

*British***BAKER**

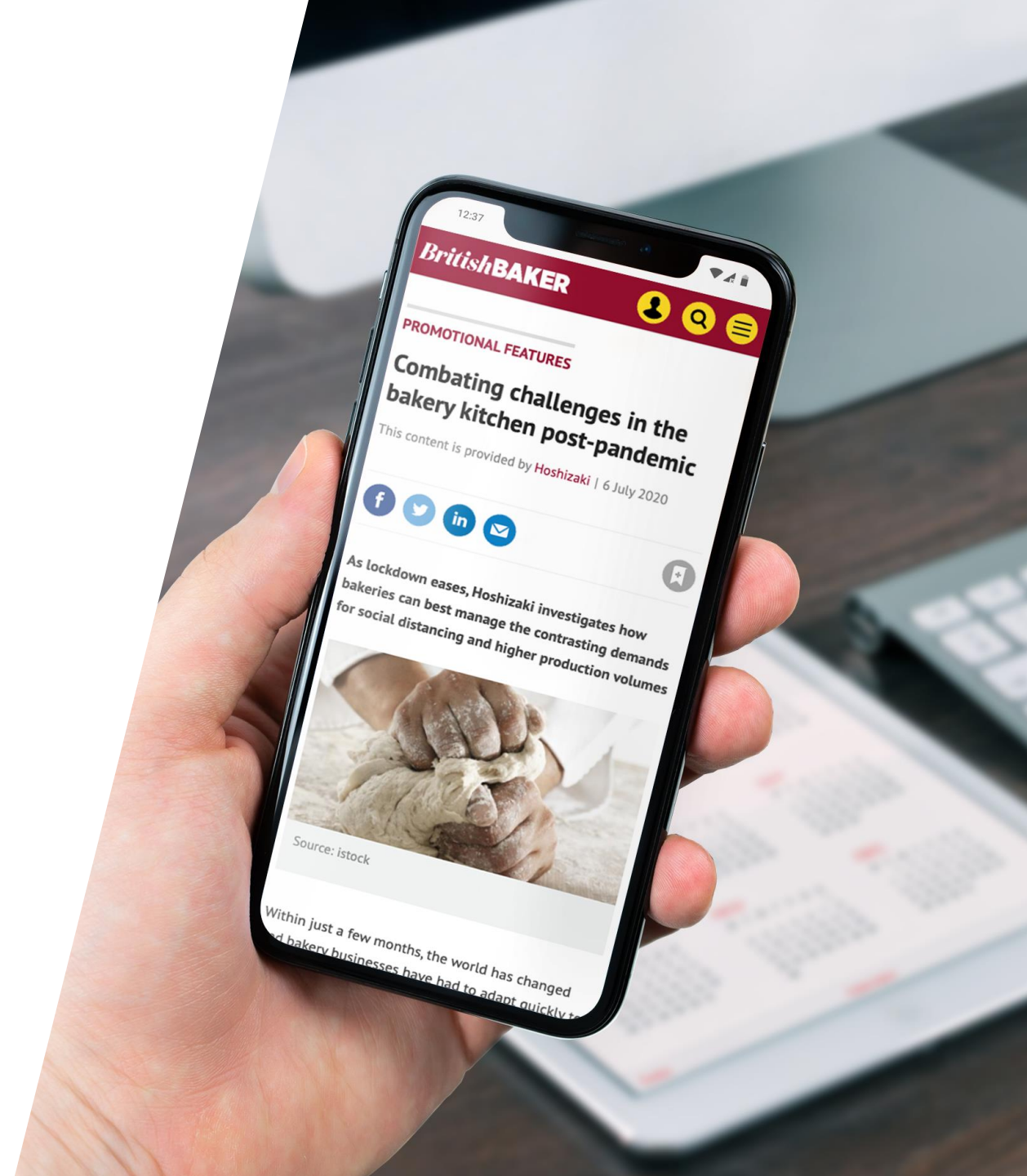
Media Pack 2020



Why British Baker?

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

Our reach includes plant bakeries, craft and artisan retail businesses, farm shops and garden centre chains, supermarket in-store bakeries, cake shops and coffee chains, wholesale and food-service bakery suppliers, plus all allied equipment and ingredients suppliers.



