| **BRITISH BAKER MAGAZINE** | Monthly magazine  
Average net circulation | 4,823 |
|---------------------------|-----------------------------------------------|-------|
| **WEBSITE AUDIENCE** | www.britishbaker.co.uk  
www.bakeryawards.co.uk | 45,722 |
| **EMAIL NEWSLETTERS** | British Baker email newsletter | 22,753 |
| **SOCIAL MEDIA** | British Baker  
Twitter followers | 10,500 |
|                         | Facebook likes | 3,000 |
|                         | Instagram | 1,200 |
| **FACE-TO-FACE** | Baking Industry Awards  
Foodex  
Farm Shop & Deli  
Britain’s Best Loaf Competition  
British Baker Christmas Stars | 21,860 |

Print figures are based on the average net circulation Jan-June 2019  
Newsletter figures based on a 3 month average March-May 2019  
Website figures are based on a 3 month average March-May 2019  
Face-to-face figures are annual
MEDIA CHANNELS

MONTHLY MAGAZINE
4,823 average net circulation
The market-leading fully requested and paid for print title serving the UK bakery sector. Our remit and reach includes plant bakeries, craft and artisan retail businesses, farm shops and garden centre chains, supermarket in-store counters, cake shops and coffee chains, wholesale and catering bakery suppliers, plus all allied equipment, ingredients and food to go companies. The magazine contains news, market data, bakery trends, inspiration and retail help, business profiles and new products. It is the conduit via which the professional UK baking industry communicates. Supplements on topic-specific content back the core offer.

WEBSITE AUDIENCE
45,722 average unique visitors per month
Independent and trusted, britishbaker.co.uk delivers breaking news as it happens. For subscribers, valuable information is available including pricing data, the comprehensive annual market sizing document - The Bakery Market Report - category reports and company profiles. The site also features video interviews with leading industry figures in addition to coverage of forward-thinking conferences and exhibitions, as well as ‘How To’ and recipe concepts to lead innovation within craft and artisan businesses.

EMAIL NEWSLETTERS
22,753 opted-in subscribers
The British Baker email newsletter is delivered three times a week to an audience that has opted in to their preferred news channel. The newsletters provide a summary snapshot of the leading news stories, product info, and activity from the UK bakery sector.

SOCIAL MEDIA
14,700
British Baker is actively engaged on Twitter, Facebook and Instagram to its responsive marketplace. Commentary, ideas and forward-thinking suggestions are all led by British Baker’s social networks. We understand our audience; what they are thinking, what they are doing, and what they are planning. And they trust our independent view.

FACE-TO-FACE
21,860
The universe of the UK bakery sector’s interest is encompassed by British Baker’s annual calendar of events and exhibitions. Each activity runs to reward and showcase professionalism and excellence and provide the total community with authoritative, independent and trusted mechanisms to demonstrate business integrity and product quality to their respective customer bases. The premier annual event for the UK bakery market is British Baker’s Baking Industry Awards that has been running for 32 years. We also run Britain’s Best Loaf competition, British Baker’s Christmas Stars and own the National Cupcake Week trade-mark.

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BRITISH BAKER PRINT CIRCULATION FOR THE PERIOD
JANUARY-JUNE 2019
Average net circulation 4,823

Analysis of the issue cover dated June 2019

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Percentage</th>
<th>UK</th>
<th>OS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Controlled Circulation</td>
<td>3,911</td>
<td>82.9%</td>
<td>3,911</td>
<td>0</td>
</tr>
<tr>
<td>Paid Subscriptions</td>
<td>617</td>
<td>13.1%</td>
<td>567</td>
<td>50</td>
</tr>
<tr>
<td>Non-controlled Free Circulation</td>
<td>187</td>
<td>4%</td>
<td>187</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL CIRCULATION</td>
<td>4,715</td>
<td>100%</td>
<td>4,665</td>
<td>50</td>
</tr>
</tbody>
</table>

CONTROLLED CIRCULATION - 100% REQUESTED
Terms of control: directors, managers, buyers and purchasers with purchasing authority or other individuals within the bread, cakes, biscuits, frozen food, snack food, pastry, grain, cocoa, chocolate, sugar, coffee and tea manufacturing/processing sectors; sandwich/ coffee shops/ farm shops; confectioners and chocolatiers; delicatessens, forecourts, grocery, convenience and fast food retail outlets; brewery restaurant chains and hotel chains; distributors/ transport/ logistics companies; local authorities; public sector and garden centre chains. Individuals within wholesale and restaurant/ catering. And individuals within supermarket, convenience store and Co-operative head offices.
### WEBSITE AUDIENCE (MARCH-MAY 2019)

<table>
<thead>
<tr>
<th>Website</th>
<th>Active sessions</th>
<th>Unique visitors</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.britishbaker.co.uk">www.britishbaker.co.uk</a></td>
<td>34,476</td>
<td>23,887</td>
<td>53,280</td>
</tr>
<tr>
<td><a href="http://www.bakeryawards.co.uk">www.bakeryawards.co.uk</a></td>
<td>2,104</td>
<td>1,496</td>
<td>7,122</td>
</tr>
<tr>
<td><strong>SUBTOTAL – UNIQUE VISITORS</strong></td>
<td><strong>20,339</strong></td>
<td><strong>23,887</strong></td>
<td></td>
</tr>
</tbody>
</table>

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The information contained in this publisher's statement has been reported honestly and accurately in accordance with the WRBM mission and values.

Sonia Young
Publisher

Dated: 24 OCTOBER 2019

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