

British BAKER

BRAND REPORT
SEPTEMBER 2017



TOTAL BRAND UNIVERSE

110,625

BRITISH BAKER MAGAZINE

5,402

Monthly magazine
Average net circulation

5,402

SOCIAL MEDIA

(based on figures
as of 01/03/2017)

29,052

British Baker

Twitter followers
Facebook likes

6,975
2,189

National Cupcake Week

Twitter followers
Facebook likes

14,300
5,588

WEBSITE AUDIENCE

(Average unique visits
per month)

27,607

www.britishbaker.co.uk

27,607

FACE-TO-FACE

19,503

Baking Industry Awards
National Cupcake Championships
Britain's Best Loaf competition
Foodex
Farm Shop & Deli

EMAIL NEWSLETTERS

29,061

British Baker email newsletter
CakeWire quarterly
email newsletter

15,149

13,912

Print figures are based on the average net circulation July-Dec 2016

Website and Newsletter figures based on a 3 month average

Face to Face figures are annual

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MEDIA CHANNELS

MONTHLY MAGAZINE

5,402 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

27,607 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, 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

29,061 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. The regular CakeWire newsletter is dedicated to inspiring, educating and helping the UK's active community of professional cake makers thrive and develop their businesses.

SOCIAL MEDIA

29,052

British Baker and its wholly-owned brand National Cupcake Week is actively engaged on Twitter, via Facebook and LinkedIn 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

19,503

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 29 years.

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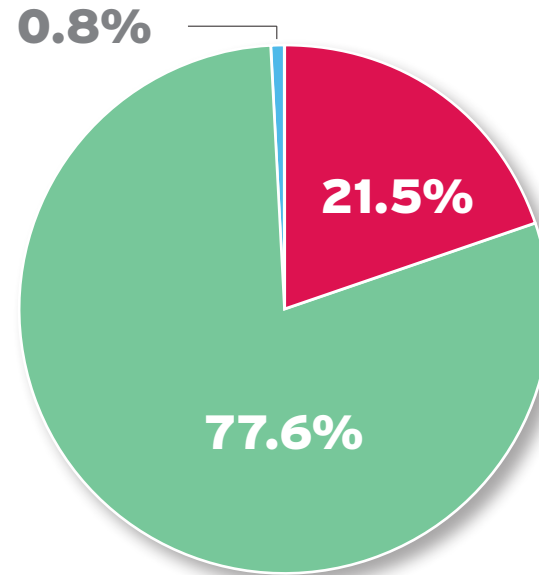
PRINT CIRCULATION

BRITISH BAKER PRINT CIRCULATION FOR THE PERIOD JULY 2016 - DECEMBER 2016

Average net circulation 6,050

Analysis of the issue cover dated June 2017

	Total	Percentage	UK	OS
■ Paid Subscriptions	1,220	21.5%	1,148	72
■ Controlled Circulation	4,402	77.6%	4,402	0
■ Non-controlled Free Circulation	48	0.8%	48	0
TOTAL CIRCULATION	5,670	100%		



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.

British BAKER

WEBSITE AUDIENCE

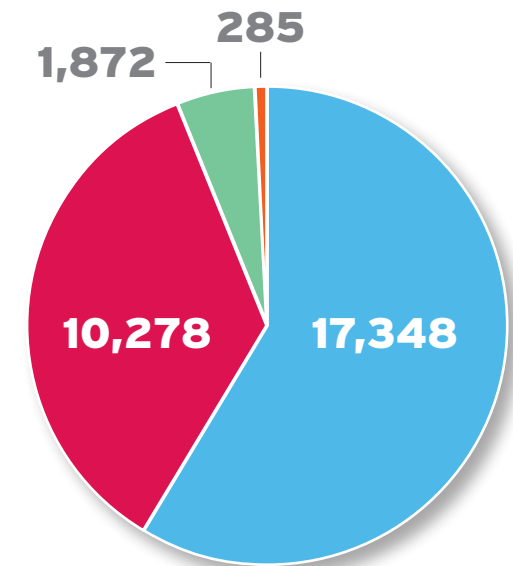
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WEBSITE AUDIENCE

www.britishbaker.co.uk - Desktop/Tablet	TOTAL
Active Sessions	27,172
Unique Visitors	17,348
Pageviews	61,100
www.britishbaker.co.uk - Mobile	TOTAL
Active Sessions	13,020
Unique Visitors	10,278
Pageviews	23,348

www.nationalcupcakeweek.co.uk	TOTAL
Active Sessions	2,120
Unique Visitors	1,872
Active Sessions	4,873
www.bakeryawards.co.uk	TOTAL
Active Sessions	317
Unique Visitors	285
Pageviews	590
SUBTOTAL - UNIQUE VISITORS	29,783



Google Analytics

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William Reed
INFORMING BUSINESS GROWTH

British BAKER

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PUBLISHER'S STATEMENT



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

Sonia Young

Sonia Young
Publisher

Dated: 26 September 2017

BRITISH BAKER IS PUBLISHED BY:

William Reed Business Media Ltd
Broadfield Park, Crawley,
West Sussex RH11 9RT
www.william-reed.com

Registered in England No. 2883992. VAT No. 644 3073 52

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