



f2m

2024

MEDIA KIT

Who we are

Food2Multimedia is a publishing company focusing on research and analysis of specialist information for the baking industry in Germany, Europe and throughout the world.



baking+biscuit international

The official publication of AIBI,
the International Association of Plant Bakers



brot+backwaren

The official publication of the Association of
German Plant Bakeries

Newsletters

Bakerymirror,
Backspiegel



f2m book collections

Series: Market reviews, Specialty topics (languages: German, English), Dictionaries



Our media outlets

baking+biscuit international
print and digital magazine,
bakerymirror newsletter service,
www.bakingbiscuit.com



Frequency
**twice
monthly**

brot+backwaren
print and digital magazine
backspiegel newsletter service,
www.brotundbackwaren.de



Frequency
weekly



6 issues
6/year

6 issues
6/year

Our audience



5,868
Readers



5,182
Readers

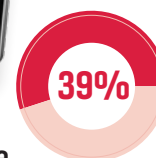
14,000
Combined readership



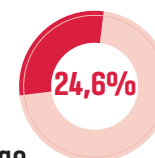
backspiegel is the first digital specialty newsletter for the DACH baking sector.

1999
Launched

5,312
Registered readers



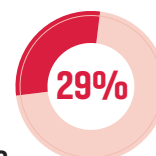
Average opening rate



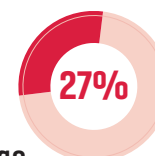
Average click rate

2020
Launched

1,262
Registered readers



Average opening rate



Average click rate





Editorial calendar bbi

01

24

TOPICS

Ovens and proofers
Dough make-up
Lines for breads, baguettes, ciabatta and rolls
Sustainability and transparency

AD CLOSE **PUBLISHING**

06/01/24 20/01/24

PREVIEW



04

24

TOPICS

Pans, tins, peelboards and trays
Decorating and robotics
Cakes, pies, pastries, brioche and sweet bread
Baking efficiency, oven technologies

AD CLOSE **PUBLISHING**

01/07/24 22/07/24

02

24

TOPICS

Kneading and mixing
Control: process, safety and hygiene
Traditional European products, sourdough, spelt
Breakfast specialties: waffles, cookies, biscuits

AD CLOSE **PUBLISHING**

01/03/24 22/03/24

05

24

TOPICS

Functional ingredients, free-from
Conveyor systems, conveyor belts
Pizza and flatbread lines
Automation, software, monitoring

AD CLOSE **PUBLISHING**

02/09/24 23/09/24

PREVIEW



07-09 MAY 2024
TRIAL 2024

03

24

TOPICS

Lamination and dough sheeting lines
Dosing, dividing and handling
Fine bakery and viennoiserie
Turnkey lines

AD CLOSE **PUBLISHING**

03/05/24 24/05/24

06

24

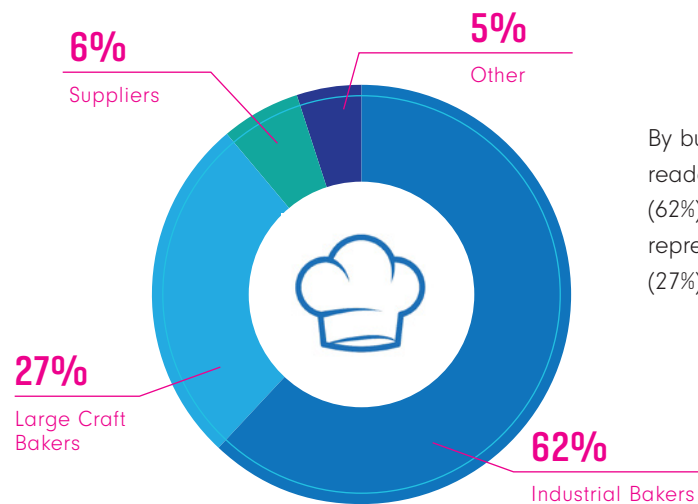
TOPICS

Slicing, bagging, packaging and coding
Thermal processes: cooling and freezing
Better-for-you products, clean labels
Continuous processes; spirals

AD CLOSE **PUBLISHING**

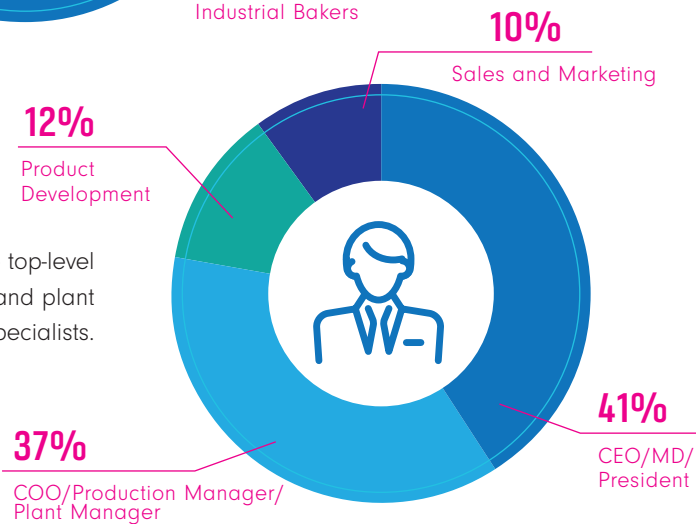
01/11/24 22/11/24

Advertising rates bbi



By business type, the majority of the readers of bbi are industrial bakers (62%), and more than a quarter is represented by large craft bakers (27%).

