

SNACK FOOD & WHOLESALE BAKERY

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

NEW for 2011

- IBIE Editor's Choice
- 2011 Hot Products Guide
- Editorial Sponsorships

Also Featuring

TORTILLA TRENDS

2011 Integrated Media Planner

PRINT | DIGITAL EDITION | WWW.SNACKANDBAKERY.COM | OPERATIONS WEEKLY ENEWSLETTER | WEBINARS | VIDEO | AND MUCH MORE!

#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 |
| <i>Baking & Snack</i> | 11,564 |
| <i>Baking Management</i> | 10,025 |

The Leader for General Management Audience*

| | |
|---------------------------------|--------------|
| SF&WB | 7,308 |
| <i>Baking Management</i> | 6,326 |
| <i>Baking & Snack</i> | 6,105 |

The Leader for Product Development Audience*

| | |
|---------------------------------|--------------------------|
| SF&WB | 3,516¹ |
| <i>Baking & Snack</i> | 2,619 ² |
| <i>Baking Management</i> | 1,969 ³ |

The Leader for Operations Audience*

| | |
|---------------------------------|--------------|
| SF&WB | 3,176 |
| <i>Baking & Snack</i> | 2,803 |
| <i>Baking Management</i> | 1,730 |

*December 2010 BPA Statement
 1 Combines 'Product Development' and 'Sales and Marketing'
 2 Combines 'Technical/R&D/Quality Control', 'Purchasing/Marketing/Sales', and 'Other'
 3 Combines 'Product Development' and 'Purchasing/Marketing/Sales' and 'Others'



Delivering the Information Snack and Bakery Decision-makers Want

TOP 10 MOST VALUABLE TOPICS FOR READERS

| | |
|--|-----|
| Consumer Trends | 80% |
| Food Safety | 74% |
| New Ingredient Research | 70% |
| Retail Baking Trends | 69% |
| Packaging Equipment | 65% |
| New Equipment Technologies | 65% |
| New Retail Products | 65% |
| Resource Conservation/Sustainability ... | 62% |
| Processing Equipment | 60% |
| Business/Operations Strategies | 53% |

Source: AD Score SF&WB Reader Preference Study, June 2009

More Markets, Greater Value

Snack Food & Wholesale Bakery offers you exclusive opportunities to reach all areas of the food, beverage and packaging markets. Consider these other BNP Media publications as part of your marketing reach:

- Beverage Industry
- Brand Packaging
- Candy Industry
- Contract Manufacturing & Packaging
- Dairy Foods
- Flexible Packaging
- Food & Beverage Packaging
- Food Engineering
- Food Master
- Independent Processor
- Industria Alimenticia
- The National Provisioner
- Prepared Foods
- Private Label Buyer
- Refrigerated & Frozen Foods
- Refrigerated & Frozen Foods Retailer

Snack Food & Wholesale Bakery offers comprehensive coverage, of new products, emerging trends and developments in ingredients, and production technology from snack and bakery companies 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.

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.

Market Trends:

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

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:

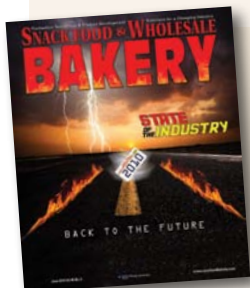


February - SNAXPO Pre-Show Issue & Snack Company of the Year

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 breadths of their products.

April & August - Special Report: TORTILLA TRENDS

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

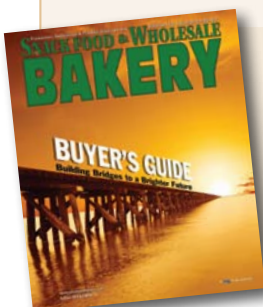


June & July - Annual State of the Industry Report

This annual report includes: category product leader updates, category trends, consumer purchase trends, and much more! This is the snack and bakery food 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 its ability to introduce a team of new baked products, all while staying on trend.



October - Annual Buyer's Guide

Receive year-round exposure for your company in *Snack Food & Wholesale Bakery's* Annual Buyer's Guide – an exclusive print and online reference tool for manufacturers and producers in the snack food and wholesale bakery market. With your 1/2-page or larger display ad, you receive a free enhanced listing in our online buyers guide.

