

# Kennedy's

A specialist  
publication  
from Kennedy's

# Bakery Production

THE WORLD'S LEADING MONTHLY FOR THE INDUSTRIAL BAKERY INDUSTRY

**MEDIA  
PACK  
2018**

## **Letter from the Editor**

Why Kennedy's Bakery Production (KBP)?

## **Feature List 2018**

Rates and Specification



**BAKERYPRODUCTION.CO.UK**

# Welcome

Welcome to *Kennedy's* and to *Kennedy's Bakery Production* - a highly respected international business journal read each month by over 3500 active buyers of processing/packaging machinery and ingredients worldwide.

KBP is read by the world's leading international manufacturers of bakery goods, allowing you to promote your products and services not only to international buyers from Europe, but also from producers within the world's key emerging markets.

Editorial focuses on the needs of the larger scale bakery producer, providing a range of editorials on the leading technology/ trends and manufacturing techniques available to the industrial community.

We present you with one of the only bakery magazines genuinely targeted to the global manufacturing sector and look forward to discussing your promotional requirements and of course; welcoming you to the great service of *Kennedy's!*

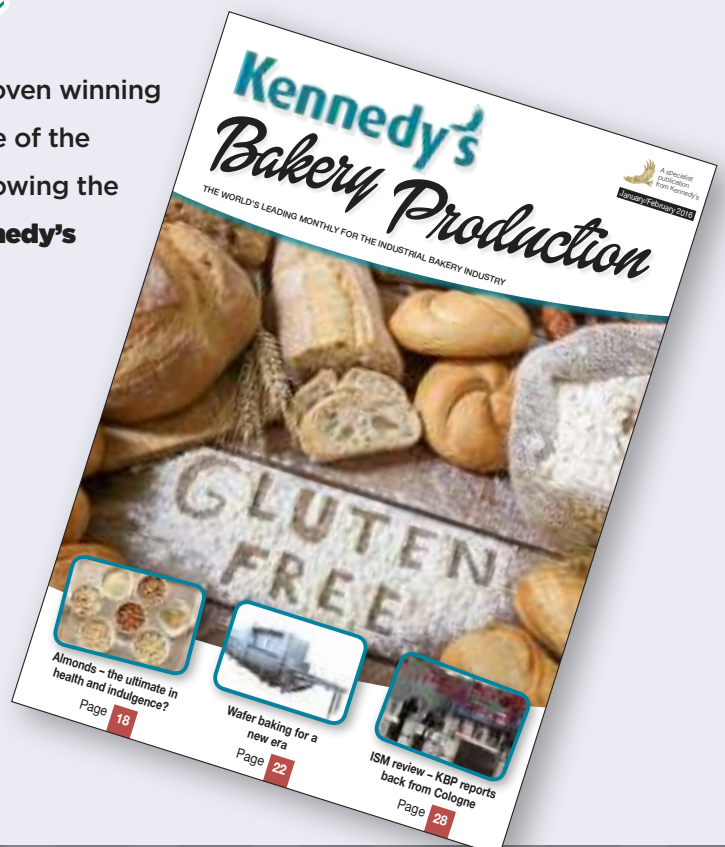


## About Kennedy's

Kennedy's (a privately owned business) has a proven winning format for magazines and highly regarded as one of the leading publishers in the global food sector. Following the huge success of the market-leading journal, **Kennedy's Confection** magazine (Est. 1890).

Kennedy's Bakery Production (KBP) is a fully international, no-nonsense, professional monthly journal for the industrial bakery manufacturing industry.

Circulation  
**4273**  
International Readers



# Type of Producers

KBP is aimed at manufacturers of: bread, biscuits and wafers, cakes, sponge goods, pizzas, pastries, doughnuts, bagels, crackers, morning goods and related baked goods that are produced industrially.



## MANUFACTURING ACTIVITY

Bread	Sponge goods	Doughnuts
Biscuits	Cereal bars	Pizzas
Cakes	Crackers	Pastries
Wafers	Bagels	Morning goods

# Readers

KBP is read by senior professionals in a position of making key purchasing decisions: - MD's, general managers, production directors. NPD, marketing and senior level of management.