By role, bbi readers are top-level decision-makers, production and plant managers, as well as R&D specialists.



format	non-bleed width x height in mm	bleed width x height in mm
double page spread	396 x 265	420 x 297*
whole page	184 x 265	210 x 297*
junior page	137 x 184	142 x 210*
half page	184 x 130 90 x 265	210 x 142* 102 x 297*
third page	184 x 87 59 x 265	210 x 99* 71 x 297*
quarter page	184 x 63 43 x 265 90 x 130	210 x 75* 55 x 297* 102 x 142*

* Please add 3 mm bleed on all sides.
Vital advertising matters should be kept within 5 mm from trim on all sides.

Editorial calendar b+b

01
24

TOPICS

Ovens and proofers
Dough make-up
Lines for breads, baguettes, ciabatta and rolls
Sustainability and transparency

AD CLOSE PUBLISHING

03/02/24 23/02/24

PREVIEW



04
24

TOPICS

Pans, tins, peelboards and trays
Decorating and robotics
Cakes, pies, pastries, brioche and sweet bread
Baking efficiency, oven technologies

AD CLOSE PUBLISHING

01/08/24 26/08/24

02
24

TOPICS

Kneading and mixing
Control: process, safety and hygiene
Traditional European products, sourdough, spelt
Breakfast specialties: waffles, cookies, biscuits

AD CLOSE PUBLISHING

05/04/24 26/04/24

05
24

TOPICS

Functional ingredients, free-from
Conveyor systems, conveyor belts
Pizza and flatbread lines
Automation, software, monitoring

AD CLOSE PUBLISHING

13/09/24 04/10/24

PREVIEW



07-09
MAY 2024
TBA

03
24

TOPICS

Lamination and dough sheeting lines
Dosing, dividing and handling
Fine bakery and viennoiserie
Turnkey lines

AD CLOSE PUBLISHING

03/06/24 24/06/24

06
24

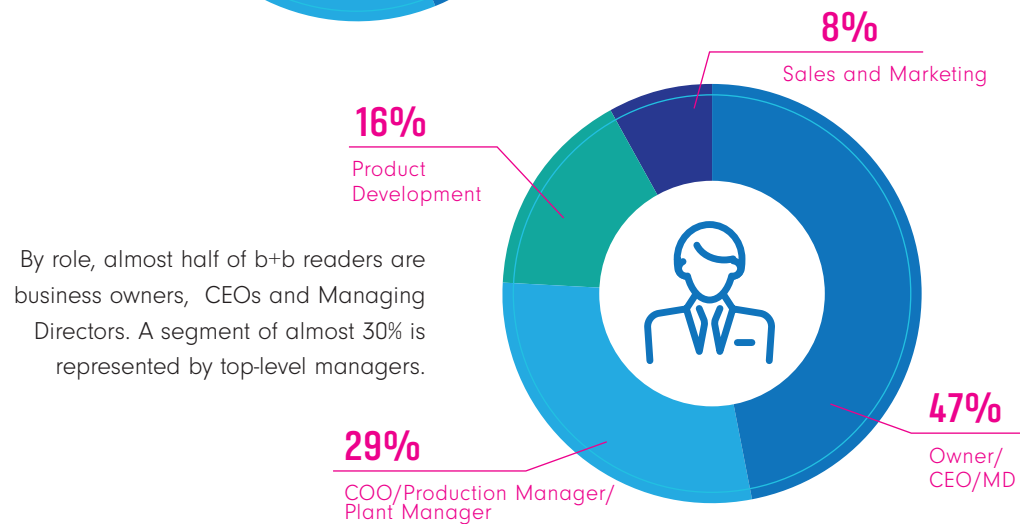
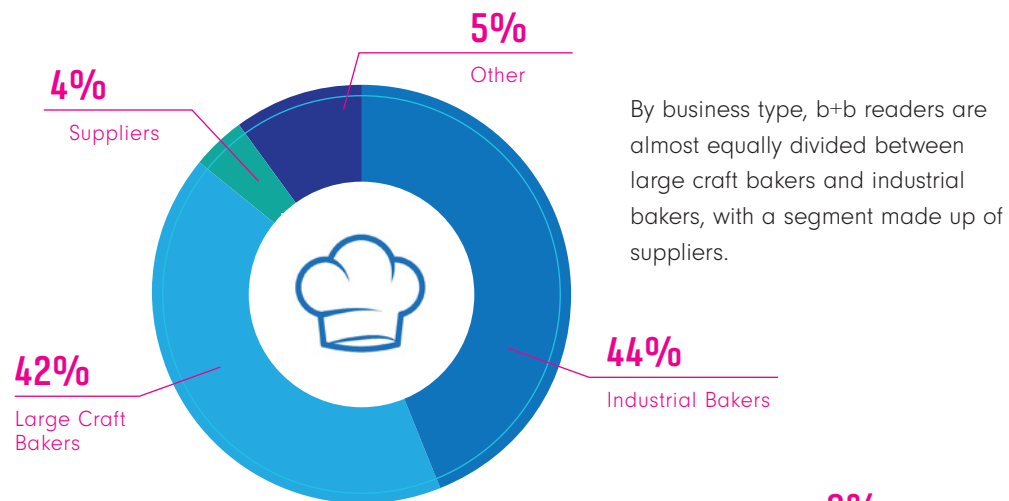
TOPICS




