

*British***BAKER**

Digital products 2022



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



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.



**OUR DIGITAL
AUDIENCE IS 59,005**



Monthly unique users

40,317



Monthly page views

82,588



Average time on page

01:45



Traffic by device

■ Desktop ■ Mobile ■ Tablet



Monthly returning users

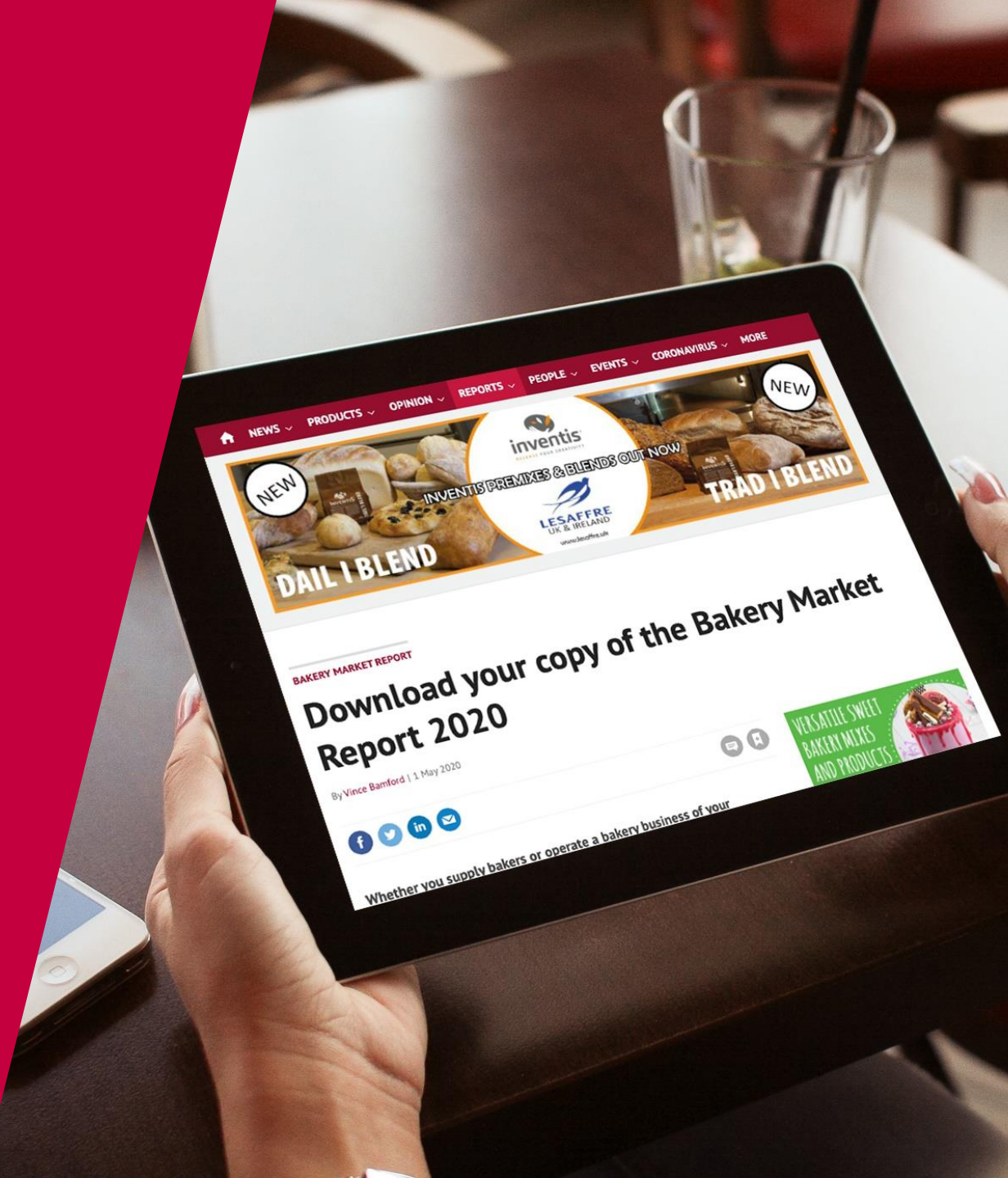
28%



**Market Average
ad view time**

+114%

Digital display offering

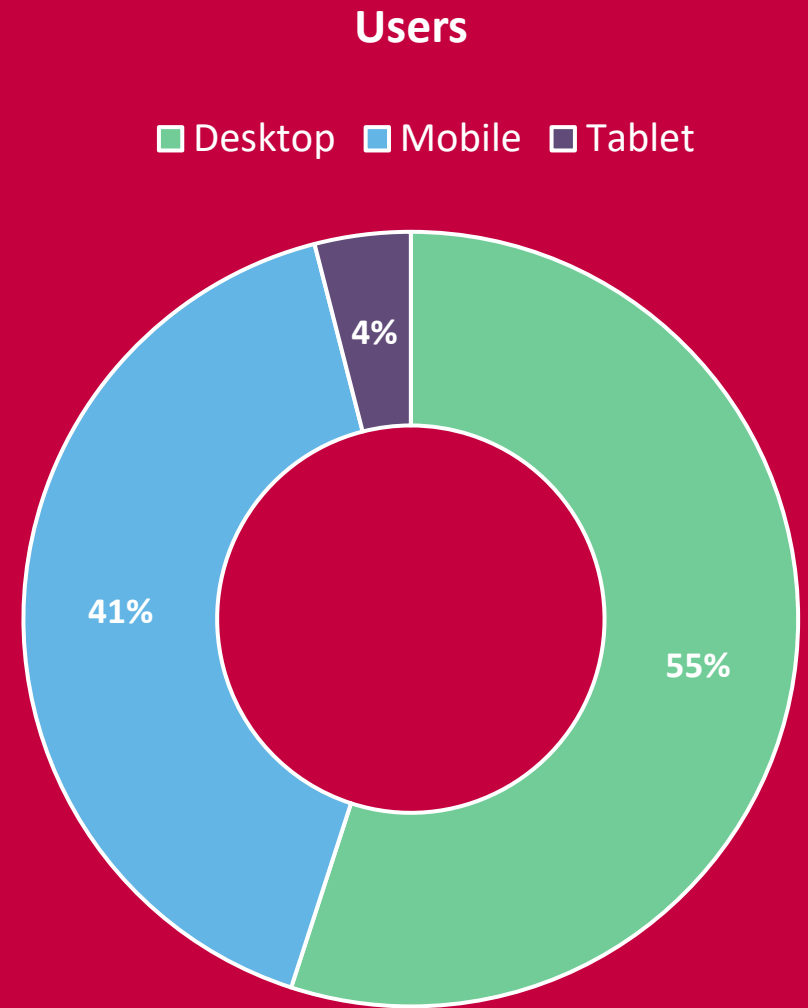


Why display?

