

*British***BAKER**

Digital products 2020



The UK's leading bakery media brand

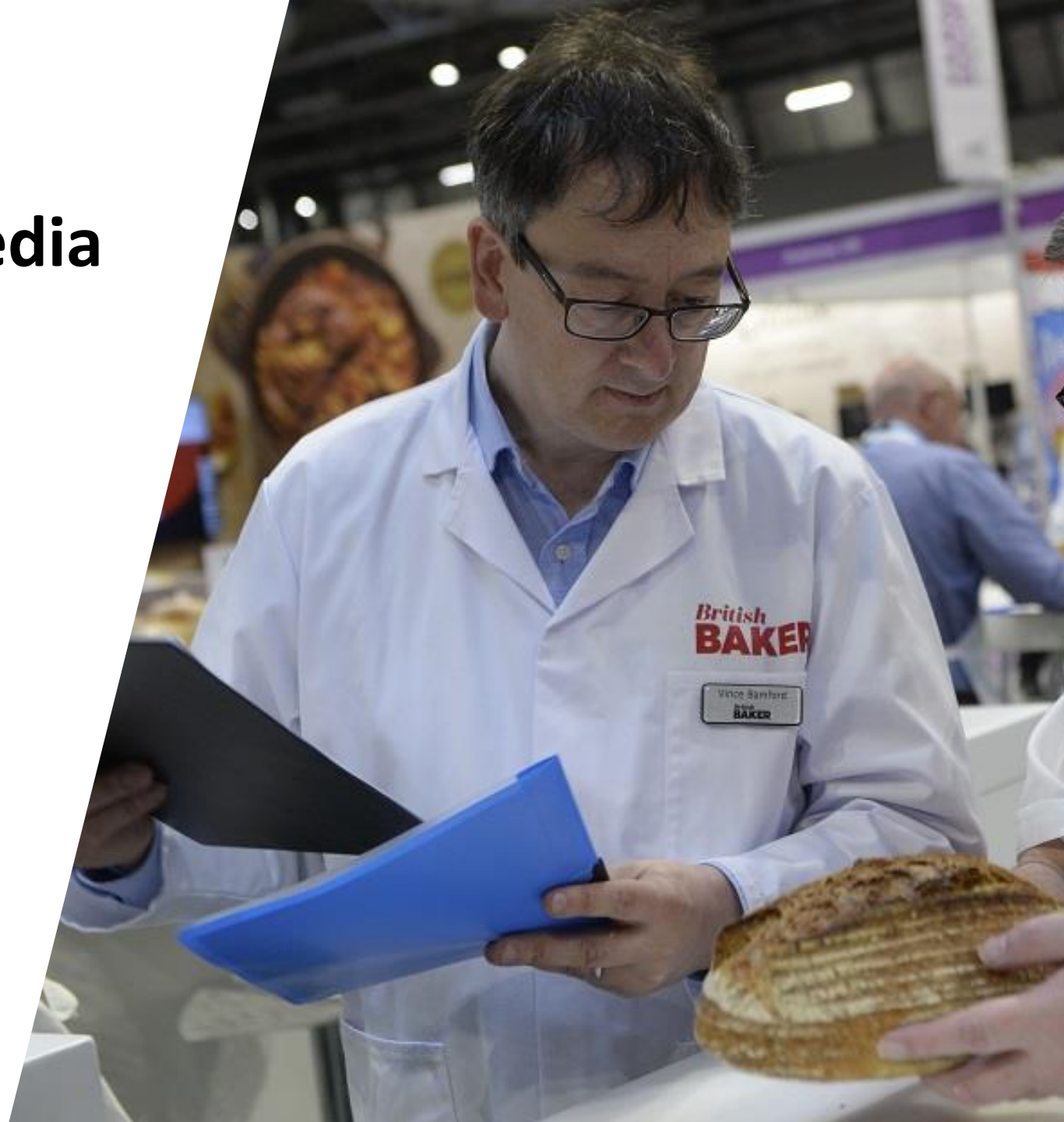
“

For more than 100 years, British Baker has been the market-leading news and information provider for the UK bakery sector.

Reaching bakery businesses of all sizes, and those that supply them, we report breaking news through our website, social media and email newsletters.

