

The image features a stylized background of layered, wavy mountain ranges in various shades of pink and magenta. In the top left corner, there is a solid orange vertical rectangle. The text 'f2m' is written in white, lowercase letters on the orange rectangle.

f2m

2026

MEDIA KIT

Who we are



Food2Multimedia is a publishing company focusing on research and analysis of specialist information for the baking industry in Germany, Europe and throughout the world.

baking+biscuit international

The official publication of AIBI, the International Association of Plant Bakers



brot+backwaren

The official publication of the Association of German Plant Bakeries

Newsletters

Bakerymirror,
Backspiegel



f2m book collections

Series: Market reviews, Specialty topics (languages: German, English), Dictionaries



f2m library – NEW

An industry-first digital research resource, designed to empower professionals, innovators and enthusiasts in the world of baking.

Our media outlets in ENGLISH



print and online magazine:
baking + biscuit international
website: www.bakingbiscuit.com
newsletter: bakerymirror
NEW! digital library: f2m library

5,962
Readers

27%
Large craft
bakeries/
bakery chains



62%
Industrial
bakers

7%
North
America

15%
Asia

6%
Middle East

71%
Europe

Frequency
bi-monthly



6 issues
/year

The official magazine of the
International Association of
Plant Bakers (AIBI)



The f2m library provides a comprehensive collection of in-depth technical reports about:

- + All baking processes and improvement opportunities
- + Focused analyses of technology solutions, new advancements and innovations
- + Scientific research for production efficiency
- + Raw material optimization, ingredient reformulation
- + Product-oriented articles
- + Trends and industry dynamics
- + Case studies, bakery profiles

Our media outlets in GERMAN



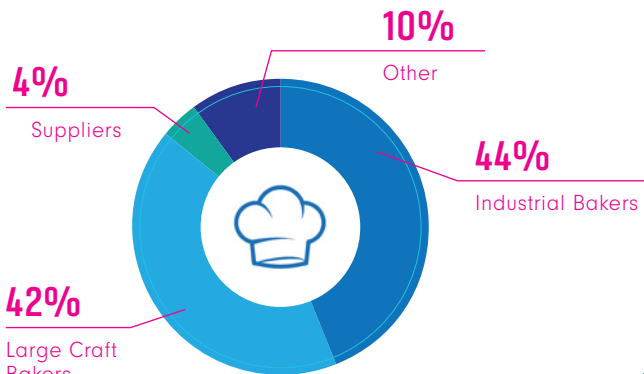
print and online magazine:

brot + backwaren

website: www.brotundbackwaren.de

newsletter: backspiegel

5,237
Readers



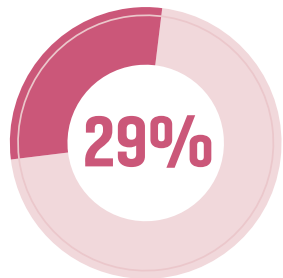
6 issues
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The official magazine of the
International Association of
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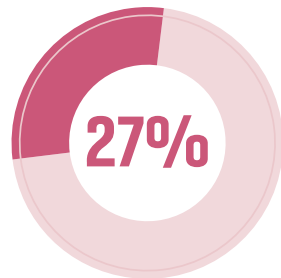


Frequency
weekly

Newsletters: breakdown



Average opening rate



Average click rate



backspiegel is the first digital specialty newsletter for the DACH baking sector.

1999
Launched

5,645
Registered readers

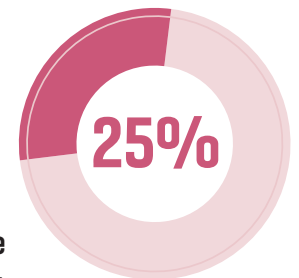


2020
Launched

1,311
Registered readers



Average opening rate



Average click rate

Editorial calendar baking + biscuit international

01
—
26

TOPICS

Monitoring, sensors, analytics
Forming, filling, decorating
Hygiene, safety
Proofing

AD CLOSE

January 9, 2026

PUBLISHING

January 23, 2026

PREVIEW:
INTERPACK  PROCESSING & PACKAGING

04
—
26

TOPICS

Donuts
Bakeware, coatings, de/panning
Dosing, handling, conveying
Cooling and freezing systems

AD CLOSE

July 20, 2026

PUBLISHING

August 3, 2026

02
—
26

TOPICS

Cookies, biscuits, crackers, snacks
Artificial Intelligence
Fermentation
Packaging

AD CLOSE

March 13, 2026

PUBLISHING

March 27, 2026

INTERPACK
ISSUE  PROCESSING & PACKAGING

05
—
26

TOPICS

Breads, rolls, buns
Automation, bread production lines
Dough make-up
Mixing and kneading