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



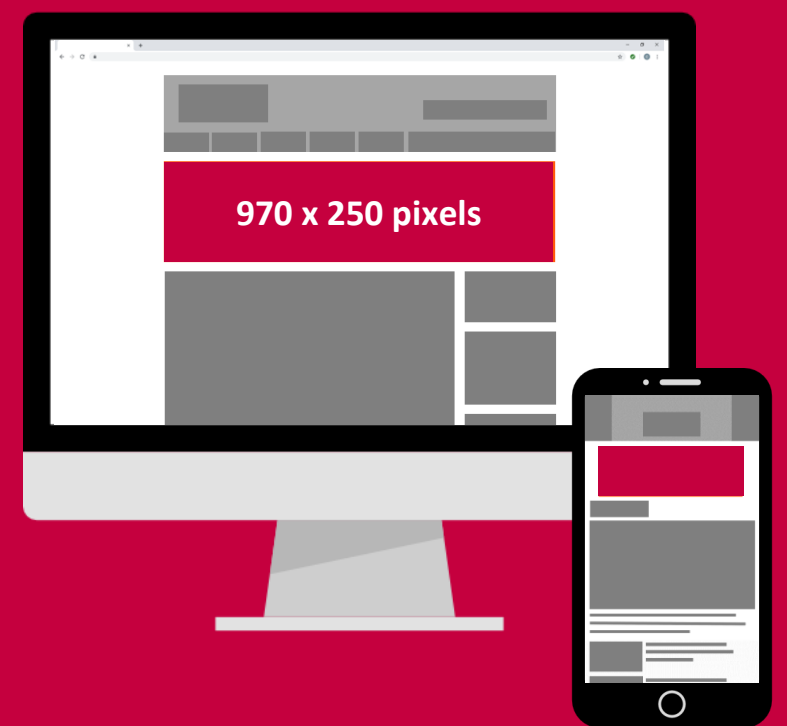
320 x 50 pixels

Leaderboard



320 x 50 pixels

Billboard

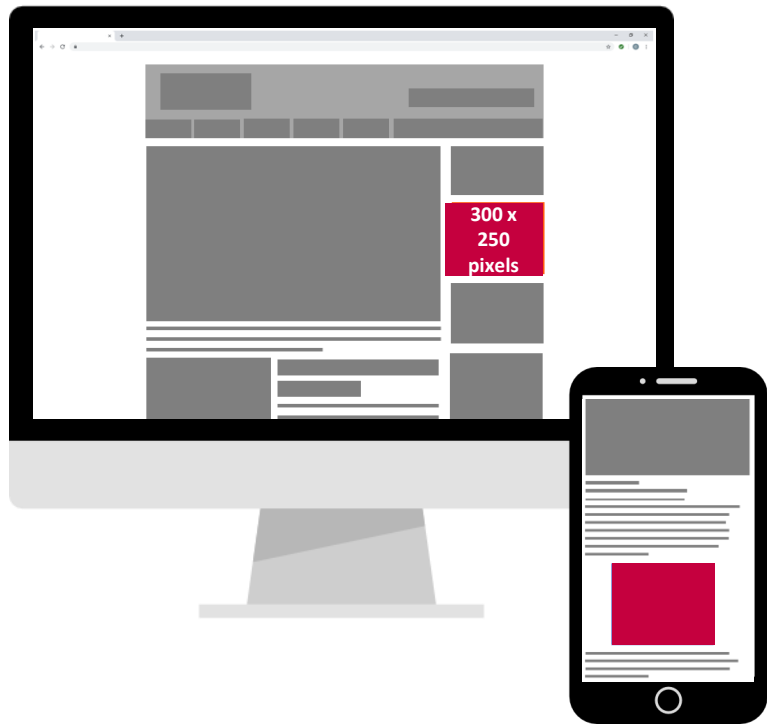


320 x 100 pixels

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

Desktop display placements

Medium rectangle



320 x 250 pixels

Half page



Background



DESKTOP ONLY

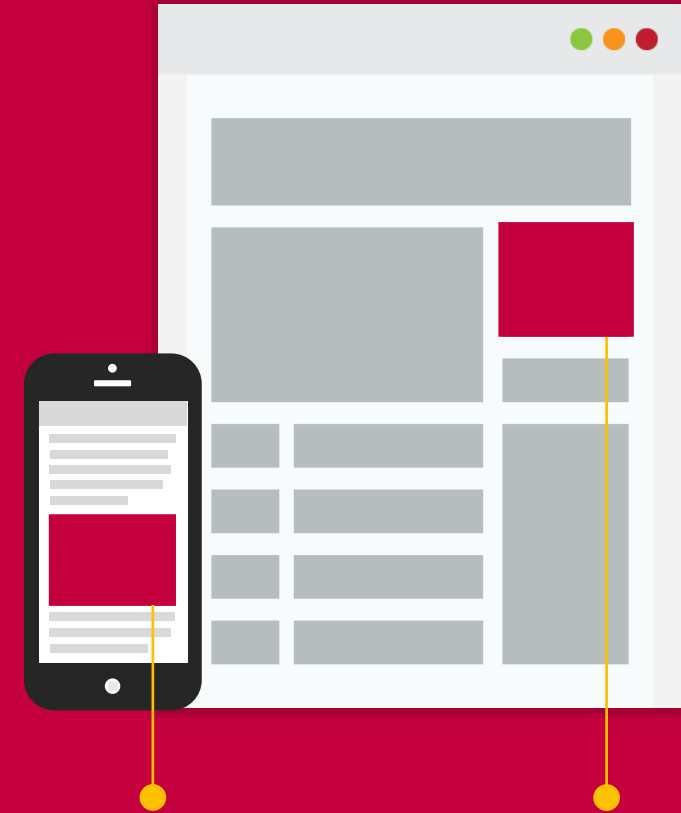
For more information on pricing please [contact Matthew Bingham](#)

New

Social display

Your social media content can sit alongside our high quality editorial content on both desktop and mobile devices. Social Display banners can include multiple touch points which help to direct readers to various, relevant destinations.

