

# Kennedy's Confection

**MEDIA  
PACK  
2018**

## **Letter from the Editor**

Why Kennedy's Confection?

## **Features List 2018**

Rates and Specifications



**KENNEDYSCONFECTION.COM**

# Welcome

Welcome to *Kennedy's Confection* - A market leading international confectionery business trade journal read each month by over 5000 active buyers of processing/packaging confectionery machinery and ingredients products worldwide.

*Kennedy's Confection* is read by the world's leading international manufacturers of chocolate, sugar and related confectionery and sweet bakery products. The title was founded in 1890 and has established a huge authority and presence in the global confectionery industry and is known right across the world as the leading source of business information. The magazine title, like all Kennedy's products, is circulated not only to key international buyers from Europe, but also to producers within the world's key emerging and upcoming markets in South America, Asia, Russia, China and India.

Editorial focuses on the needs of the larger scale and up and coming confectionery producers, providing a diverse range of exclusive editorials on the leading technology/trends and manufacturing techniques that are coming available to the industrial community.

We look forward to welcoming you to the great service of Kennedy's, our sister magazines and our market leading chocolate industry event - *The World Chocolate Forum*.



# Kennedy's Confection

*Kennedy's Confection* is not only the longest established magazine in the confectionery industry, at 125 years old, it's also one of the longest established trade magazines in the world! It's huge global authority, which is unrivalled in the industry, has the magazine quoted regularly in the: The Times, The Daily Mail, Bloomberg, The Telegraph, ITV, Channel 4, The BBC, The Guardian and many more as the leading source of information for anyone involved in the manufacturing of confectionery products.

Readers and advertisers alike are all part of the world-wide reader network and the magazine provides the perfect medium to direct your marketing message to key buyers of packaging and process equipment, ingredients, services and materials to key leading producers around the world.



# Type of Producers

*Kennedy's Confection* is aimed at manufacturers of: chocolate products, hard and soft candies, bakery products including wafers and cakes, gums, chewing gums and related sweet confections.



## MANUFACTURING ACTIVITY

Chocolate products	Soft candies	Biscuits
Chocolate covered and related items	Chewing gums	Snacks and nuts
Hard candies	Wafers and cakes	Dried fruit products

# Readers

*Kennedy's Confection* is read by senior professionals that are in a strong position to make key purchasing decisions: MD's, General Managers, Production Directors, new product development, marketing and further senior level management.

Total buying power of circulation

# 74%

## ANALYSIS OF READERS BY PURCHASING DECISION

Ingredients	49%
Processing equipment	67%
Packing equipment	51%
Packing materials	31%
Lab equipment	29%
Handling/end-of-line	23%
It/control	10%

## ANALYSIS OF READERS BY JOB FUNCTION

Managing directors	32%
General managers	23%
Production directors	19%
New product dev & research	15%
Marketing directors	9%
Other	2%

# Frequency & Circulation

## ANALYSIS OF READERS BY LOCATION

United Kingdom	21.8%
Europe	62.7%
North America	1.5%
Central and South America	0.4%
Australia and Pacific	0.6%
Asia	10.7%
Southeast Asia	0.5%
Africa	0.3%
Middle East and North Africa	1.5%

## ANALYSIS OF READERS BY MANUFACTURING ACTIVITY

Chocolate	37%
Sugar Confectionery	31%
Bakery and Snacks	21%
Retail/Wholesale/Private Label	5%
Ice Cream, Desserts, General Food	4%
Research/Library/Private Label	2%



*Kennedy's Confection* is published every month and distributed to over 5000 key global decision makers (5123) within the manufacturing industrial confectionery sector. The magazine is circulated to paid-for subscribers and on a controlled-free circulation basis.

## About Kennedy's

Kennedy's (a privately owned business) in Kent in the U.K. and has a proven winning format for magazines and is highly regarded as one of the leading publishers in the global food sector. As well as *Kennedy's Confection* the company publishes:

***Kennedy's Bakery Production (KBP):*** This monthly magazine was launched a few years ago by Kennedy's as a fully international, no-nonsense, professional monthly journal for the larger scale industrial bakery manufacturing producer.

