

*British***BAKER**

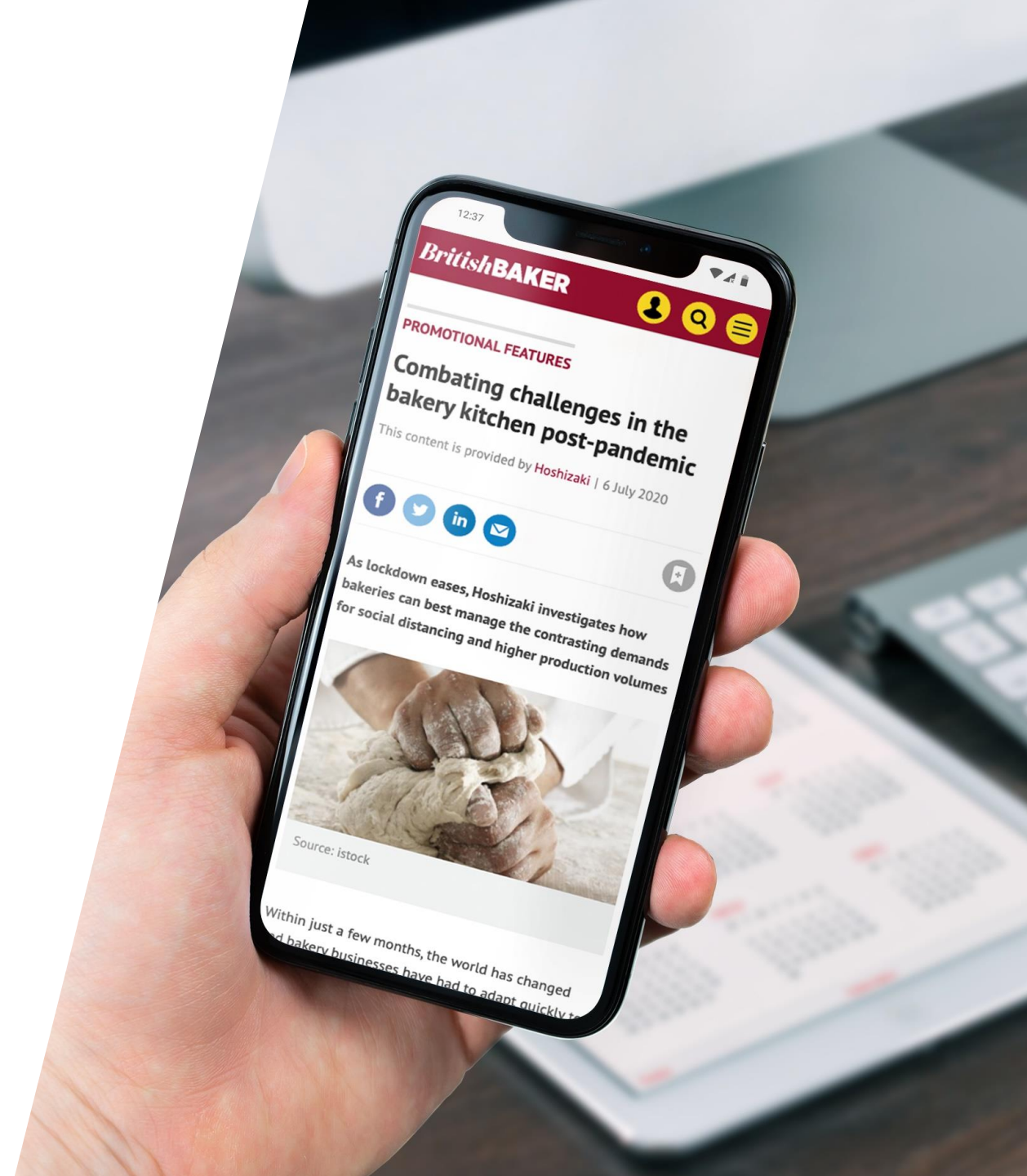
Media Pack 2021



# 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 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%**

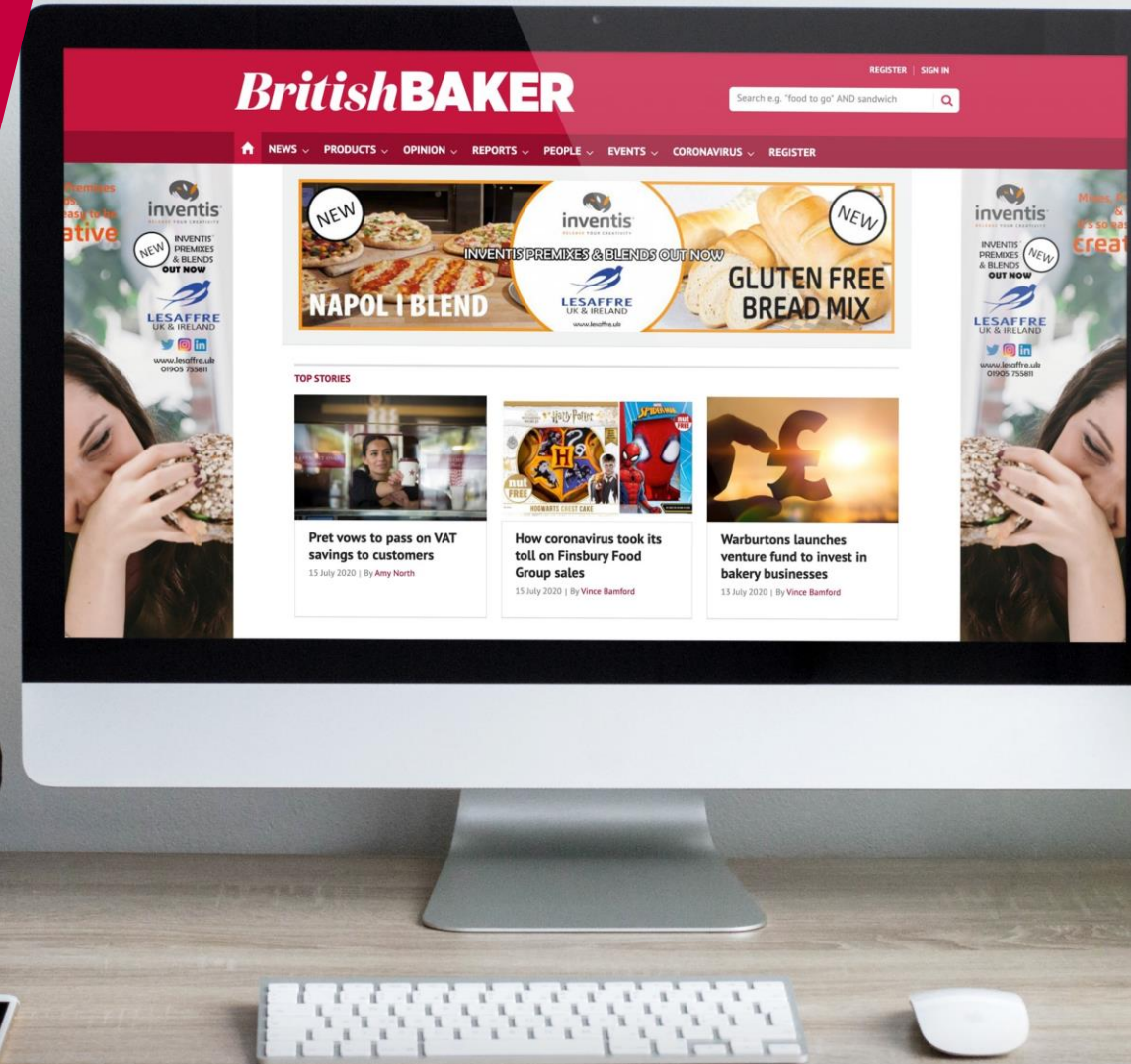
# Key clients & partners

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**<sup>®</sup>*Délifrance*  
THE EVERYDAY DELICIOUS **Ingredion** **Lantmännen**  
Unibake**REISER****RONDO**<sup>®</sup>  
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.

Refreshed in 2020 with a modern look, the magazine includes news, analysis, market data, comment and opinion, trends, category reports and business profiles.