Posts published on Facebook, Twitter, Instagram or LinkedIn can be used for this product with links to your chosen social media account. This easy to create display banner uses content you've already posted helping maximise engagements with your brand online and minimising time spent creating.



Displayed in line with
content on mobile

Displayed within the
sidebar on desktop

Newsletters



Our audience

British Baker's audience covers the entire bakery sector, from plant bakeries, craft and artisan retail businesses, to allied equipment and ingredients suppliers.

Full of news, analysis, exclusive interviews and trends, our new newsletter service is sent into the inbox of some of bakery's biggest names three times a week.



Newsletter display advertising

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

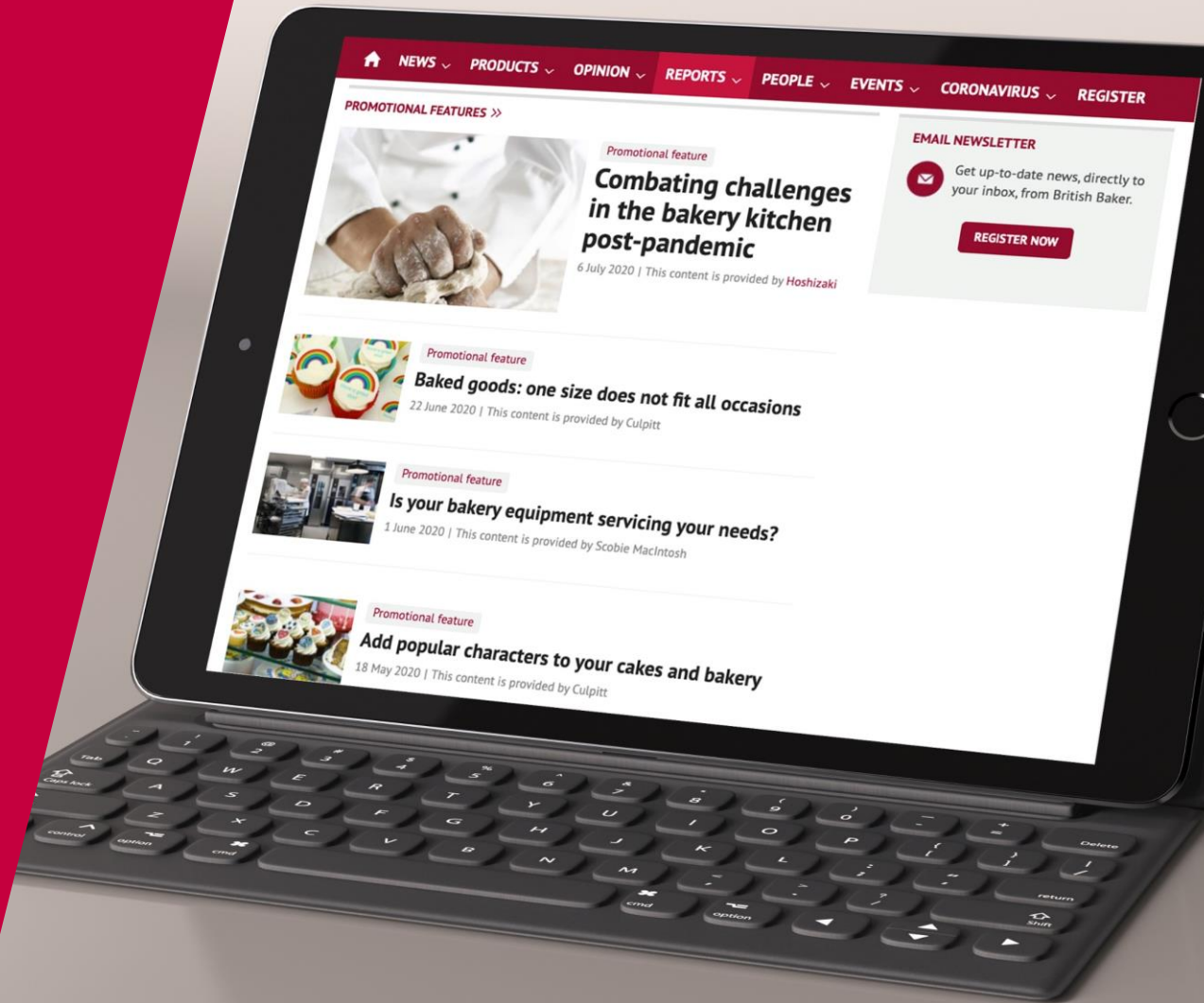
With weekly page views of over 21,000, British Baker's newsletters are a highly effective way to ensure your message has the widest possible reach.

