

British BAKER

BRAND REPORT
OCTOBER 2019



TOTAL BRAND UNIVERSE

109,858

BRITISH BAKER MAGAZINE

4,823

Monthly magazine
Average net circulation

4,823

SOCIAL MEDIA

(based on figures
as of 08.10.2019)

14,700

British Baker
Twitter followers
Facebook likes
Instagram

10,500
3,000
1,200

WEBSITE AUDIENCE

(Average unique visits per
month, March-May 2019)

45,722

www.britishbaker.co.uk
www.bakeryawards.co.uk

45,722

FACE-TO-FACE

21,860

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

EMAIL NEWSLETTERS

22,753

British Baker email newsletter

22,753

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

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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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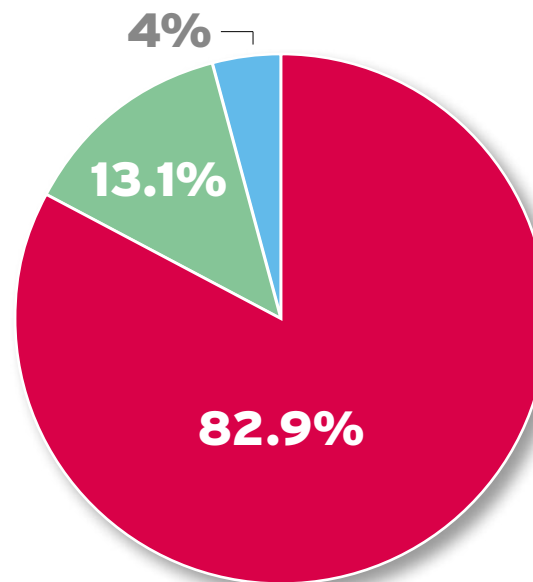
PRINT CIRCULATION

BRITISH BAKER PRINT CIRCULATION FOR THE PERIOD JANUARY-JUNE 2019

Average net circulation 4,823

Analysis of the issue cover dated June 2019

| | Total | Percentage | UK | OS |
|---|--------------|-------------|--------------|-----------|
| ■ Controlled Circulation | 3,911 | 82.9% | 3,911 | 0 |
| ■ Paid Subscriptions | 617 | 13.1% | 567 | 50 |
| ■ Non-controlled Free Circulation | 187 | 4% | 187 | 0 |
| TOTAL CIRCULATION | 4,715 | 100% | 4,665 | 50 |



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

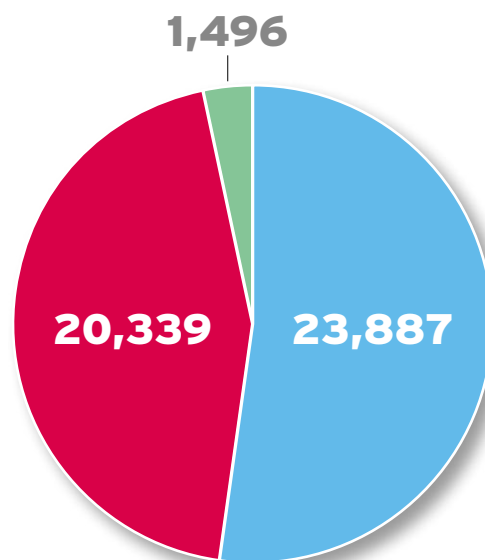
WEBSITE AUDIENCE

BRAND REPORT OCTOBER 2019



WEBSITE AUDIENCE (MARCH-MAY 2019)

| | |
|--|---------------|
| www.britishbaker.co.uk - Desktop/Tablet | TOTAL |
| Active sessions | 34,476 |
| Unique visitors | 23,887 |
| Pageviews | 53,280 |
| www.britishbaker.co.uk - Mobile | TOTAL |
| Active sessions | 24,260 |
| Unique visitors | 20,339 |
| Pageviews | 30,005 |
| www.bakeryawards.co.uk | TOTAL |
| Active sessions | 2,104 |
| Unique visitors | 1,496 |
| Pageviews | 7,122 |
| SUBTOTAL - UNIQUE VISITORS | 45,722 |



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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
Publisher

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CONTACTS:

SALES MANAGER

Matthew Bingham

01293 846572 | matthew.bingham@wrbm.com

SENIOR SALES EXECUTIVE

Sara Beswick

01293 846547 | sara.beswick@wrbm.com

SENIOR CLASSIFIED EXECUTIVE

Jo Brown

01293 610283 | joanne.brown@wrbm.com

EDITOR

Vince Bamford

01293 846595 | vince.bamford@wrbm.com

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INFORMING BUSINESS GROWTH