



Media kit 2023

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

Built specifically for the Australian baking industry, the *Baking Business* team takes its responsibility seriously, making sure the latest news, views, issues and trends are delivered straight to those they affect—the bakery owners and operators, pastry chefs, industry decision-makers and leading baking training facilities Australia-wide.

Baking Business is the whole package, with a bi-monthly print and digital magazine jam-packed with news, features, expert advice, recipes, the latest products and innovations, all presented in a vibrant, eye-catching design that is loved by readers.

Complementing the magazine is bakingbusiness.com.au and our fortnightly newsletter which share not only the magazine content, but breaking news and events, ensuring readers are informed in a timely manner. Of course, communication in 2023 is a two-way

street, so we're not just speaking at the industry. Our readers can find us on Instagram, Facebook and LinkedIn, where we stay engaged in a more informal, fun way with our followers, sharing their products, achievements and a cheeky joke or two. We love the banter!

Over the years, *Baking Business* has featured some of Australia's most high-profile industry stars including the likes of Anna Polyviou, Quentin Berthonneau, Kirsten Tibballs, Rod Shokuhi and Christopher Thé, to name just a few. But whether its stars are household names in lights or small-town legends is irrelevant—*Baking Business* always gets to the very heart of who they are and what they do, and gives their stories the reverence they deserve.

This 100 per cent trade-only publication is truly the 'baker's bible', and the *Baking Business* team gets a great deal of joy, daily, from serving this unique industry.



“Whether its stars are household names in lights or small-town legends is irrelevant—*Baking Business* always gets to the very heart of who they are and what they do, and gives their stories the reverence they deserve.”

In addition to the print publication, the digital version of *Baking Business* is sent out to our growing subscriber base of nearly 2,500 readers, giving them the flexibility of reading the magazine wherever and whenever they like.

Digital Magazine (per issue)

2,498
DIGITAL
SUBSCRIBERS



71,100 PAGE
IMPRESSIONS

Featuring relevant industry news, event updates, informative and entertaining features, recipes, expert advice and more, our highly-respected bi-monthly print magazine is mailed directly to 4,950 baking, patisserie and chocolate business owners and operators, as well as industry leaders, educators and students across Australia.

Printed Magazine (per issue)

4,950
COPIES
mailed direct



14,850
READERS



**“*Baking Business*
is truly the
‘baker’s bible’,
delivering the
latest news, views,
issues and trends
directly to the
industry.”**

There's some news that just can't wait until the next print run, and this is where *bakingbusiness.com.au* really comes into its own. If there's breaking news that affects the baking industry (it happens more often than you think, especially in the current climate!), you'll read it here first. We're also on Facebook, LinkedIn and Instagram, ensuring our readers are kept informed no matter where they get their news.

Website (per month)

9,025
UNIQUE
USERS



13,592 PAGE
IMPRESSIONS

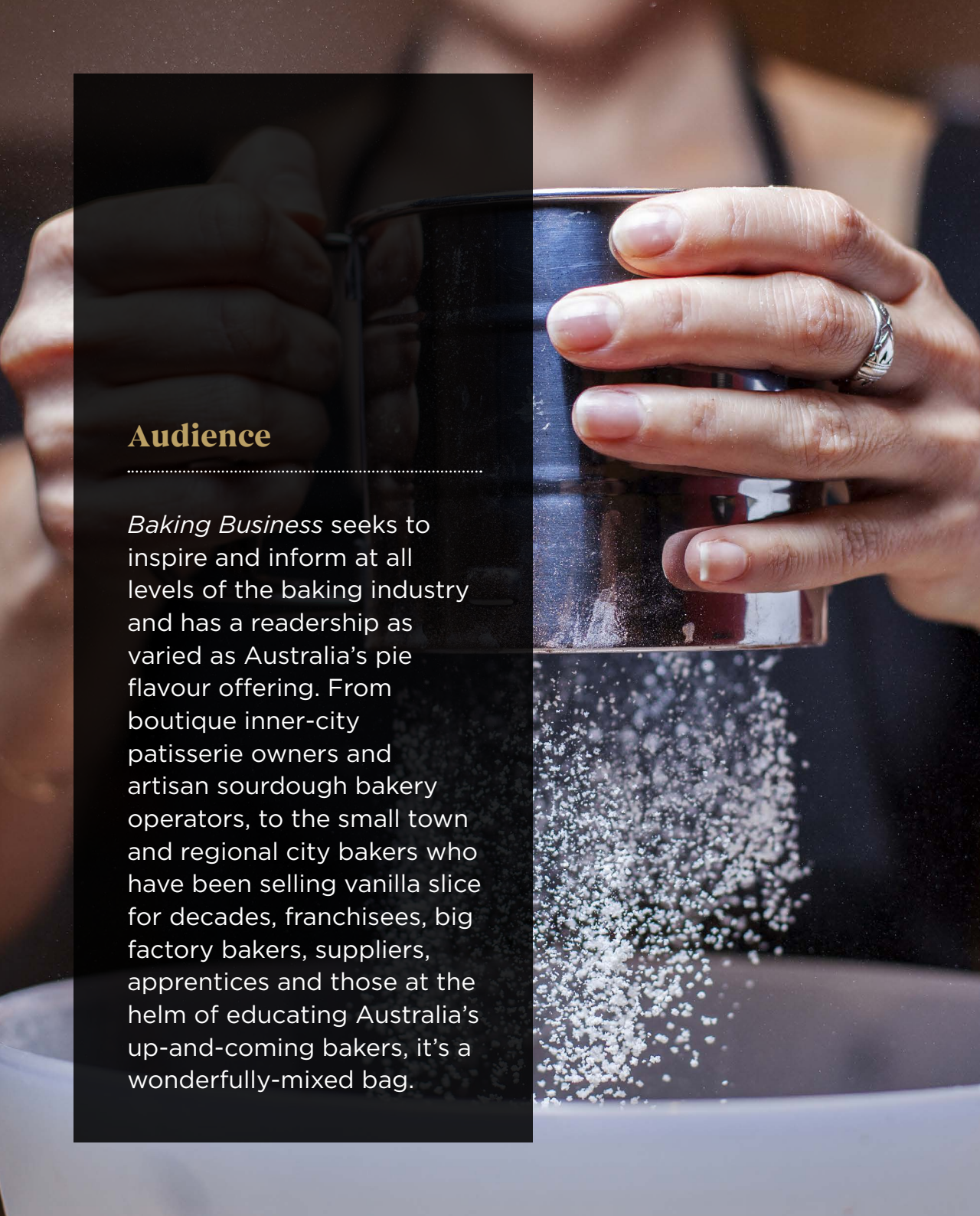
Spam belongs in cans, so you won't find any of that here. Currently, our e-newsletter is delivered to subscribers fortnightly, making sure they get the cream of the baking industry news crop and latest innovations straight to their inboxes, without being overwhelming or annoying—as evidenced by our impressive open and click-through rates!).