Meanwhile, our highly regarded monthly magazine offers in-depth coverage of bakery trends, equipment and techniques, alongside commentary by leading industry figures. ”

Vince Bamford
Editor, British Baker

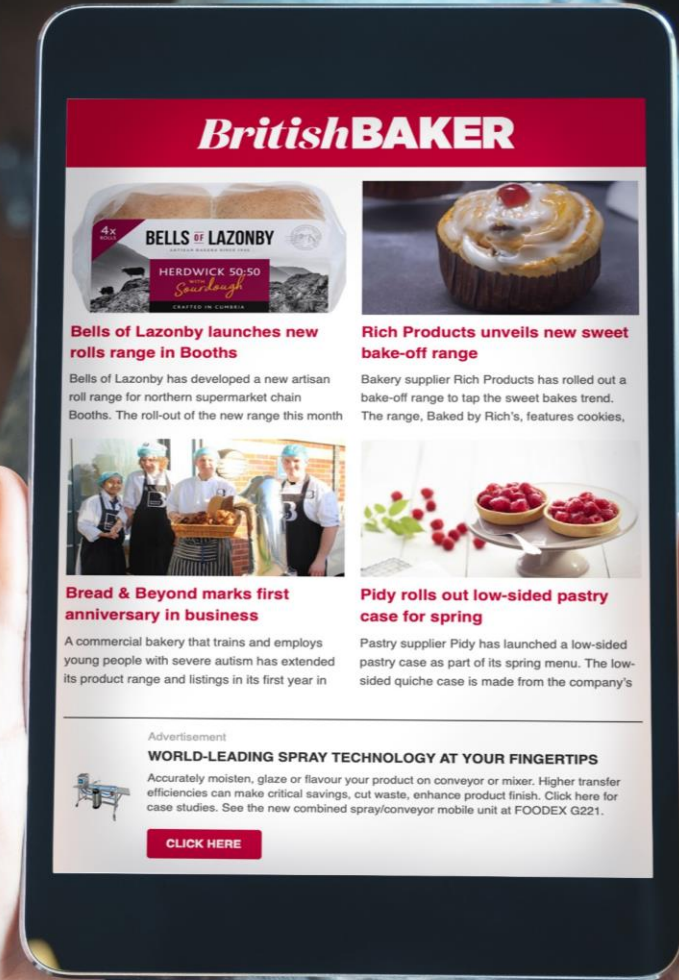


Why British Baker?

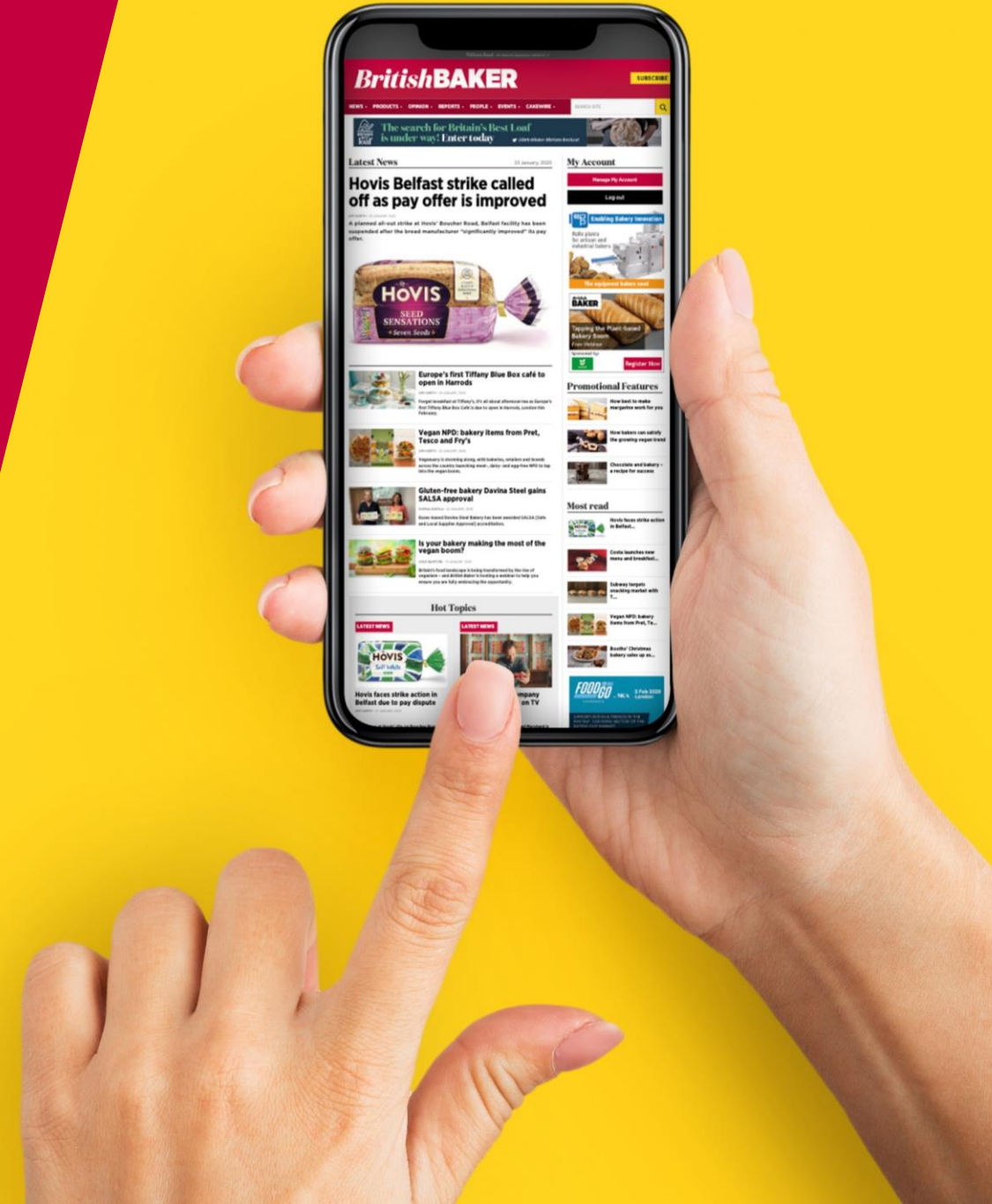
British Baker is the market-leading news and information provider for the UK bakery sector.

