<table>
<thead>
<tr>
<th>Brand Universe</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Baker Magazine</td>
<td>4,815</td>
</tr>
<tr>
<td>British Baker Website Audience</td>
<td>42,964</td>
</tr>
<tr>
<td>British Baker Email Newsletters</td>
<td>19,604</td>
</tr>
<tr>
<td>Total Brand Universe</td>
<td>121,138</td>
</tr>
</tbody>
</table>

**Social Media**

- British Baker Twitter followers: 10,200
- British Baker Facebook likes: 2,517
- British Baker Instagram followers: 848

**Face-to-Face**

- Baking Industry Awards
- Foodex
- Farm Shop & Deli
- Britain's Best Loaf Competition
- British Baker Christmas Stars

Print figures are based on the average net circulation July-Dec 2018.
Newsletter figures based on a 3 month average Oct-Dec 2018.
Website figures are based on a 3 month average Sep-Nov 2018.
Face-to-face figures are annual.
MEDIA CHANNELS

MONTHLY MAGAZINE
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.

4,815 average net circulation

WEBSITE AUDIENCE
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.

42,964 average unique visitors per month

EMAIL NEWSLETTERS
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.

19,604 opted-in subscribers

SOCIAL MEDIA
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.

32,044

FACE-TO-FACE
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 31 years. We also run Britain’s Best Loaf competition, British Baker’s Christmas Stars and own the National Cupcake Week trade mark.

21,711

Print figures are based on the average net circulation July-Dec 2018
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Face-to-face figures are annual
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

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active sessions</td>
<td>36,146</td>
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<tr>
<td>Unique visitors</td>
<td>24,277</td>
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<tr>
<td>Pageviews</td>
<td>56,556</td>
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<tr>
<td><strong><a href="http://www.britishbaker.co.uk">www.britishbaker.co.uk</a> - Mobile</strong></td>
<td><strong>TOTAL</strong></td>
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<tr>
<td>Active sessions</td>
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<tr>
<td>Unique visitors</td>
<td>18,261</td>
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<tr>
<td>Pageviews</td>
<td>26,954</td>
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<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Active sessions</td>
<td>511</td>
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<tr>
<td>Unique visitors</td>
<td>472</td>
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<tr>
<td>Pageviews</td>
<td>1,194</td>
</tr>
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</table>

**SUBTOTAL - UNIQUE VISITORS** 43,010

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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

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: 21 FEBRUARY 2019

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