E-Newsletter (every 2nd Thursday)

2,498 SUBSCRIBERS



38%
OPEN RATE



Audience

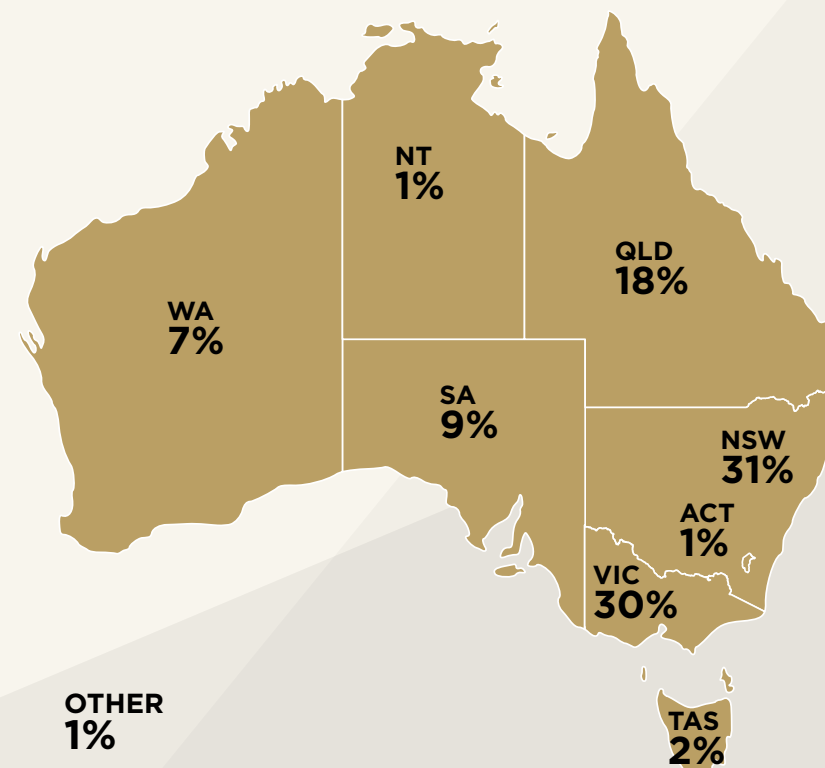
Baking Business seeks to inspire and inform at all levels of the baking industry and has a readership as varied as Australia's pie flavour offering. From boutique inner-city patisserie owners and artisan sourdough bakery operators, to the small town and regional city bakers who have been selling vanilla slice for decades, franchisees, big factory bakers, suppliers, apprentices and those at the helm of educating Australia's up-and-coming bakers, it's a wonderfully-mixed bag.