We work with some of the leading companies by providing innovative marketing solutions to help achieve your key objectives. From high impact display marketing to trusted editorial-led webinars, we can help put your brand in front of key bakery decision makers.

We are now combing our digital offering across mobile, desktop, and tablet, to ensure that your brand messages are seen by bakery's widest audience.



Digital display offering

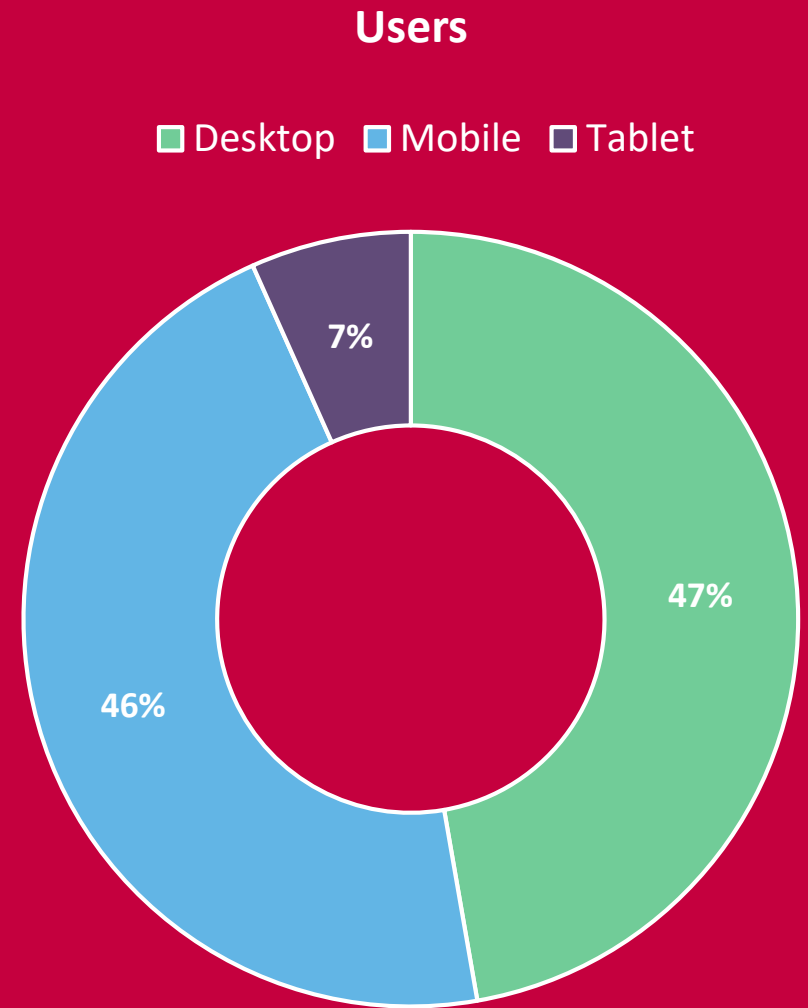


Why display?