***The World Chocolate Forum:*** Kennedy's also runs the must-attend international annual chocolate industry event, The World Chocolate Forum in London. This trade conference is now one of the biggest events in the world for senior management from the world's leading and up and coming chocolate producers to meet, network and listen to thought provoking lectures and do business. The event is held every October with sponsorship exhibition opportunities also available.



January	February	March
<p><b>Show Preview</b> <b>ISM and ProSweets - Jan 28 - 31st Special show preview with exclusive interviews and exhibitor focuses including stand profiles: detailed reports of ISM /ProSweets 2017 stand holders at the major confectionery trade show in Cologne, Germany</b></p> <p><i>Official Show Issue</i></p> <p>Bumper issue, to be distributed across the main halls of the ISM exhibition via our key ISM country pavilions (total 10,000 issues) - not to be missed for major insights into the event</p>	<p><b>Equipment</b> Focus on bakery and chocolate combinations - mixing, enrobing and baking, chocolate moulding</p> <p><b>Ingredients</b> Healthy ingredients - examining latest trends and products responding to a drive to create healthier lines of confectionery within the industry.</p> <p><b>Packaging</b> This month's feature covers trends in robotics, industry 4.0 applications, conveying, buffering and feeding systems.</p> <p><b>Show review</b> A full round-up of ISM and ProSweets, covering all the technology and processes released at the show</p>	<p><b>Equipment</b> Jelly and gum manufacturing, covering equipment and processes for this key segment</p> <p><b>Ingredients</b> Sustainability - we examine the the latest CSR initiatives making headlines.</p> <p><b>Packaging</b> Wrapping/package solutions devised for soft confectionery</p> <p><b>Special focus</b> Special report on the fast-rising chocolate and cocoa industry within the South American region.</p> <p><b>Chewing gum</b> Special report on new products and technology for the gum industry</p>
April	May	June
<p><b>Equipment</b> Focus on major machinery for bean roasting and preparation, refining and conching</p> <p><b>Ingredients</b> This month's special focus explores natural colouring entering this year's confectionery sector</p> <p><b>Packaging</b> Latest packaging equipment round up within the industry.</p> <p><b>Special report</b> We examine the rapidly evolving Asian confectionery market, which is forecast for considerable growth</p>	<p><b>Who's Who in Confectionery</b></p> <p>Our annual special casts a spotlight on the stars of the confectionery sector, offering an indispensable buyer's guide with page profiles of the biggest and most influential businesses making their mark on the sector</p> <p>This extensive focus sets out to cover the latest technology, processes and trends making an impact across the whole industry</p> <p><b>Show preview:</b> Sweets and Snack Expo, May 22-24, Chicago we preview this major industry event and examine wider developments in the region's market</p> <p><i>Official Show Issue</i></p>	<p><b>Equipment</b> The latest news on bean roasting and preparation, refining and conching equipment</p> <p><b>Special report</b> The German confectionery industry remains among the most prominent in the world - we explore the products and equipment making a difference in 2018</p> <p><b>Ingredients</b> We examine some of the most prominent products within healthier ingredients for confectionery</p> <p><b>Packaging</b> For this feature, the latest automated pick and place systems come under the microscope</p>