Job role

91%
OF READERS
INFLUENCE
OR **APPROVE**
PURCHASES

88% OWNERS, BAKERS,
PÂTISSIERS AND
CHOCOLATIERS
5% EDUCATION/
TRAINING
7% SUPPLIER

Location



Magazine Advertising Rates & Specs

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	\$1,990	\$1,890	\$1,790
Half page	\$1,300	\$1,235	\$1,170
Third page	\$1,000	\$950	\$900
Quarter page	\$800	\$760	\$720

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Gatefold 3 pages	\$5,590	\$5,310	\$5,030
Inside front cover double page spread	\$4,050	\$3,850	\$3,645
Outside back cover	\$2,500	\$2,375	\$2,250
Inside front cover	\$2,300	\$2,185	\$2,070
Other preferred positions	+10%		

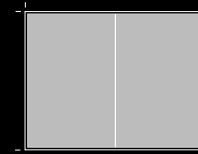
INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$1,500
Two page (4 sides)	\$1,900

TRADE DIRECTORY	PRICE
Ad runs for 12 months at this price	
55mm x 90mm	\$1,400

Deadlines

ISSUE	DEADLINE
FEB/MAR	16 JANUARY
APR/MAY	15 MARCH
JUN/JUL	15 MAY
AUG/SEP	14 JULY
OCT/NOV	15 SEPTEMBER
DEC 23 / JAN 24	15 NOVEMBER

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

Digital Advertising Rates & Specs

ALL PRICES ARE PER MONTH AND EXCLUDE GST

Website



LEADERBOARD

PRODUCT NEWS

MEDIUM RECTANGLES

STORY FOOTER

All website adverts appear on the home page as well as all internal pages.

Adverts work on a rotational basis with a maximum of four advertisers per position.

This gives you at least 25% of the total voice of that position for the month.

ADVERTISEMENTS	SIZE (PIXELS)	COST PER MONTH
Leaderboard	728pixels (W) x 90pixels (H)	\$660
Medium Rectangles	300pixels (W) x 250pixels (H)	\$440
Story Footer	728pixels (W) x 90pixels (H)	\$330
Product News	Picture and around 100 words	\$330

ALL WEBSITE ADVERTISEMENTS WILL GO UP ON THE FIRST DAY OF THE MONTH AND WILL RUN TILL THE LAST CALENDAR DAY OF THE MONTH.

Files need to be under 50kb or under 75kb for a leaderboard.

The following formats can be accepted:
.jpg .png .swf .bmp .gif

If using animation the maximum loops that can be played is 3 and the maximum amount of animation is 15 seconds.

Make sure that you supply the URL you would like your artwork to click through to.

No expandable files are acceptable and material can only contain user initiated sound.

Digital Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

E-Newsletter

ADVERTISEMENTS	SIZE (PIXELS)	COST PER NEWSLETTER
Medium Rectangles	300pixels (W) x 250pixels (H)	\$275
Product News	Picture and around 100 words	\$275

MEDIUM RECTANGLES

PRODUCT NEWS

ALL NEWSLETTER
ADVERTISING GIVES
YOU 100% OF THE VOICE
FOR EACH POSITION.

EMAIL NEWSLETTERS
WILL BE SENT OUT ON
THURSDAY OF EVERY
SECOND WEEK.

Files need to be under 50kb.

The following formats can be accepted:
.jpg .png .swf .bmp

Make sure that you supply the URL you would
like your artwork to click through to.

No expandable files are acceptable and
material can only contain user initiated sound.



Sponsored Content

ALL PRICES EXCLUDE GST

Position your company as a market leader within Australia's baking sector by taking advantage of our exclusive content marketing opportunities. Sponsored content allows you to place your technical, product or company content alongside *Baking Business's* editorial content in an editorial-style format, giving you valuable exposure and helping position yourself as a thought leader within the Australian baking industry.

CLICK ON THE BELOW IMAGES TO SEE EXAMPLES

Sponsored Content Package

Our sponsored content package provides you with exposure in our printed and digital magazine as well as on our www.bakingbusiness.com.au website. This exclusive package is limited to just one per issue of the magazine ensuring maximum value for your business. All you need to do is supply approximately 1,000 words of copy, high resolution images, and a company logo—we'll do the rest.



ADVERTISEMENT	RATE	TOTAL VALUE
Double Page Spread	\$3,500	\$4,500
Website Story	\$1,000	\$3,600
		YOUR INVESTMENT
		\$3,600
		SAVINGS
		-\$900

Must run Magazine followed by Website

Product News Boost

As a special offer to advertisers, take your product news to the next level with our product news boost. This will put your product in front of all our magazine and digital magazine readers, our website visitors for a month as well as it being emailed to our entire email newsletter subscriber base. This small investment guarantees that you are covering both print and online with your latest product launches.



ADVERTISEMENT	RATE	TOTAL VALUE
Magazine Product News	\$395	\$1,000
Website Product News	\$330	\$400
E-Newsletter Product News	\$275	\$600
		YOUR INVESTMENT
		\$400
		SAVINGS
		-\$600

Must run Magazine, then Website followed by Newsletter

Sponsored Recipe Package

What's the best way to get bakers, pastry chefs, cake and chocolate makers to use your products?

Give them a fantastic recipe that has your products listed in the ingredients and is branded with your logo.



ADVERTISEMENT	RATE	TOTAL VALUE
Magazine Full Page Recipe	\$1,990	\$2,990
Website Recipe	\$1,000	\$1,700
		YOUR INVESTMENT
		\$1,700
		SAVINGS
		-\$1,290

Must run Magazine followed by Website