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.



**OUR DIGITAL
AUDIENCE IS**

90,800+



Monthly unique users

76,500+



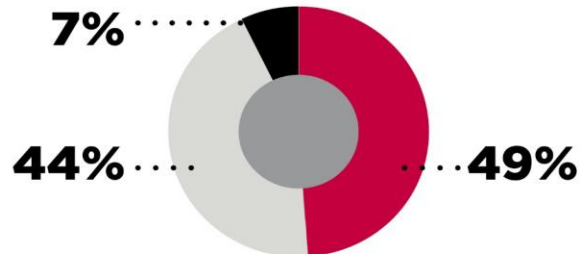
Monthly page views

132,900+



Average time on page

02:03



Traffic by device

■ Mobile ■ Desktop ■ Tablet



Monthly returning users

28%



**Market Average
ad view time**

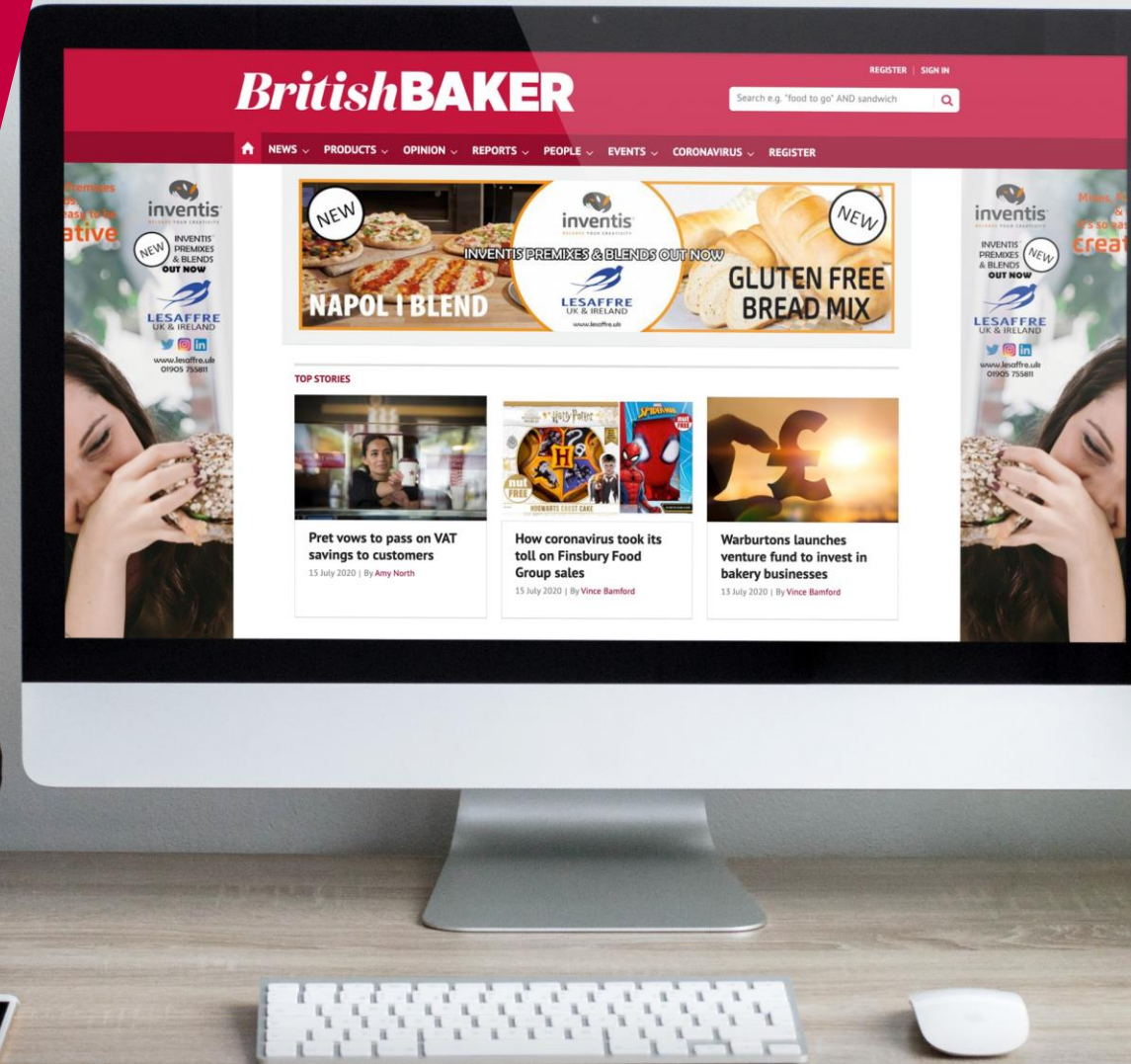
+114%

Key clients & partners

British Baker works with some of the sector's leading companies by providing innovative marketing solutions to help achieve your key objectives. With a combination of the latest technology along with our industry knowledge, we can build personalised online marketing programmes to best suit your needs.

 **BAKELS** **BROOK**
FOOD PROCESSING EQUIPMENT **CSM**
Bakery Solutions **Dawn**[®]*Délifrance*
THE EVERYDAY DELICIOUS **Ingredion.** **Lantmännen**
Unibake**REISER****RONDO**[®]
Dough-how & more.**AB | MAURI**A logo consisting of five horizontal red lines above the word 'MONO' in a bold, black, sans-serif font.

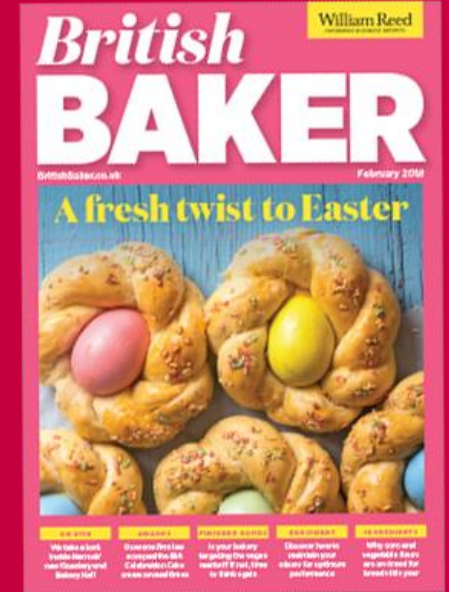
Platform Overview



The magazine

British Baker magazine has been an essential source of industry information for Britain's bakery businesses and their suppliers for more than a century.

Relaunched in 2017 with a fresh, modern look, the magazine includes news, analysis, market data, comment and opinion, trends, category reports and business profiles.



The website and newsletters

BritishBaker.co.uk is the UK's leading source of up-to-date bakery industry information. Our comprehensive news coverage is supported with multimedia content including video reports and interviews.

Britain's bakers can ensure they stay on top of the latest news by subscribing to our newsletters, which are delivered direct to everyone's inboxes at least three times a week.

We offer an unrivalled range of online marketing solutions to ensure your campaigns reach the decision makers who matter.



Events

British Baker is proud to offer a variety of event sponsorship activities which provide brand awareness, networking and thought leadership opportunities with unrivalled access to hard to reach bakery decision makers and business leaders.

“ *Well organised night, with great networking facilities and always great to see what other industry colleagues are doing and striving to achieve.* ”

Matt Delaney
Bakery Operations Manager, Tesco



Marketing opportunities

British Baker's wide range of marketing opportunities mean that, whoever you need to influence and whatever your objective, we have a solution to help:

- Growing sales and distribution of your products
- Promoting your new campaign to peers and potential customers
- Communicating your expertise
- Generating valuable sales leads
- Networking with hard to reach decision makers



Put your brand in front of decision makers who matter

Reach and influence bakery decision makers with our wide range of print brand awareness opportunities:

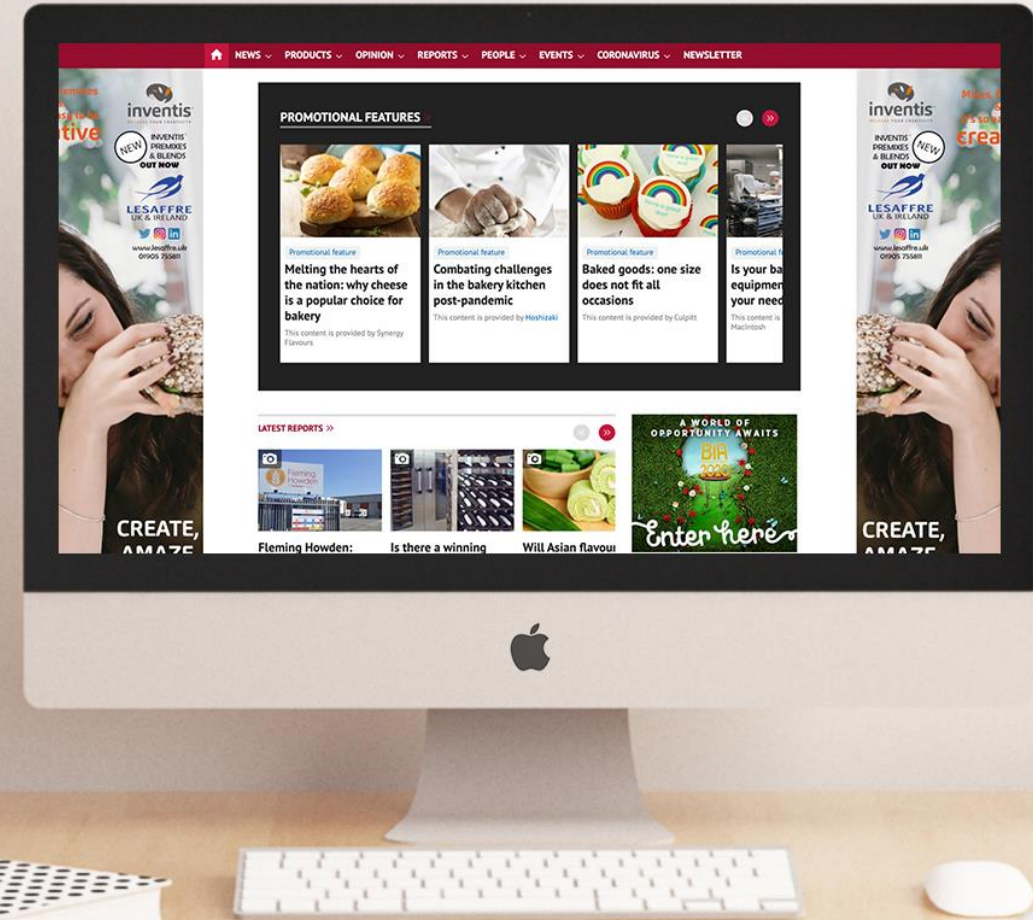
- Editorial features and supplements
- Advertorials
- Cover sites and news pages
- Editorial sponsorship
- Bound and loose inserts
- Bellybands, gatefolds and tip-ons
- Classifieds and recruitment



Be front of mind with bakery decision makers every day

Engage with and influence grocery decision makers every day with our growing portfolio of digital marketing options:

- Display advertising
- Editorial and client led promotional features
- Sponsored content
- Homepage and article takeovers
- Newsletter leader boards and MPUs and text advertisements
- Webinars



Align your brand with excellence and build your network

Promote your business as a key partner in bakery and build business contacts with hard-to-reach decision makers through our prestigious range of awards and conferences



Editions list

2020

SEPTEMBER

Published: Monday 28 September

The Sweet Issue

NOVEMBER

Published: Monday 30 November

The Trends Issue

Including Britain's Best Loaf winners' coverage

2021

FEBRUARY

Published: Monday 15 February

The Market Report

Including Baking Industry Awards 2020 winners' coverage

APRIL

Published: Wednesday 7 April

The Recipe Issue

Including Baking Industry Awards 2021 launch & Foodex coverage

JUNE

The Equipment Issue

JULY

The Bread Issue

SEPTEMBER

The Sweet Issue

Including Baking Industry Awards 2021 winners' coverage

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