July	August	September
<p><b>Equipment</b> Our chocolate manufacturing technology special review covers tempering, moulding and enrobing technology, coating and panning machinery</p> <p><b>Jellies and Gums</b> A range of equipment including starch moulding designed for gums and jellies confectionery</p> <p><b>Ingredients</b> Developing products for healthy confectionery - we assess the progress of sugar alternatives</p> <p><b>Packaging</b> For this feature, we explore the movers and shakers of the packaging sector and their latest innovations</p>	<p><b>Equipment</b> Cake and wafer technology is examined within hard candy cooking, sugar confectionery, processing/depositing systems</p> <p><b>Chewing Gum</b> The latest machinery and ingredients for the production of chewing gum are explored.</p> <p><b>Packaging</b> We highlight this year's wrapping solutions for hard-boiled candies, lollipops, twist wrap, Vienna, fold.</p> <p><b>Special focus</b> The Italian industry special report, unveiling the latest news and focuses on the country's confectionery sector</p>	<p><b>Equipment</b> A selection of the latest confectionery and snack extrusion equipment is revealed.</p> <p><b>Ingredients</b> The continued rise of natural ingredients is detailed in this special focus feature</p> <p><b>Show preview</b> Our annual preview for the London Chocolate Forum 2018 offers exclusive insight into the must-see conference event of the year.</p> <p><i>Official Show Issue</i></p> <p><b>Special report</b> We explore the emerging African confectionery sector.</p> <p><b>Packaging</b> The latest major confectionery bagging technology is reviewed</p>
October	November	December
<p><b>Chocolate</b> For our chocolate focus issue, we highlight this year's most impressive technology innovations and key producers making headlines this year</p> <p><b>Ingredients</b> This focus feature examines ingredients for healthy chocolate, including colours for sugar confectionery.</p> <p><b>Packaging</b> This month's highlights the latest flow and chocolate bar wrapping utilising industry 4.0 technology</p>	<p><b>Equipment</b> We examine the latest wafer ovens, bakery mixing and enrobing systems, as well as starch moulding and jelly cooking technology</p> <p><b>Ingredients</b> In this healthier bakery feature we examine fruit and nut ingredients, as well as functional ingredients</p> <p><b>Packaging</b> The latest bakery wrapping technology and feeding systems</p> <p><b>Show review</b> Specialist papers from the LCF revealed</p> <p><b>Special report</b> Developments in the Dutch confectionery receive a special focus</p>	<p><b>Equipment</b> This month's lollipop production and hard candy depositing, plus secondhand equipment and moulding systems are highlighted</p> <p><b>Ingredients</b> A round-up of the best technical innovations of 2017 for ingredients are placed in focus</p> <p><b>Packaging</b> For our final packaging focus of the year, we examine technology for twist wrap, bagging and feeding systems</p>