See our editions list [here](#)





# The website and newsletters

[BritishBaker.co.uk](http://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

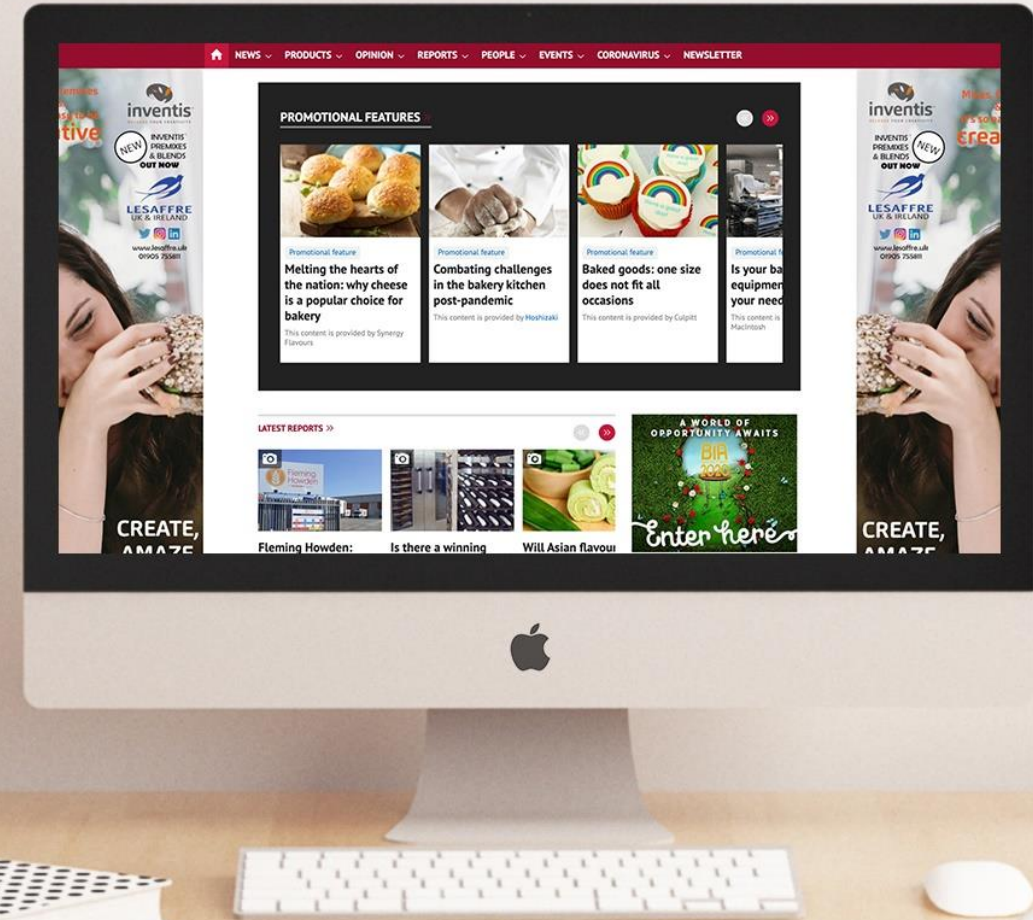




# Be front of mind with bakery decision makers every day

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

- Display advertising
- Editorial and client led promotional features
- Promotional features
- Newsletter leader boards and MPUs and text advertisements
- Social display
- Lead generation
- 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

## THE RECIPE EDITION

Published: Monday 15 February

### Potential topics Include:

- Reformulation of products, both sweet and savoury
- Global variation in recipes
- Recipe development through the ages
- The role of recipes in equipment efficiency
- Coverage of the Baking Industry Awards 2020 winners

## THE MARKET REPORT

Published: Monday 19 April

### Potential topics Include:

- Bakery Market Report
- Baking Industry Awards 2021 launch

## THE EQUIPMENT EDITION

Published: Monday 7 June

### Potential topics Include:

- Bakery equipment such as ovens, production lines, mixers and depositors
- Logistics
- Packaging
- Resource management and planning
- Displays and fixtures
- William Reed Food Shows coverage

## THE BREAD EDITION

Published: Monday 19 July

### Potential topics Include:

- Bread-based finished goods such as loaves, rolls, pizza
- Bread mixes and ingredients
- Flour
- Dough handling
- Sourdough
- Britain's Best Loaf 2021 winners

## THE SWEET EDITION

Published: Monday 20 September

### Potential topics Include:

- Sweet finished goods including doughnuts, cakes and cookies
- Sweet Christmas bakery
- Flavour trends

## THE TRENDS EDITION

Published: Monday 8 November

### Potential topics Include:

- Bakery's biggest trends in 2022 and beyond
- Consumer buying habits
- Baking Industry Awards 2021 winners

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