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



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

Available Packages

Maximise the impact of your promotional feature by supporting it with one of our packages:

Package 1

- Editorial or Client Promotional Feature
- Newsletter Text Ad

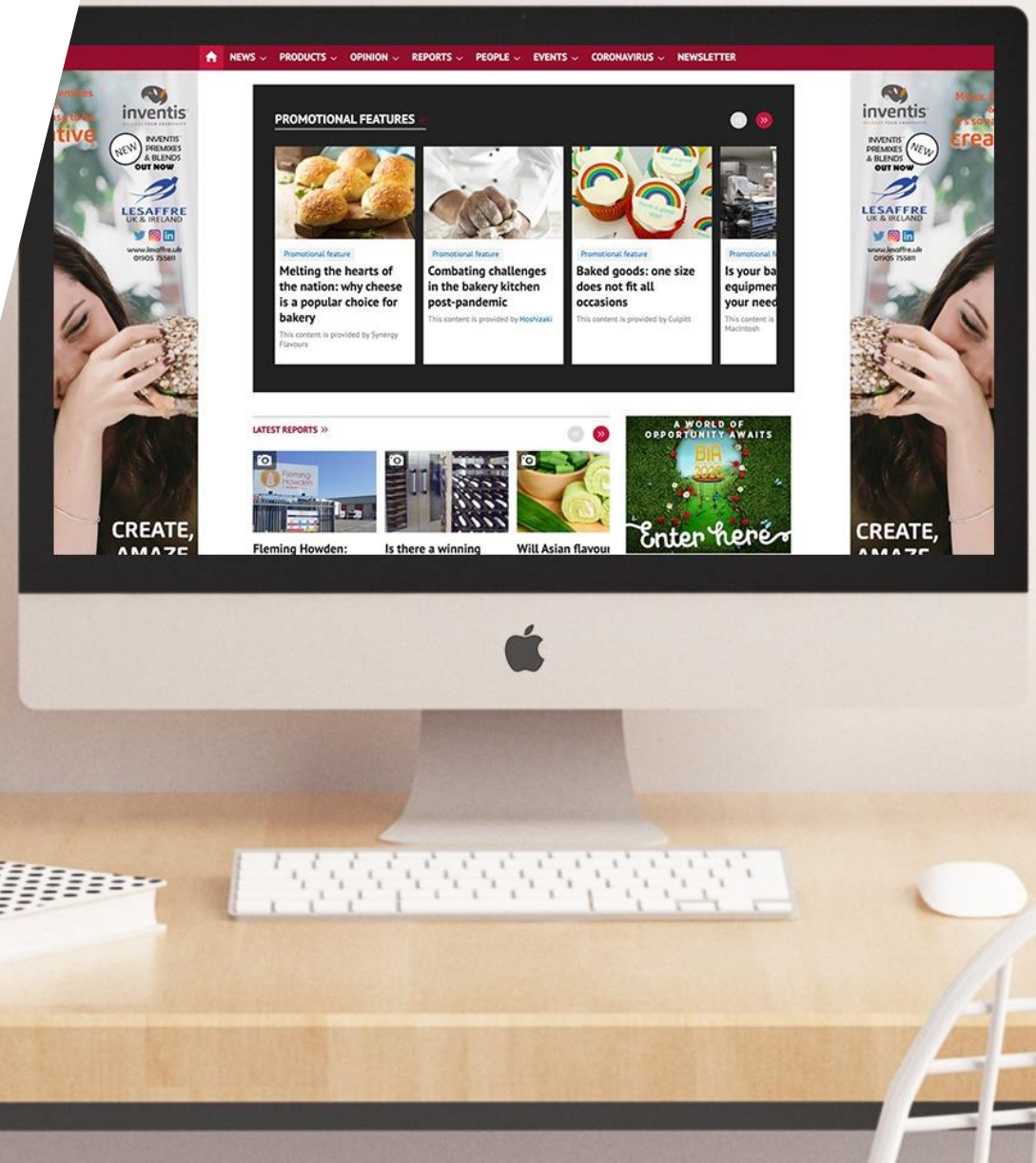
Package 2

- Editorial or Client Promotional Feature
- Newsletter Text Ad
- Leadgen Mailshot

Package 3

- Editorial or Client Promotional Feature
- Newsletter Text Ad
- Leadgen Mailshot
- Social Display

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



New

Leadgen mailshots

Reach a highly qualified audience and collect business leads through our new and exclusive leadgen mailshot service. This campaign is sent to segmented lists to allow you to target your exact audience for maximum impact and return.

