

MEDIA KIT 2020

BAKING

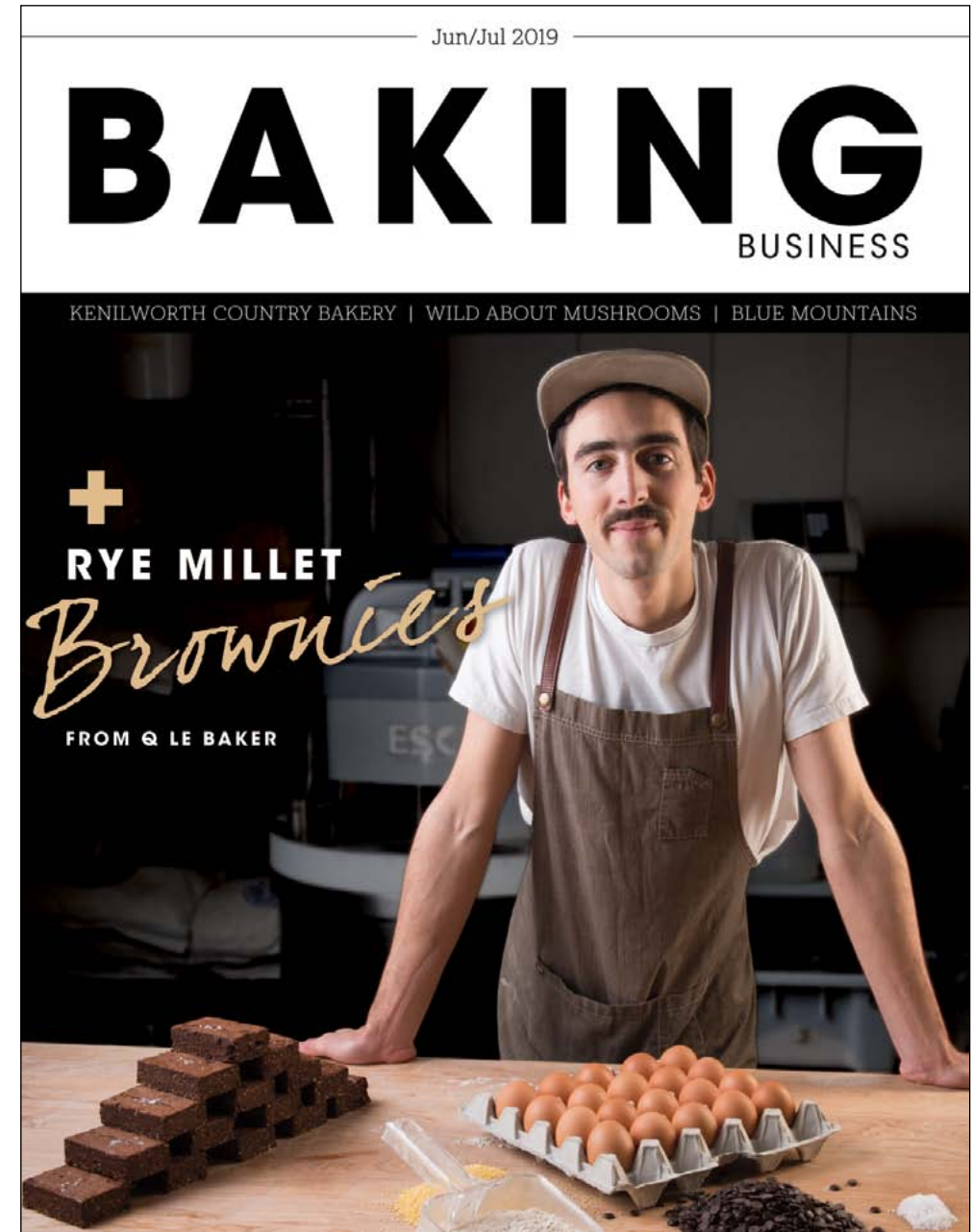
BUSINESS

THE MAGAZINE PUBLISHING COMPANY

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WELCOME TO BAKING

BUSINESS

TESTIMONIALS

"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*

"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*



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.

A total 6015 printed copies are direct mailed, with an additional 847 digital magazines being emailed to those people, who prefer to read the magazine online, with our digital version of the magazine receiving on average 31,700 page views per issue. This 100 per cent trade-only publication is truly the 'baker's bible' and is sent to bakery owners and operators, pastry chefs, industry decision-makers, as well as major baking training facilities Australia-wide.

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 and respected publication.

AD RATES 2020

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
One page (2 sides)	\$1,300
Two page (4 sides)	\$1,650

(Maximum size for inserts: 210mm wide x 275mm high)

TRADE DIRECTORY	PRICE
55mm x 2 column (90mm)	\$1,220

(Ad runs for 12 months at this price)

AD DIMENSIONS



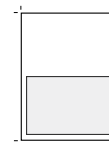
DOUBLE PAGE SPREAD

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



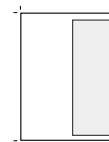
FULL PAGE

TRIM SIZE:
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 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



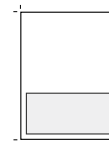
HALF PAGE HORIZONTAL

H 120mm x W 184mm
 no bleed required



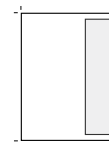
HALF PAGE VERTICAL

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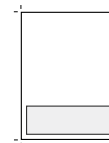
THIRD PAGE HORIZONTAL

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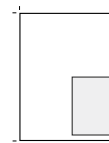
THIRD PAGE VERTICAL

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

DEADLINES

ISSUE	DEADLINE
FEB/MAR	JAN 14
APR/MAY	MAR 13
JUN/JUL	MAY 14
AUG/SEP	JUL 14
OCT/NOV	SEP 14
DEC/JAN 2021	NOV 13

BAKING BUSINESS

RATES & SPECS 2020