Reach an audience of over 25,000 bakery professionals a week with our high impact display advertising across all devices.

Demand attention from our array of bakery professionals to give you the opportunity to:

- Raise brand awareness
- Promote new products
- Drive delegate registrations to your events
- Create new connections with key decision makers



Desktop display placements

Super Leaderboard



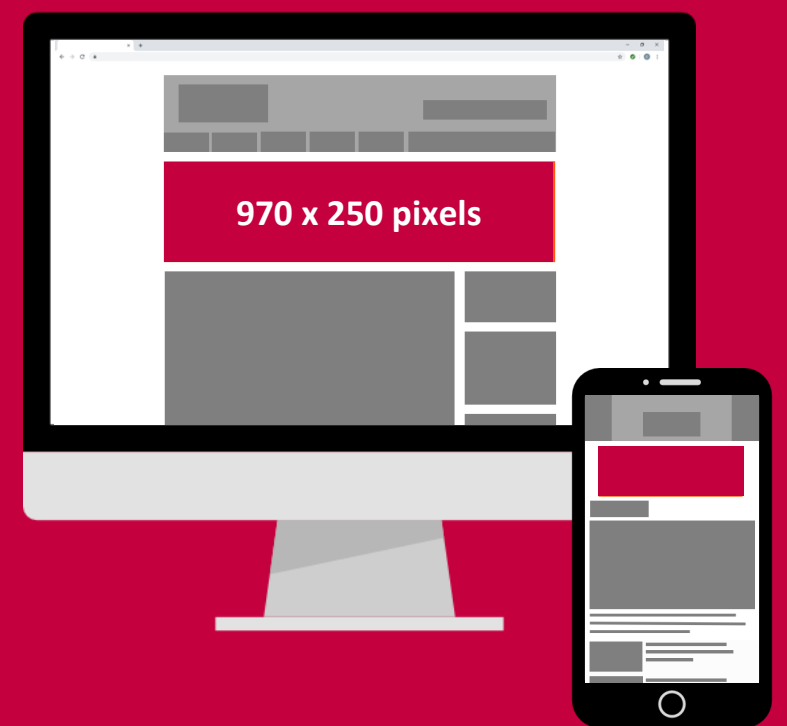
320 x 50 pixels

Leaderboard



320 x 50 pixels

Billboard

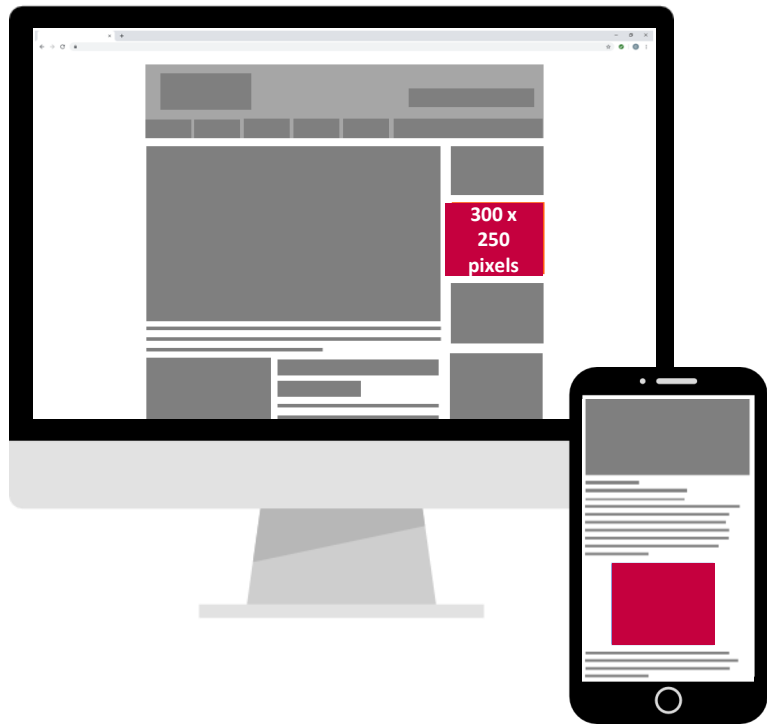


320 x 100 pixels

For more information on pricing please [contact Matthew Bingham](#)