Using the British Baker template, your campaign will be put in front of your chosen audience through a trusted and familiar medium. We use legitimate interest so you can collect leads by offering readers a tangible reward* such as; access to a promotional feature, white paper, case study etc hosted on britishbaker.co.uk

*Cannot be used to send to external URL

For more information on packages please [contact Sara Beswick](#)



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](#)



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



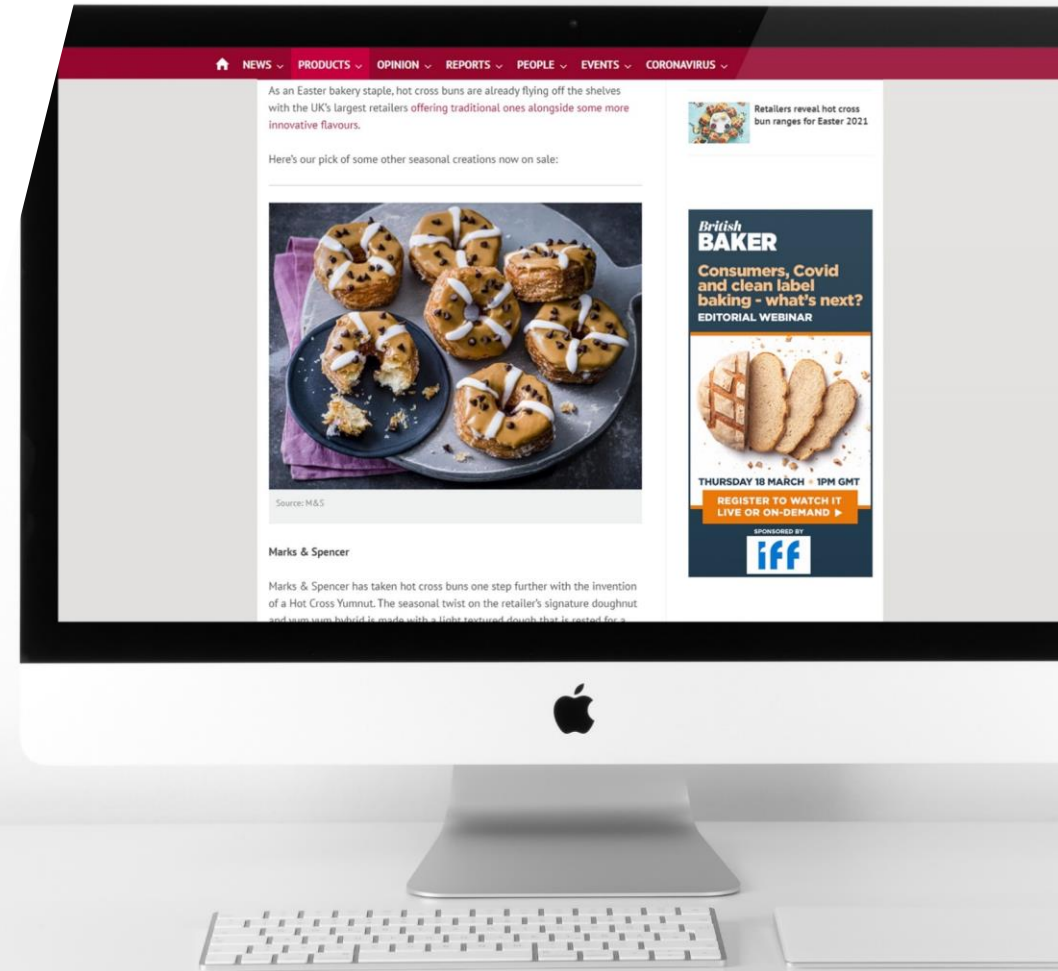
Utilise the available reporting platform

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 listing
- Website listing within our events section (4 month availability)

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



Contact

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