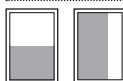
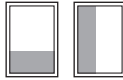
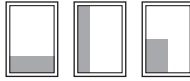
Slicing, bagging, packaging and coding
Thermal processes: cooling and freezing
Better-for-you products, clean labels
Continuous processes; spirals

AD CLOSE PUBLISHING

22/11/24 13/12/24

Advertising rates b+b



format	non-bleed width x height in mm		bleed width x height in mm	
 double page spread	396 x 265	8.006 EUR	420 x 297*	8.006 EUR
 whole page	184 x 265	3.759 EUR	210 x 297*	4.003 EUR
 junior page	137 x 184	2.673 EUR	142 x 210*	2.808 EUR
 half page	184 x 130 90 x 265	2.064 EUR	210 x 142* 102 x 297*	2.186 EUR
 third page	184 x 87 59 x 265	1.659 EUR	210 x 99* 71 x 297*	1.741 EUR
 quarter page	184 x 63 43 x 265 90 x 130	1.206 EUR	210 x 75* 55 x 297* 102 x 142*	1.267 EUR

* Please add 3 mm bleed on all sides.
Vital advertising matters should be kept within 5 mm from trim on all sides.

Digital advertising rates

JOB CLASSIFIEDS

Flexible formats – email your job offer at
info@foodmultimedia.de, dixon@foodmultimedia.de

JOB SEARCH

f2m proudly supports baking professionals in search of their new team. We will post your job search messages, on our website, in our newsletter and in our magazines – free of charge. Email us your availability and interests!

Banners in backspiegel, bakerymirror newsletters

1450 px x 498 px, 100 dpi JPG

1 Insertion	500 EUR
10 Insertions	450 EUR
26 Insertions	425 EUR
52 Insertions	375 EUR



Advertising on our websites

You can book banners in the following formats and positions on the following f2m websites:

- www.bakingbiscuit.com
- www.brotundbackwaren.de
- www.foodmultimedia.de

The web format, positioning, format and prices for these remain valid for four weeks. In the event of multiple bookings on a single banner location, the banners will be displayed in rotation.

Banner advertising on the websites

Leader board (1,200 x 234 px):	1,200 EUR per month
Standard (max. 1,200 x 154 px):	900 EUR per month
Skyscraper (max. 200 x 600 px):	900 EUR per month
1/2 skyscraper (max. 200 x 300 px):	550 EUR per month





Affiliated media Contact



Avant Food Media / Commercial Baking

Promote your products to the North American market with the most targeted and cost-effective media options to deliver your advertising message at a higher level. f2m/baking+biscuit international has developed a cooperative agreement with the leading North American journal Commercial Baking from Avant Food Media. Founded by three accomplished industry media veterans with more than 65 years of experience, Commercial Baking set a new standard in the rapidly changing North American market.

The Commercial Baking media group is a hybrid model of targeted quarterly magazines and two special annual editions, all of which are also available as high-performing, user-friendly digital versions for online consumption. In addition to run-of-site advertising on commercialbaking.com, digital opportunities also include newsletters, email marketing campaigns, a wide array of interactive multimedia and more.

With engaging editorial content that focuses on the data, trends, innovations and stories that are reshaping the business of baking, Commercial Baking is the premier resource for North American bakers to identify what they need to gain a competitive advantage.

Lead by Steve Berne and Paul Lattan, with editor-in-chief Joanie Spencer, Commercial Baking is the top marketing option for suppliers interested in doing business in North America. Be sure to ask us to include Commercial Baking in your annual media plan for 2024.

Editorial staff:

Catalina Mihi

Phone: +49 4178 244 9792

E-mail: mihu@foodmultimedia.de

Helga Baumfalk

Phone: +49 4178 244 9791

E-mail: baumfalk@foodmultimedia.de

Annie Dixon

Phone: +49 4178 244 9797

E-mail: annie.dixon@foodmultimedia.de

Advertising:

Dirk Dixon

International sales director

Phone: +49 4178 244 9797

E-mail: dixon@foodmultimedia.de

Distribution:

Viktoria Usanova

Phone: +49 4178 244 9793

E-mail: usanova@foodmultimedia.de

Layout/Graphic Design:

LANDMAGD – Design aus der Heide

Linda Langhagen

E-mail: design@landmagd.de

Food2Multimedia GmbH

Schoolkoppel 27

21449 Radbruch, Germany

Phone: +49 4178 244 9797

E-mail: info@foodmultimedia.de

Website: www.foodmultimedia.de