Desktop display placements

Medium rectangle



320 x 250 pixels

Half page



Background



DESKTOP ONLY

For more information on pricing please [contact Matthew Bingham](#)

New

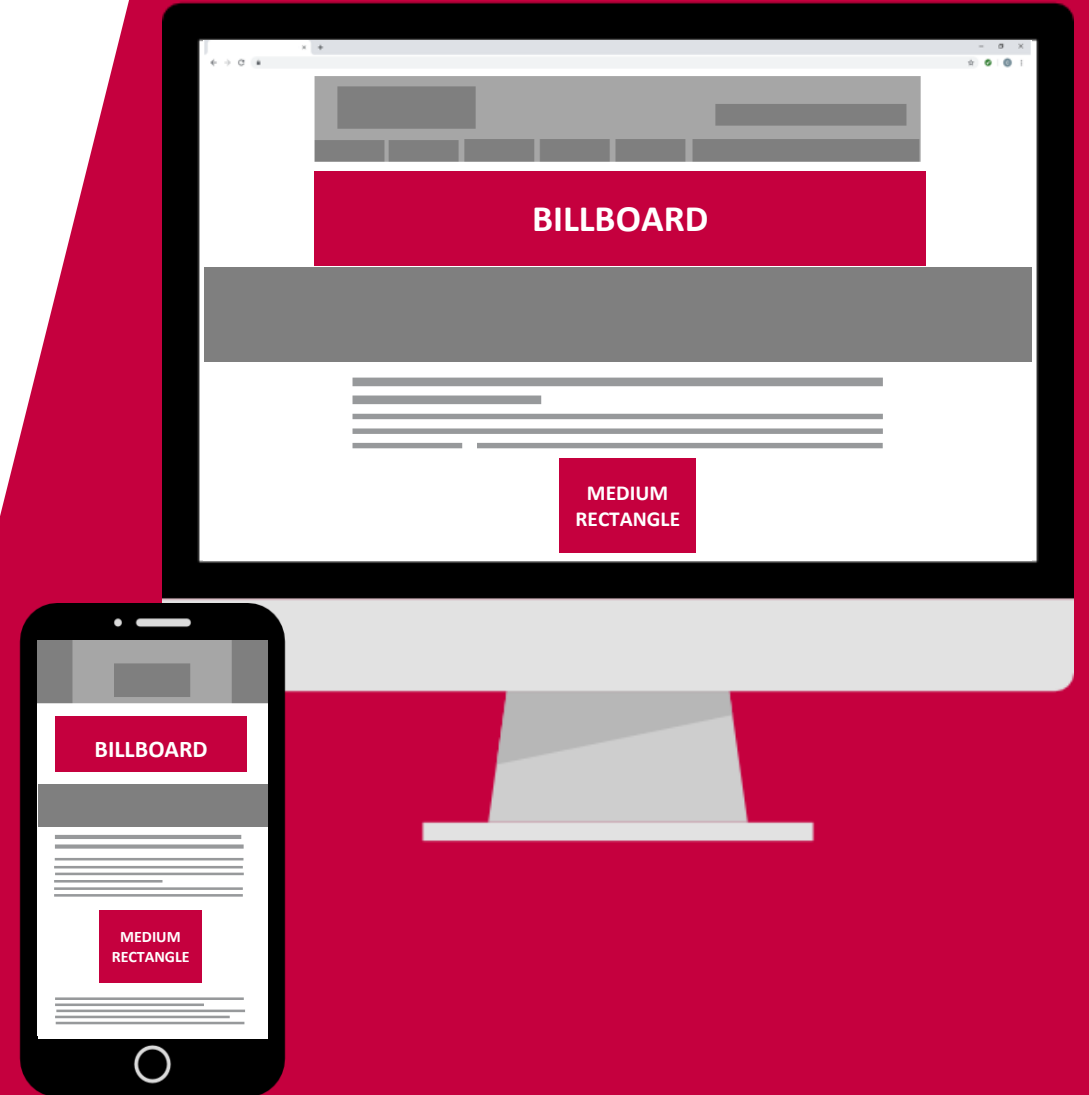
Article takeover

Enhance your digital advertising strategy by placing your ads alongside highly respected editorial content with our new article takeover offering. This high impact display approach is perfect for awareness and increasing engagements by aligning your branding with your chosen topic.