SNACK FOOD & WHOLESALE BAKERY

WWW.SNACKANDBAKERY.COM

| | January Closes Dec 10 | February Closes Jan 11 | March Closes Feb 10 | April Closes Mar 10 | May Closes Apr 8 |
|--|--|---|--------------------------------------|--|---|
| COVER FEATURES | Bread Aisle Profile | Snack Company of the Year Sponsorships Available NEW | Aritsan Bakery | Frozen Baked Goods | Sweet Goods Producer |
| MARKET TRENDS | Packaging Innovation | Natural Organic Products | Pizza/Flatbread | Portion Control | Sustainable Packaging |
| SPECIAL REPORTS |  NEW IBIE Editor's Choice Ingredients and Equipment | | Food Safety | NEW Tortilla Trends Sponsorships Available  | Gluten-free Formulating |
| INGREDIENT R&D | Inclusions | Whole Grains | Sweeteners Gums and Starches Flavors | Low-sodium Formulation | Heart-healthy Fruits and Nuts |
| PRODUCTION / TECHNOLOGY | Belts & Conveyors | Depositors | Mixing Technology | Lubrication | Warehouse Distribution Logistics |
| PRE-SHOW COVERAGE & BONUS DISTRIBUTION | |  SNAXPO March 20-23 | |  TIA May 17-18 |  IFT June 11-15 |
| VALUE-ADDED OPPORTUNITIES FOR 1/2-PAGE OR LARGER ADVERTISERS | Buy One Ad, Get One Free | Free Corporate Profile Free video for SNAXPO exhibitors | Advertiser Tabs on Digital Issue | Free TIA Booth Profile Free Video for TIA exhibitors | Free IFT Booth Profile |
| NEW WEBINAR SERIES SPONSORSHIPS AVAILABLE | | | | NEW Fiber Formulation Sponsorships Available | |

June
Closes May 10



BAKERY

- Bread Aisle
- Sweet Goods
- Cookies
- Crackers
- Snack Cakes/Pie Bars
- Frozen Pizza
- Frozen Baked Goods

NEW
Category Sponsorships Available

STATE OF THE INDUSTRY



2011 EDITORIAL CALENDAR

| July Closes Jun 10 | August Closes Jul 8 | SPECIAL ISSUE! Closes Jul 8 | September Closes Aug 10 | October Closes Sept 9 | November Closes Oct 7 | December Closes Nov 10 |
|--|--|---|--|---|--|---|
|  <p>SNACK</p> <p>Potato Chips Tortilla Chips Pretzels Nuts/Trail Mix Jerky/Meat Snacks Popcorn Pork Rinds</p> <p>NEW Category Sponsorships Available</p> <p>STATE OF THE INDUSTRY</p> | <p>Snack Aisle Profile</p> <p>Aritsan Bread</p> <p>NEW Tortilla Trends Sponsorships Available</p> <p>Formulating Fats & Oils</p> <p>Dividers Rounders</p> <p> Pack Expo Sept 26-28</p> <p>Free Pack Expo Booth Brief</p> <p>NEW Benefits of Low-Sodium Sponsorships Available</p> | <p>SNACK FOOD & WHOLESALE BAKERY</p> <p>2011 HOT PRODUCTS GUIDE</p> <p>NEW</p> <p>Finished Products Equipment Ingredients</p> <p>2011 HOT PRODUCTS GUIDE; IN-PRINT AND ONLINE</p> | <p>Baker of the Year Sponsorships Available NEW</p> <p>Tortilla Chips Potato Chips</p> <p>Sustainability Ingredients</p> <p>Digestive Health Fiber Fortification</p> <p>Proofers Ovens</p> <p> Process Expo Nov 1-4</p> <p>Free Process Expo Booth Brief</p> |  <p>Free Enhanced Listing Inside Online Buyers Guide</p> <p>2012 BUYER'S GUIDE</p> | <p>Bread Aisle Profile</p> <p>Bars</p> <p>Sanitary Equipment Design</p> <p>Antioxidants and Omega-3's</p> <p>Form/Fill/Seal</p> <p>Advertiser Tabs on Digital Issue</p> <p>Gluten-Free Formulating & Equipment Sponsorships Available NEW</p> | <p>Tortilla Producer</p> <p>Cookies</p> <p>Package Handling Systems</p> <p>Heart-healthy Weight Management</p> <p>Laminators Sheeters</p> <p>2,000 name mail list</p> |



WWW.SNACKANDBAKERY.COM

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 and 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.