AD CLOSE

September 14, 2026

PUBLISHING

September 28, 2026

SUEDBACK
ISSUE 

03
—
26

TOPICS

Pizza, pinsa, flatbreads
Tunnel ovens
Sheeting, laminating
Panettone, cakes

AD CLOSE

May 4, 2026

PUBLISHING

May 15, 2026

06
—
26

TOPICS

Pastries, viennoiserie
Better-for-you ingredients, clean labels
Scoring, cutting, stamping
Software, digitalization, services

AD CLOSE

October 26, 2026

PUBLISHING

November 9, 2026

Editorial calendar brot + backwaren

01
—
26

TOPICS

Monitoring, sensors, analytics
Forming, filling, decorating
Hygiene, safety
Proofing

AD CLOSE

February 6, 2026

PUBLISHING

February 20, 2026

PREVIEW:
INTERPACK



SACHSENBACK
ISSUE



04
—
26

TOPICS

Donuts
Bakeware, coatings, de/panning
Dosing, handling, conveying
Cooling and freezing systems

AD CLOSE

July 27, 2026

PUBLISHING

August 10, 2026

02
—
26

TOPICS

Cookies, biscuits, crackers, snacks
Artificial Intelligence
Fermentation
Packaging

AD CLOSE

April 3, 2026

PUBLISHING

April 17, 2026

INTERPACK
ISSUE



05
—
26

TOPICS

Breads, rolls, buns
Automation, bread production lines
Dough make-up
Mixing and kneading

AD CLOSE

September 21, 2026

PUBLISHING

October 06, 2026

SUEDBACK
ISSUE



03
—
26

TOPICS

Pizza, pinsa, flatbreads
Tunnel ovens
Sheeting, laminating
Panettone, cakes

AD CLOSE

May 29, 2026

PUBLISHING

June 12, 2026

06
—
26

TOPICS

Pastries, viennoiserie
Better-for-you ingredients, clean labels
Scoring, cutting, stamping
Software, digitalization, services

AD CLOSE

November 11, 2026

PUBLISHING

December 4, 2026

Advertising rates



	format	non-bleed width x height in mm		bleed width x height in mm	
	double page spread	396 x 265	8,468 EUR	426 x 303*	8,468 EUR
	whole page	184 x 265	3,969 EUR	216 x 303*	4,234 EUR
	junior page	137 x 184	2,718 EUR	148 x 216*	2,858 EUR
	half page	184 x 130 90 x 265	2,169 EUR	216 x 148* 108 x 303*	2,302 EUR
	third page	184 x 87 59 x 265	1,728 EUR	216 x 105* 77 x 303*	1,817 EUR
	quarter page	184 x 63 43 x 265 90 x 130	1,259 EUR	216 x 81* 61 x 303* 108 x 148*	1,326 EUR



* Including 3 mm bleed on all sides.
Vital advertising matters should be kept within 5 mm from trim on all sides.

Digital advertising rates

JOB CLASSIFIEDS

Flexible formats – email your job offer at
info@foodmultimedia.de, dixon@foodmultimedia.de

JOB SEARCH

f2m proudly supports baking professionals in search of their new team. We will post your job search messages, on our website, in our newsletter and in our magazines – free of charge. Email us your availability and interests!

Banners in backspiegel, bakerymirror newsletters (price per insertion):

1450 px x 498 px, 100 dpi JPG

1 Insertion	500 EUR
10 Insertions	450 EUR
26 Insertions	425 EUR
52 Insertions	375 EUR



Frequency
weekly



Frequency
bi-monthly

Advertising on our websites

You can book banners in the following formats and positions on the following f2m websites:

- + www.bakingbiscuit.com
- + www.brotundbackwaren.de
- + www.foodmultimedia.de

The web format, positioning, format and prices for these remain valid for four weeks. In the event of multiple bookings on a single banner location, the banners will be displayed in rotation.

Banner advertising on the websites

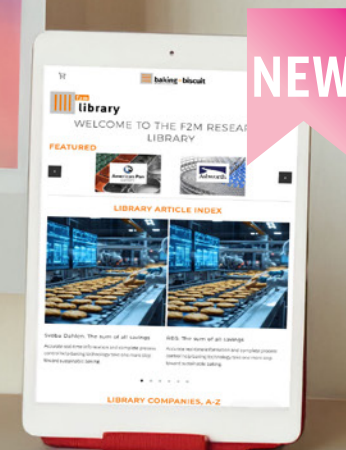
Leader board (1,200 x 234 px):	1,200 EUR per month
Standard (max. 1,200 x 154 px):	900 EUR per month
Skyscraper (max. 200 x 600 px):	900 EUR per month
1/2 skyscraper (max. 200 x 300 px):	550 EUR per month



f2m library

Subscription packages :

- + A-Z companies – EUR 3,800 per year
- + Featured companies – EUR 5,400 per year





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