This package includes:

- Billboard
- Medium rectangle
- Mobile billboard

For more information on pricing please [contact Matthew Bingham](#)



New

Homepage takeover

Associate your brand with British Baker and our dedicated readership with our new homepage takeover option. This high impact approach is perfect for awareness and increasing engagements ensuring your ads don't go unmissed.

This package includes:

- Background
- Super leaderboard
- Medium rectangles
- Mobile leaderboard

For more information on pricing please [contact Matthew Bingham](#)



Newsletters



Newsletter display advertising

British Baker's newsletters deliver the most important industry news into the inboxes of subscribed bakery peers three times a week.

With weekly page views of over 25,000, British Baker's newsletters are a highly effective way to ensure your message has the widest possible reach.

Whatever your message, our high impact newsletter offering will help get your brand in front of the right people

- Leaderboard
- Text ads
- Medium rectangles



Promoted content



Sponsored content

Take a different approach to traditional advertising by focusing on aligning your brand editorially to the bakery market. Sponsored content allows you to assert yourself as an expert in a chosen topic to help highlight your role as a thought-leader in the industry.

Sponsored content allows you to:

- Sit your brand alongside highly respected editorial
- Choose a category which most aligns with your brand
- Become an expert in your chosen field
- Raise brand awareness to your bakery peers

For more information on pricing please [contact Matthew Bingham](#)



