

British BAKER

BRAND REPORT
MARCH 2017



TOTAL BRAND UNIVERSE

121,787

BRITISH BAKER MAGAZINE

6,050

Monthly magazine
Average net circulation

6,050

SOCIAL MEDIA

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

32,434

British Baker

Twitter followers **9,175**
Facebook likes **1,995**
LinkedIn group members **1,253**

National Cupcake Week

Twitter followers **14,401**
Facebook likes **5,610**

WEBSITE AUDIENCE

(Average unique visits
per month)

35,380

www.britishbaker.co.uk **33,223**
www.nationalcupcakeweek.co.uk **1,872**
www.bakeryawards.co.uk **285**

FACE-TO-FACE

19,577

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

EMAIL NEWSLETTERS

28,346

British Baker email news **14,434**
Cake-Wire quarterly
email newsletter **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

6,050 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

35,380 average unique visitors per month

Britishbaker.co.uk delivers breaking news as it happens. Independent and trusted, the site actively encourages debate and involvement in the issues of the day to ensure the UK bakery community is engaged with the decision makers and the current affairs that affect them. Pricing data infographics tag trends and stats. The site embeds rich media coverage of forward-thinking conferences and exhibitions as well as 'How To' and recipe concepts to lead innovation within craft and artisan businesses.

E-NEWSLETTERS

28,346 opted-in subscribers

The British Baker E-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 Cake-wire.com bi-monthly newsletter is dedicated to inspiring, educating and helping the UK's active community of professional cake makers thrive and develop their businesses on a solid and pro-active platform.

SOCIAL MEDIA

32,434

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

19,577

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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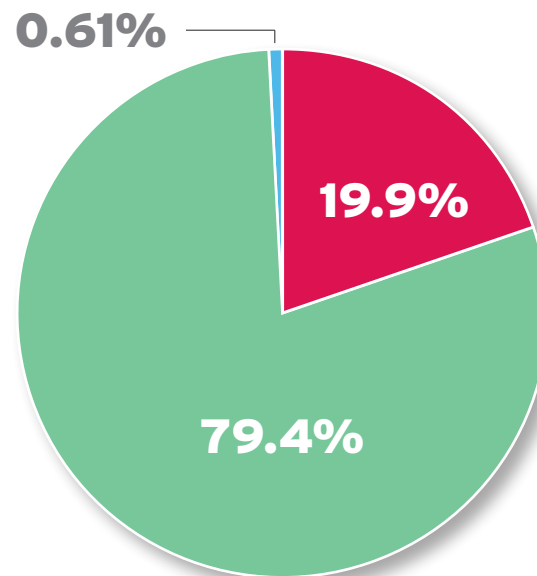
PRINT CIRCULATION

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

Average net circulation 6,050

Analysis of the issue cover dated 18.03.16

	Total	Percentage	UK	OS
■ Paid Subscriptions	1,208	19.9%	1,137	71
■ Controlled Circulation	4,805	79.4%	4,805	0
■ Non-controlled Free Circulation	37	0.61%	37	0
TOTAL CIRCULATION	6,050	100%	5,979	71



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.



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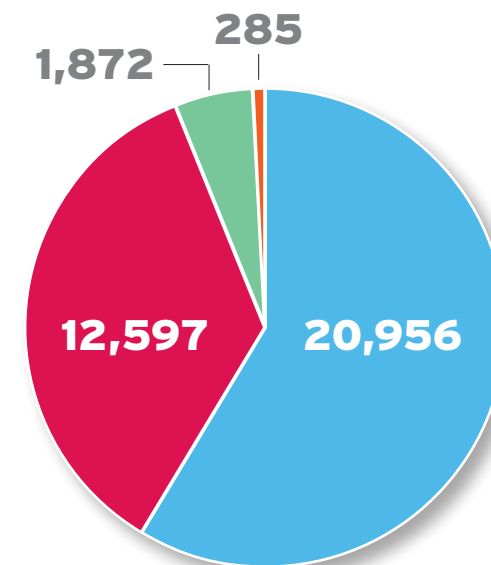


WEBSITE AUDIENCE

WEBSITE AUDIENCE

www.britishbaker.co.uk - Desktop/Tablet	TOTAL
Active Sessions	31,007
Unique Visitors 	20,956
Pageviews	50,844
www.britishbaker.co.uk - Mobile	TOTAL
Active Sessions	15,003
Unique Visitors 	12,597
Pageviews	34,525

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	35,710



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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
Publisher

Jenny Lockwood
Circulation & Marketing Manager

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