Total buying power of circulation

# 72%

## ANALYSIS OF READERS BY PURCHASING DECISION

Ingredients	52%
Processing equipment	60%
Packing equipment	46%
Packing materials	34%
Lab equipment	29%
Handling/end-of-line	21%
It/control	9%

## ANALYSIS OF READERS BY JOB FUNCTION

Managing directors	27%
General managers	25%
Production directors	20%
New product dev & research	15%
Marketing directors	9%
Other	4%

# Frequency & Circulation

KBP is published every month to over **4,273** key global decision makers within the manufacturing industrial bakery sector. The magazine is circulated as a paid for subscription basis and controlled free circulation.



# Distribution & Key Emerging Markets

*Kennedy's Bakery Production* is targeted very much with the emerging markets in mind with particular focus on distribution in: Asia, South America, the Middle East and Africa. Europe is naturally a strong element of the circulation at 46%, however more than 50% of the readers are now outside Europe and the numbers are growing continuously reflecting the growth in these new areas of production.

## ANALYSIS OF READERS BY LOCATION

United Kingdom	29%
Europe	36%
North America	11%
Central and South America	5%
Australia and Pacific	1%
Asia and Southeast Asia	15%
Africa	1%
Middle East and North Africa	2.0%

# Editor's Content

KBP brings senior management up-to-date on the latest trends in ingredients, packaging, nutraceuticals trends and regular reports on the best equipment and ingredient technologies from around the world. The editorial is designed to engage and inspire the reader with our legendary 1-2-1 interviews from industry leaders movers and shakers.

# Writing Style

We believe in providing in-depth journalism, interesting interviews and finding the news for ourselves and going that extra mile to write interesting and exclusive content. Kennedy's is known for being honest and outspoken, resulting in a valuable following of dedicated readers for our advertisers.





## January / February



**Show preview - Prosweets Jan 28-31st 2018 in Cologne.** Focus on major bakery suppliers exhibition at the event, including New technology, key trends and latest innovations

**Official Show Issue**

**Equipment: Cake ovens and wafer making.** The latest oven and wafer developments are revealed in this special focus feature.

**Special report: Innovations in bakery and stacking and feeding systems.** We explore new equipment being released serving the industrial market.

**Product focus: pizza production.** Latest trends in the ever-developing global pizza market are discussed in detail.



## March / April

**Special focus: Bread manufacturing.** This special report examines new bread making equipment and bread styles being produced for this year's market

**Ingredients: Fruit and nut ingredients.** Key bakery products with fruit and nut products come under the microscope, along with a focus on clean labelling.

**Equipment: Cereal bar and biscuit production:** A special focus on major equipment lines making their mark within cereal bar and biscuit development.

**Special report: ancillary equipment.** Some of the most innovative new accessories for industrial baking are detailed in this special focus.



## May / June

**Who's Who in the bakery industry.** Our annual review of the major companies leading the industrial bakery sector, providing a comprehensive guide to key players in ingredients, machinery design, packaging development and global manufacturing industry. Editorial and advertising packages are available

**Product focus: Oven and freezing technology.** This year's best oven, cooling and freezing equipment making its way to the market is explored in detail.

**Equipment focus: Automated dough production.** A round-up of the most significant equipment emerging in the automated dough bakery technology.



## July / August



**Show preview: IBA Sep 15th-20th in Munich**  
A one-stop guide to the major event held every three years in Munich, with exclusive interviews and detail of some of the latest trends and equipment set to appear.

**Official Show Issue**

**Equipment: Bread manufacturing.** A further review of some of the latest bread making equipment and techniques gaining prominence this year.

**Special focus: Pizza and 'to go' snacks.** We cast a spotlight on the latest trends within pizza production and the fast-rising baked snack sector.

**Ingredients: sustainability.** For this special feature, we examine how the bakery market is addressing sustainability in sourcing and developing ingredients, including a number of healthier options.



