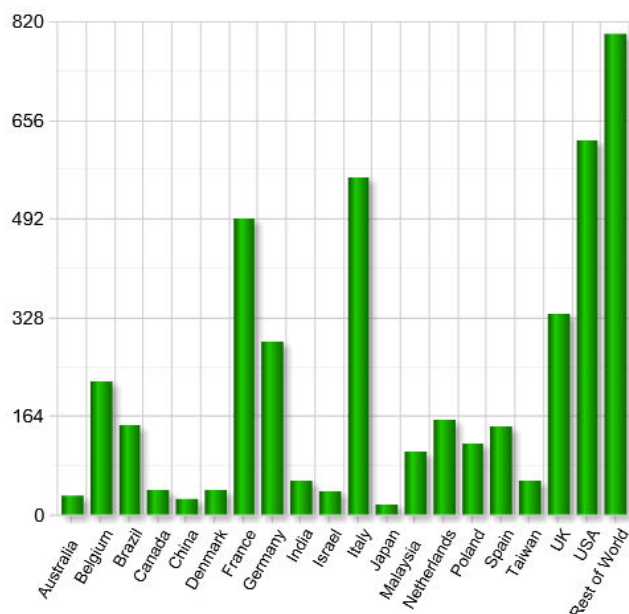
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CIRCULATION

OF TOP 19 COUNTRIES

Australia	33
Belgium	223
Brazil	149
Canada	42
China	27
Denmark	41
France	492
Germany	289
India	57
Israel	39
Italy	561
Japan	18
Malaysia	105
Netherlands	159
Poland	119
Spain	147
Taiwan	58
UK	335
USA	623
Total	3,517
Rest of World	800
GRAND TOTAL	4,317



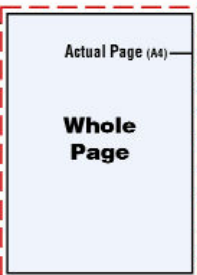
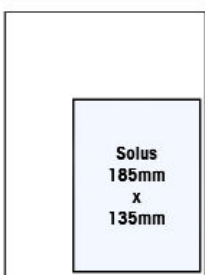
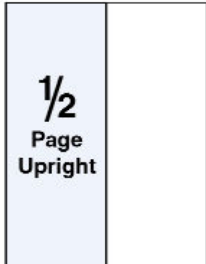
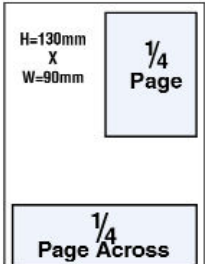

BISCUIT WORLD ENQUIRY FORM

ISSUES	BONUS DISTRIBUTION	FEATURE FOCUS	EDITORIAL	ADVERTISING
SPRING 2009	PROSWEETS (Cologne 1-4.2.2009) INTERNATIONAL BAKERY AND BISCUIT CONVENTION (Warsaw 17-19.2.2009)	<ul style="list-style-type: none"> • Extruding & Depositing • Conveying • Wafer Technology • Mixers • Efficiency 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SUMMER 2009	IBA DUESSELDORF (3.10. - 9.10.2009) Show Preview Issue	<ul style="list-style-type: none"> • Turnkey Lines • Ovens • Packaging & Handling • Ingredients • Health Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AUTUMN 2009	IBA DUESSELDORF (3.10. - 9.10.2009) Show Issue	<ul style="list-style-type: none"> • Radio Frequency & Microwave Drying • Additives • Software Solutions • Rollers & Cutters • Flexibility 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
WINTER 2009		<ul style="list-style-type: none"> • Turnkey Lines • Moulding • Ovens • Packaging & Handling • Health Products 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

RATE CARD

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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
FRONT COVER 	BLEED: 303 x 216mm TRIMS TO: 297 x 210mm or 160 x 140mm (Image must allow for magazine title)				€ 4,500
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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

MECHANICAL SPECIFICATIONS

BAKERY MAGAZINES ADVERTISING DATA		
<p>Bleed (extra 2mm 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 160 x 140mm or 297 x 210mm</p> <p>Must allow space for our Logo</p>

PRODUCTION:

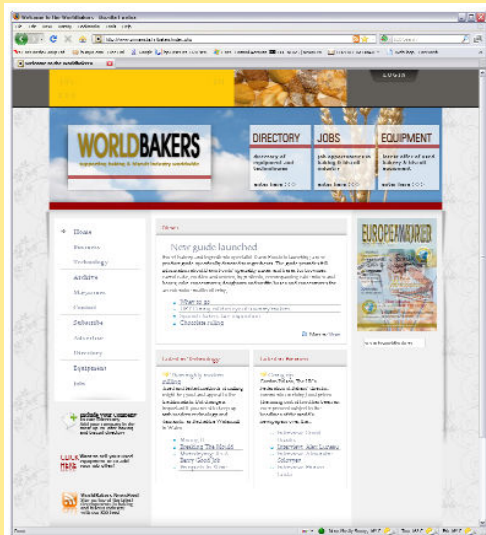
We prefer to receive high resolution pdf or tif files at 300dpi with all pictures and fonts embedded into the file.

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 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



Your essential reading magazines, European Baker, Asia Pacific Baker and Biscuit World, have re-launched their **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.

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