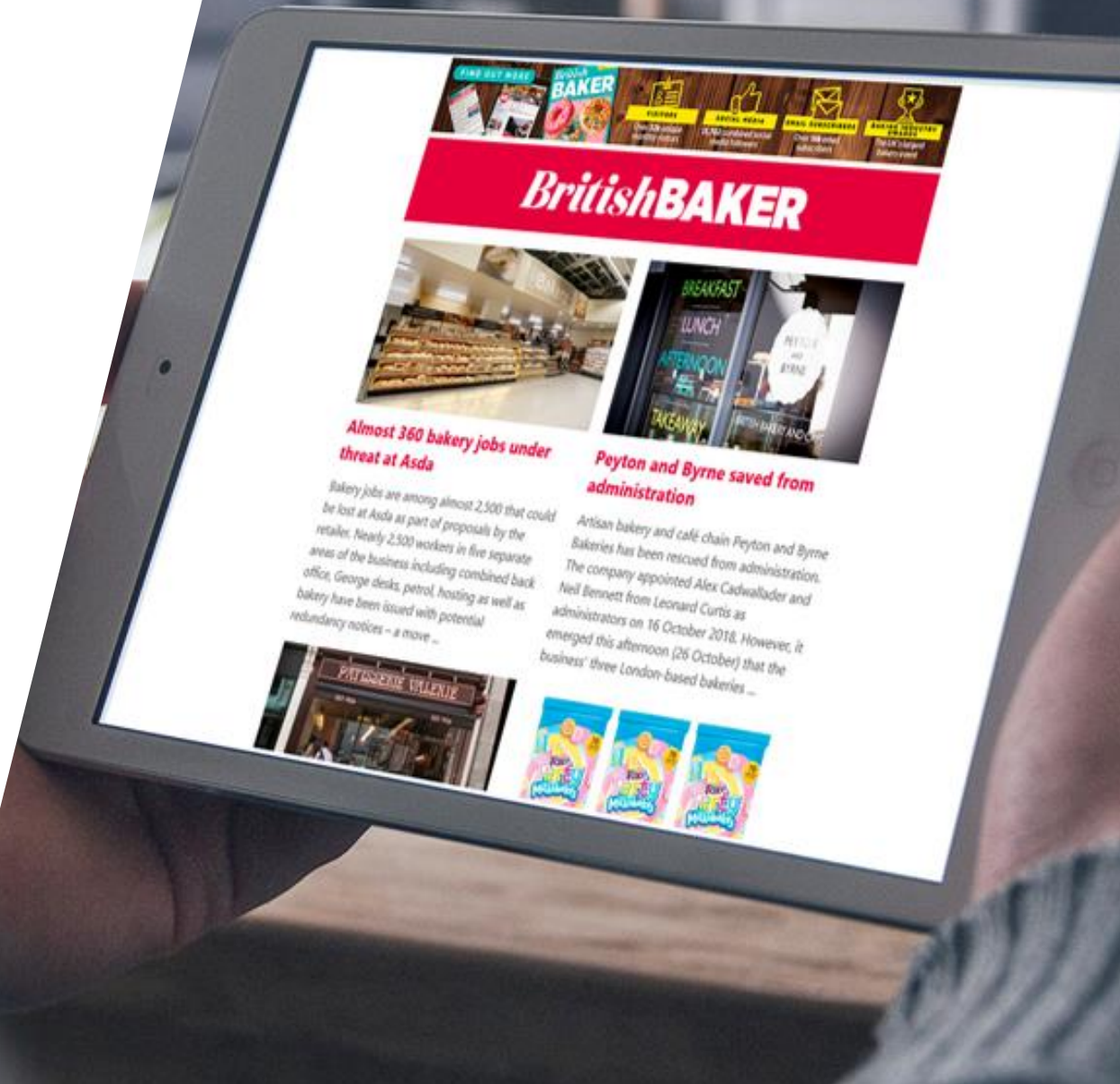
Promotional features

British Baker's promotional features offer you the ability to extend your content marketing reach via a trusted editorial platform with a highly qualified bakery business audience.

Sponsorship includes an exclusive opportunity to raise brand awareness, show thought leadership to an engaged audience within the baking industry and will take up permanent residency on britishbaker.co.uk

Whether you want to provide the content yourself or take the lead from our editorial team, our promotional features allow you to publish an insightful article on our site that highlights your brand as an expert in your field.

[More information](#)



What do we offer?

Educate the bakery sector with your expertise and have quality content created by industry experts on your own exclusive page.

Your Promotional Feature will be fully supported across our site and newsletters with dedicated ad promotions. Your feature will permanently exist on our site which means more opportunities for traffic to be sent to your site.

PROMOTIONAL FEATURES



2 weeks exposure on our newsletters



Homepage listing



Navigation and side box listing



Promotional Features page listing



Reporting

Webinars



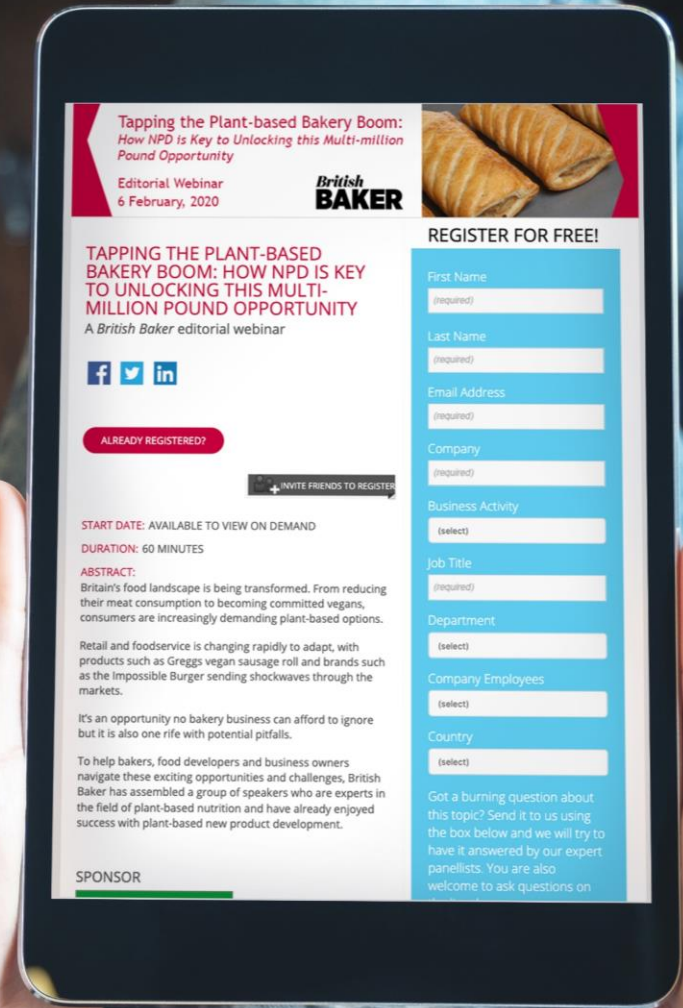
Editorial webinar

Highlight the leading role your brand plays in your chosen area of expertise by partnering with British Baker's exclusive editorial webinars.