## September / October

**Ingredients: healthy/specialist ingredients.** Some of the latest techniques being developed for the bakery market including ancient grains and free-from products.

**Packaging: Loading and robotics.** This technology focus examines new packaging equipment, trends and case studies for loading and robotics used within bakery.

**Equipment: Milling and wafer production.** Exploring turnkey production lines and new milling/wafer technology making an impact on the market in 2018.

**Special report: Artisan bread production.** We investigate key trends in this fast-growing sector that has gained global popularity within the industry.



## November / December

**Ask the Expert issue: industry spotlight.** Our annual focus offers a platform to an array of bakery's most knowledgeable experts on technology development, processes and wider sector innovations.

**Ingredients: natural ingredients.** We examine the use of natural ingredients and healthier oils and fats.

**Equipment: Machine economy.** Our annual analysis of second hand equipment and technology available, as well as exploring economical equipment options.

**Special focus: Pie manufacturing.** Exploring the latest trends and equipment for the pie baking segment of the industry.



# 2018 Rates

## MAGAZINE RATES (PER INSERTION)

FULL COLOUR	1 ISSUE	5 ISSUES	10 ISSUES
Double Page Spread	£3,740	£3,180	£2,620
Full Page	£2,410	£2,030	£1,690
2/3 Junior Page	£1,710	£1,450	£1,195
1/2 Page	£1,450	£1,230	£1,020
1/4 Page	£780	£660	£570
1/8 Page	£430	£395	£360
Annual Supplier's Directory	-	-	£750 per year

## SPECIAL POSITIONS

ITEM	1 ISSUE
<b>Front Cover</b> includes cover art, 4 pages of editorial, online story for 12 months and editor's personal visit	£5,995
<b>Back Cover</b> includes 1 page of editorial	£3,950
<b>Inside Front Cover</b> includes 1 page of editorial	£3,500
<b>Inside Back Cover</b> includes 1 page of editorial	£3,500
<b>Guaranteed Early Page</b> guaranteed within 1st 10 right hand pages	£2,500
<b>Loose Insert</b> weight up to 10 grams	£1,600
<b>Belly Band</b> on front cover (includes print, bind, glue & application)	£3,250

## WEBSITE RATES

Large Top Banner	£2,000
Side Banner	£1,050
Contact us for more details	



# Production

## PRINT SPECIFICATION

(All sizes in millimetres; and width x height)

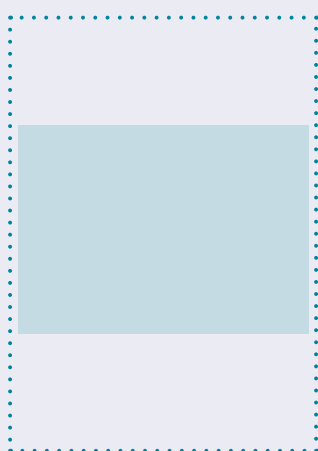
Artwork should be supplied in hi-res PDF format (or TIFF, JPG or EPS file formats).

Files must be in CMYK colour mode and at a minimum resolution of 300dpi. Please Email your digital artwork and any additional files to: [jkennedy@kennedys.co.uk](mailto:jkennedy@kennedys.co.uk)

## DIGITAL SPECIFICATION

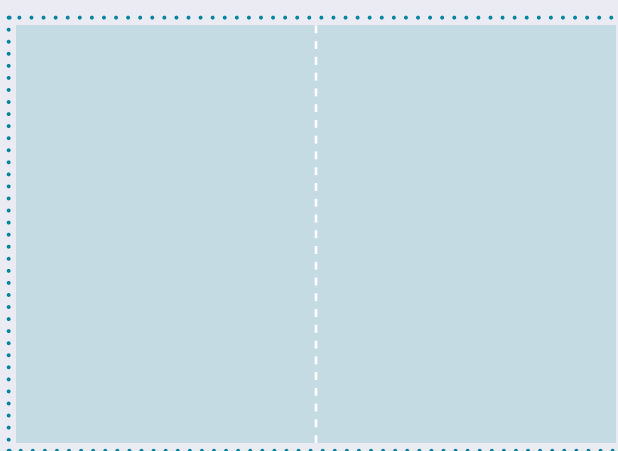
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Artwork should be supplied as web safe JPG or GIF file formats. Files must be in RGB colour mode and at 72dpi. For additional information and alternative size options, please email: [cstokes@kennedys.co.uk](mailto:cstokes@kennedys.co.uk) or [jkennedy@kennedys.co.uk](mailto:jkennedy@kennedys.co.uk)