WEBINARS

Generate Leads While Educating Industry Decision-Makers



Boost all aspects of your marketing campaign, creating a synergized message within the mediums you choose. Whether your goal is lead generation, brand awareness, or educating your market, SF&WB's integrated media creates a dominant marketing campaign for your company.



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.

* Publishers Data June 2010

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 SF&WB 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!

* Publishers Data June 2010

SF&WB Operations Weekly 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, *SF&WB Operations Weekly* delivers your message and promotes your new products while driving traffic to your Web site 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 5,097* subscribers in operations, production and engineering, and the number of opt-in subscribers has increased by 233% in just the past year alone*!

* Publishers Data June 2010

| 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 |

DIGITAL EDITION SPONSORSHIP

The *Snack Food & Wholesale Bakery* digital edition allows our subscribers access to each issue everywhere and anywhere in a green format. The digital edition provides your company with great visibility and continuous coverage as direct links are emailed out 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 Web-site navigation bar
- All links and logos are hyperlinked to your Website



Connect with
Snack Food & Wholesale Bakery
WWW.SNACKANDBAKERY.COM/connect



| Black & White Rates | 1X | 3X | 6X | 12X | 18X |
|---------------------|---------|---------|---------|---------|---------|
| Full page | \$4,390 | \$4,260 | \$3,950 | \$3,630 | \$3,430 |
| 2/3 page | \$3,270 | \$2,960 | \$2,820 | \$2,650 | \$2,490 |
| 1/2 page island | \$3,990 | \$3,840 | \$3,580 | \$3,290 | \$3,130 |
| 1/2 page | \$2,650 | \$2,500 | \$2,320 | \$2,220 | \$1,960 |
| 1/3 page | \$1,810 | \$1,730 | \$1,630 | \$1,560 | \$1,460 |
| 1/4 page | \$1,390 | \$1,300 | \$1,240 | \$1,180 | \$1,120 |
| Cover 2* | | \$6,480 | \$6,160 | \$5,830 | |
| Cover3* | | \$6,330 | \$5,980 | \$5,650 | |
| Cover4* | | \$6,840 | \$6,490 | \$6,160 | |

*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 | \$1,710 | Per page | \$1,450 |
| Per spread | \$2,890 | Per spread | \$1,960 |
| Per 1/2 page | \$1,670 | Per 1/2 page | \$980 |

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 | 7-3/4" x 10" | 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 | INCHES | BLEED | INCHES |
| Full Page | 9-1/8" x 11" | 1/2 Page (horiz.) | 9-1/8" x 5-3/8" |
| 2/3 Page | 5-3/4" x 11" | Spread Bleed | 18" x 11" |
| 1/2 Page (vert.) | 4-1/4" x 11" | | |

Above sizes allow for 1/8" bleed on all sides.

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 . . . \$140 per column inch | 6X . . . \$110 per column inch |
| 3X . . . \$125 per column inch | 12X . . . \$100 per column inch |

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

Personalized Media Solutions



Is your organization thinking about starting its own magazine, website, eNewsletter or white paper? How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish. Our Custom Media Group combines our media staff experts with *Snack Food & Wholesale Bakery's* readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Contact: Jeff Heath | 847-405-4074
 heathj@bnpmedia.com | http://custommedia.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, Quark, Photoshop, and Illustrator 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: CD-ROM accepted. E-mail and FTP options should be discussed with the production manager. All artwork (photographs, logos, clipart, 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. Please supply B&W laser printout for B&W ads.

AD SIZE: Crop marks for full-page ads should be at trim size 8.870" 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: Robert Liska, 845-731-2726, Robert.Liska@eraepd.com
REPRINTS: Jill DeVries, 248-244-1726, devriesj@bnpmedia.com

Shipping Instructions:

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

Gail Porter
 BNP Media
 155 N Pflugsten Road, Suite 205
 Deerfield, IL 60015
 847-405-4104
 porterg@bnpmedia.com

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

Advertising Contacts:

Jeff Heath
 Publisher
 heathj@bnpmedia.com
 847-405-4074

Suzanne Sarkesian
 Classified Sales Manager
 sarkesians@bnpmedia.com
 248-786-1692

Barb Szatko
 Senior Sales Manager
 szatkob@bnpmedia.com
 630-886-1313

SNACK FOOD & WHOLESALE BAKERY

2011 Integrated Media Planner