

2018  
Media  
Kit

# BAKING

BUSINESS



**The Magazine Publishing Company**

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Welcome to

# BAKING BUSINESS



*"It's the first real pastry baking magazine with any street cred in this country. Keep up the fantastic work and opening up this amazing industry to a wider audience."*

**- Tim Clark Director, Cacao Fine Chocolates**



Widely regarded as the Australian baking industry's leading and most-trusted publication, Baking Business offers an inside look at the news and views affecting today's bakery businesses. With 6015 copies direct mailed to bakery owners and operators, pastry makers, industry decision-makers, as well as major baking training facilities Australia-wide, this 100 per cent trade-only publication is truly the 'baker's bible'. At the forefront of issues and trends, Baking Business keeps readers abreast of the latest products and innovations on the market as well as featuring high-profile industry stars and top-performing bakeries. The high-quality content is coupled with vibrant, stylish design, resulting in an eye-catching, highly readable publication.



*"Baking Business is by far the most interesting and well-presented foodservice magazine available in Australia. As a growing food service business, we are delighted to be a part of a magazine that takes pride in making every issue even better than the last. The best part of receiving the beautiful magazine is searching for our advertisement."*

**- Shila Barak, Well and Good**



# Rates & Specs

# BAKING BUSINESS

## AD RATES 2018

all prices are per issue and exclude GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	\$3,500	\$3,325	\$3,150
Full page	\$1,890	\$1,795	\$1,700
Half page	\$1,200	\$1,140	\$1,080
Third page	\$1,050	\$995	\$940
Quarter page	\$750	\$715	\$675
PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Gatefold 3 pages	\$5,085	\$4,850	\$4,575
Inside front cover double page spread	\$3,750	\$3,560	\$3,375
Outside back cover	\$2,250	\$2,140	\$2,025
Inside front cover	\$2,075	\$1,970	\$1,865
Other preferred positions	+10%		
INSERTS	PRICE		
(Maximum size for inserts: 210mm wide x 275mm high)			
One page (2 sides)	\$1,300		
Two page (4 sides)	\$1,650		
TRADE DIRECTORY	PRICE		
(advertisement runs for 12 months at the below price)			
55mm x 2 column (90mm)	\$1,220		

## DEADLINES

ISSUE	DEADLINE
FEB/MAR	JAN 16
APR/MAY	MAR 14
JUN/JUL	MAY 15
AUG/SEP	JUL 13
OCT/NOV	SEP 14
DEC/JAN 2019	NOV 14

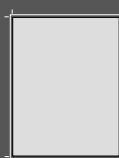


## AD DIMENSIONS



### DOUBLE PAGE SPREAD

**TRIM SIZE:**  
H 275mm x W 420mm  
+ add 5mm bleed  
(Keep type & logos  
10mm in from trim)



### FULL PAGE

**TRIM SIZE:**  
H 275mm x W 210mm  
+ add 5mm bleed  
(Keep type & logos  
10mm in from trim)



### HALF PAGE HORIZONTAL

H 120mm x W 184mm  
no bleed required



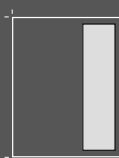
### HALF PAGE VERTICAL

H 250mm x W 90mm  
no bleed required



### THIRD PAGE HORIZONTAL

H 80mm x W 184mm  
no bleed required



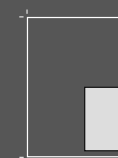
### THIRD PAGE VERTICAL

H 250mm x W 60mm  
no bleed required



### QUARTER PAGE HORIZONTAL

H 60mm x W 184mm  
no bleed required



### QUARTER PAGE VERTICAL

H 120mm x W 90mm  
no bleed required