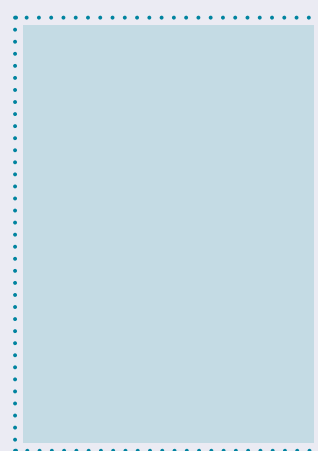
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**Bleed Size**  
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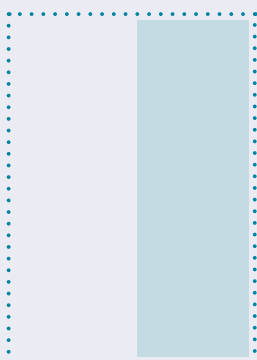
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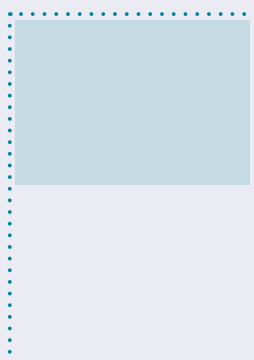
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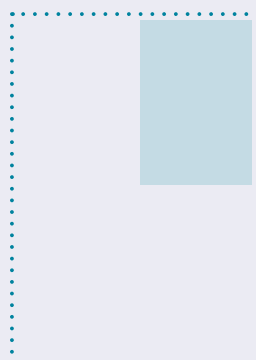
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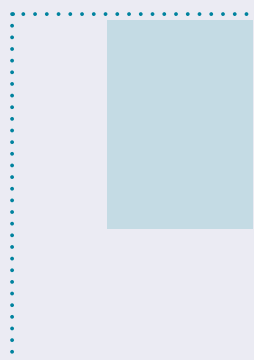
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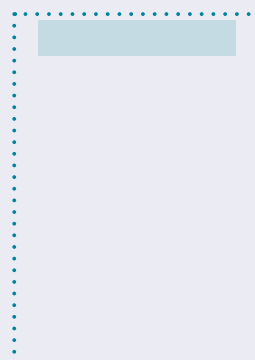
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### JUNIOR PAGE

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### CLASSIFIED LISTING

**Trim Size**  
210 x 75 mm  
**Bleed Size**  
216 x 80 mm

# Terms



## KENNEDY'S PUBLICATIONS LTD. STANDARD TERMS AND CONDITIONS OF BUSINESS

In these conditions, the term 'publisher' means Kennedy's Publications Ltd., the term 'advertiser' means the party (either the advertiser or their agent) who placed the order for an advertisement, and the term 'advertisement' includes inserts and separations.