Take part as a panel speaker alongside a leading British Baker journalist and other experts. Generate valuable sales leads from a highly engaged audience.

- Be the leading voice in an industry wide issue/topic/trend
- Raise profile a key member of your company
- Start relationships with bakery peers
- Receive high quality business leads

For more information on pricing please [contact Matthew Bingham](#)



The image shows a person's hands holding a tablet. The tablet screen displays the registration page for a British Baker editorial webinar. The page has a white background with blue and red accents. At the top, there's a header with the title 'Tapping the Plant-based Bakery Boom: How NPD is Key to Unlocking this Multi-million Pound Opportunity', the date '6 February, 2020', and the British Baker logo. Below the header, there's a 'REGISTER FOR FREE!' section with a registration form. The form includes fields for First Name, Last Name, Email Address, Company, Business Activity, Job Title, Department, Company Employees, and Country. There are also social media icons for Facebook, Twitter, and LinkedIn. A red button labeled 'ALREADY REGISTERED?' and a blue button labeled 'INVITE FRIENDS TO REGISTER' are visible. The page also includes an 'ABSTRACT' section with text about the plant-based bakery boom and a 'SPONSOR' section at the bottom.

Tapping the Plant-based Bakery Boom:
How NPD is Key to Unlocking this Multi-million
Pound Opportunity

Editorial Webinar
6 February, 2020

**British
BAKER**

TAPPING THE PLANT-BASED
BAKERY BOOM: HOW NPD IS KEY
TO UNLOCKING THIS MULTI-
MILLION POUND OPPORTUNITY
A British Baker editorial webinar

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ALREADY REGISTERED?

INVITE FRIENDS TO REGISTER

START DATE: AVAILABLE TO VIEW ON DEMAND
DURATION: 60 MINUTES

ABSTRACT:
Britain's food landscape is being transformed. From reducing
their meat consumption to becoming committed vegans,
consumers are increasingly demanding plant-based options.

Retail and foodservice is changing rapidly to adapt, with
products such as Greggs vegan sausage roll and brands such
as the Impossible Burger sending shockwaves through the
markets.

It's an opportunity no bakery business can afford to ignore
but it is also one rife with potential pitfalls.

To help bakers, food developers and business owners
navigate these exciting opportunities and challenges, British
Baker has assembled a group of speakers who are experts in
the field of plant-based nutrition and have already enjoyed
success with plant-based new product development.

SPONSOR

REGISTER FOR FREE!

First Name
(required)

Last Name
(required)

Email Address
(required)

Company
(required)

Business Activity
(select)

Job Title
(required)

Department
(select)

Company Employees
(select)

Country
(select)

Got a burning question about
this topic? Send it to us using
the box below and we'll try to
have it answered by our expert
panellists. You are also
welcome to ask questions on

What do we offer?

With a combination of our expertise and online advertising skills, we can help maximise your webinar's success rate. Our typical offer includes:

- A choice of one single: 100% pre-recorded webinar, a recorded main presentation with live Q&A or a 100% live webinar
- Full technical support from a dedicated member of our Online Events team
- Webinar listings on our website and in our newsletters
- Recorded version of your webinar is hosted forever within our resources section on our website

WEBINAR FEATURES



60 minutes of broadcast time



Customizable registration form



Standard registration confirmation email
+ 2 reminder emails



Hold up to 5 polls



Host a Q&A panel



Utilise the available reporting platform

Supporting promotions

Your webinar will benefit from a dedicated promotional hotspots including:

- 3 promotional emails to our dedicated marketing list
- Homepage and side box listing (up for 4 weeks prior and 12 weeks after live date)
- Display adverts
- Editorial articles
- Newsletter box
- Newsletter listing (for up to 12 weeks)
- Website listing within our events section (4 month availability)

For more information on pricing please [contact Matthew Bingham](#)



Contact

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