KENNEDY'S LEGENDARY FACTORY TOURS AND 1-2-1s THROUGHOUT 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

## 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>Tip on Sticker</b> on front cover (includes print, bind, glue & application)	from £2,300
<b>CD Mount</b> on page (includes glue & application)	from £2,300
<b>Belly Band</b> on front cover (includes print, bind, glue & application)	£3,250

## DIRECTORY

1 Heading (price per heading)	£750
3 Headings (price per heading)	£721
6 Headings (price per heading)	£675
9 Headings (price per heading)	£637
12 Headings (price per heading)	£595

Your heading listed for 12 months, in each issue in full colour (priced fixed for 12 months contract only).

## WEBSITE RATES

Large Top Banner	£2,000
Side Banner	£1,050
<a href="http://www.kennedysconfection.com">www.kennedysconfection.com</a> for 3 months	

## ... AND MUCH MORE

For prices on Electronic Newsletters, Advertorials, Press & P.R Services and the many other services Kennedy's can offer, please call our sales team on +44 (0)1732 752090

# Production

## PRINT SPECIFICATION

(All sizes in millimetres; and width x height)

Artwork should be supplied in hi-res PDF or EPS format (TIFF and JPG also accepted).

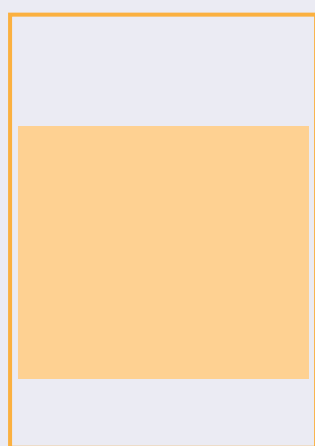
Files must be in CMYK colour mode and at a minimum resolution of 300dpi. Please Email your digital artwork and any additional files to:

## DIGITAL SPECIFICATION

(All sizes in pixels; and width x height)

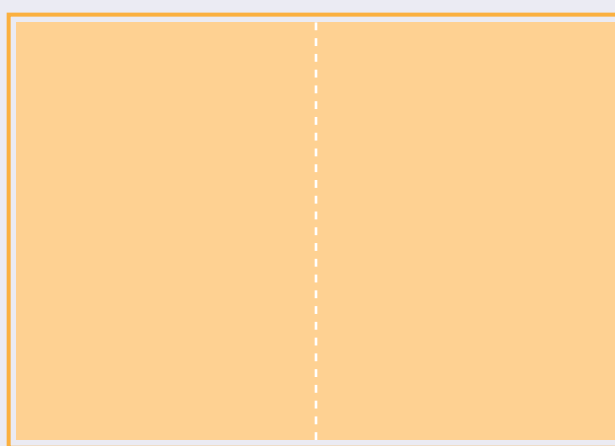
Artwork should be supplied as web safe JPG or GIF file formats. Files must be in RGB colour mode and at 72dpi. Large Top Banner is 468 px x 60 px, Side Banner is 152 px x 118 px.

Email your digital files and link address to:



### FRONT COVER

**Trim Size**  
210 x 200 mm  
**Bleed Size**  
216 x 206 mm



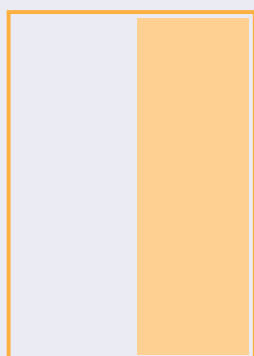
### DOUBLE PAGE SPREAD

**Trim Size**  
420 x 297 mm  
**Bleed Size**  
426 x 303 mm



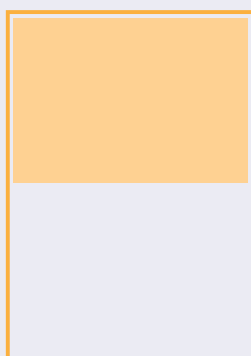
### FULL PAGE

**Trim Size**  
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**Bleed Size**  
216 x 303 mm



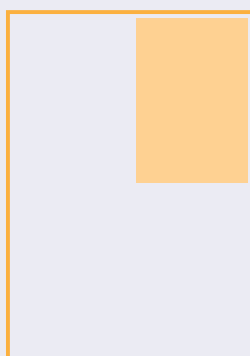
### 1/2 PAGE VERTICAL

**Trim Size**  
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**Bleed Size**  
106 x 303 mm



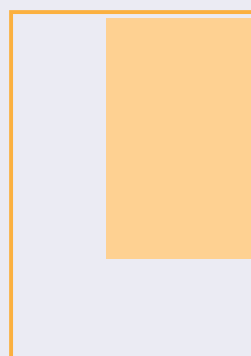
### 1/2 PAGE HORIZONTAL

**Trim Size**  
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**Bleed Size**  
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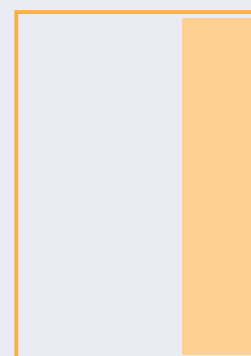
### 1/4 PAGE

**Trim Size**  
100 x 145 mm  
**Bleed Size**  
106 x 151 mm



### JUNIOR PAGE

**Trim Size**  
130 x 185 mm  
**Bleed Size**  
130 x 185 mm



### 1/3 PAGE VERTICAL

**Trim Size**  
69 x 297 mm  
**Bleed Size**  
75 x 303 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 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.

Kennedy's are based in offices in Kent in the UK. For all enquiries contact:

Kennedy's Publications Ltd  
Suite 11, 70 Churchill Square, Kings Hill  
West Malling, Kent, ME19 4YU  
United Kingdom