- 1 These conditions apply to all advertisements accepted for publication (on-line and printed). No other conditions will be binding unless agreed in writing between the publisher and the advertiser. The placing of an order will be deemed to be an acceptance of these conditions.
- 2 All invoices will be issued in £ UK GBP unless a prior agreement has been reached between the publisher and the advertiser. There will be a bank currency conversion charge of £12.00 for payments not instructed in GBP.
- 3 All European countries must supply their VAT registration number when making a booking. Failure to provide this information will result in VAT (current rate 20%) being added to the invoice.
- 4 All invoices must be settled within 30 days of the invoice date.
- 5 New business received by the publishers from an advertiser outside of the EU will operate on a prepayment basis unless an approved credit account already exists.
- 6 If an invoice becomes overdue, the publisher reserves the right to suspend publication of future advertisements and editorials until payment is made, or to require prepayment.
- 7 All advertisements are accepted subject to the publisher's approval of the copy.
- 8 Artwork designed and produced by the publishers that is not paid for by the advertiser, remains the copyright and property of the publishers.
- 9 The publisher reserves the right to refuse, withdraw or cancel advertisements submitted.
- 10 The publisher reserves the right to omit or suspend an advertisement at any time, without a claim on the part of the advertiser for damage or breach of contract arising. Should omission or suspension be on the part of the advertiser/agent then the space reserved shall be paid for in full despite the fact that the advertisement has not appeared.
- 11 Every care is taken to avoid mistakes but the publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions.
- 12 The publisher will not be liable for any loss or damage (including loss of profits or other consequential loss) resulting from the delay or failure of an advertisement to appear on the date/s specified, from the failure of an advertisement to appear in a specified position, from the delay or failure of an issue not being published, or from the discontinuance of any publication.
- 13 The advertiser will indemnify the publisher in full in respect of any claim for damage, loss or expense for damage made against the publisher arising from an advertisement.
- 14 Series discounts apply only to orders placed in advance and completed within 12 months of the first advertisement. Otherwise, the publisher reserves the right to surcharge if the advertiser cancels the balance of a series. All unearned series discounts will be surcharged.
- 15 Under no circumstances does the placing of an order confer the right to renew on similar terms.
- 16 The publisher reserves the right to increase advertisement rates at any time.
- 17 Cancellations must be received in writing not less than four weeks before copy deadline. (as supplied by the publisher). The advertiser will be liable to pay in full where notice is not received by that date.
- 18 Advertisement copy should be supplied in accordance with the mechanical data published on the rate card, otherwise the advertiser will be liable for the cost of any additional work involved, including the making of duplicate films, origination or colour processing work.
- 19 All changes to copy must be received in writing by the copy deadline.
- 20 The advertiser will remain liable for full payment should inserts fail to arrive at the agreed time and place for insertion. All inserts must be approved in advance by the publisher.
- 21 Copy must be supplied without application from the publisher by the deadline specified. If instructions are not received by that date the publisher reserves the right to repeat standing copy or to charge the full amount for the space booked, and for any extra costs incurred.
- 22 Proofs sent to the advertiser for correction should be approved or amended in writing. Those not returned by the copy deadline will be assumed to be correct.
- 23 The advertiser shall be responsible for the insurance of all property, artwork, etc. supplied to the publisher who cannot accept any liability for loss or damage. The publisher reserves the right to destroy all artwork (editorial and advertising), film, property, etc., which has been in their custody for 12 months from the date of its last appearance without giving further notice to the advertiser.
- 24 All advertisement material originated by the publisher remains the publisher's copyright.
- 25 Failure by the publisher to insist upon strict observance of any of these Standard Terms and Conditions of Business shall not operate as a waiver or otherwise release or in any way affect the liability of the advertiser.
- 26 The advertiser warrants that its advertisements do not contravene any Act of Parliament, will comply with the British Code of Advertising Practice, do not contravene any of the provision of the Trade Descriptions Act or other statute and are not defamatory, illegal, obscene or an infringement of any other party's rights. Country of origin (other than the United Kingdom) of goods advertised must be shown in advertisements if so required by statute or statutory or other regulations.
- 27 These terms and Conditions shall be governed and construed in accordance with the laws of England and the publisher and the advertiser hereby agree to submit to the exclusive jurisdiction of the English courts.
- 28 All copy 'editorial photos' submitted to the Publisher (verbally and in writing) are submitted on the understanding that the Publisher will have the right to publish.

## CONTACT KENNEDY'S BAKERY PRODUCTION

Kennedy's are based in offices in Kent in the UK. For all enquiries contact;  
Susie Brooks, Advertisement Manager on [sbrooks@kennedys.co.uk](mailto:sbrooks@kennedys.co.uk)