



f2m

2027

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

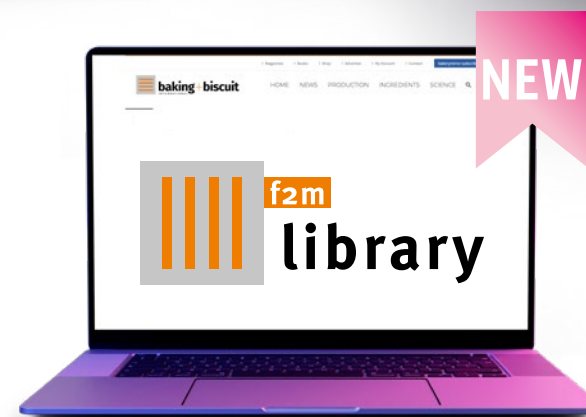


6 issues
/year

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



Frequency
bi-monthly



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



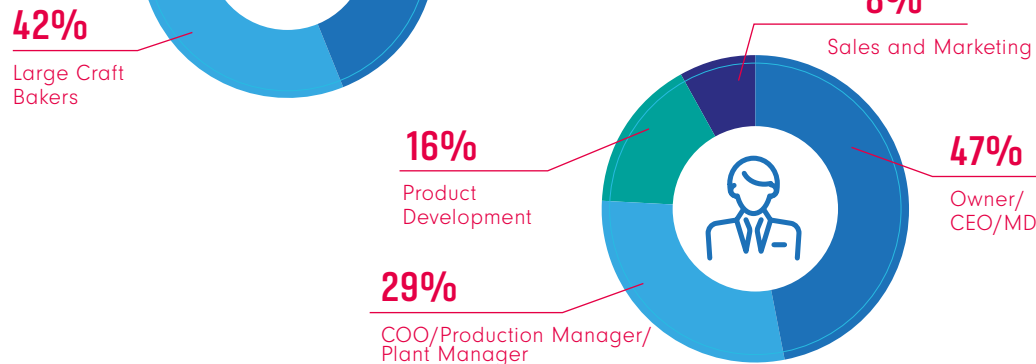
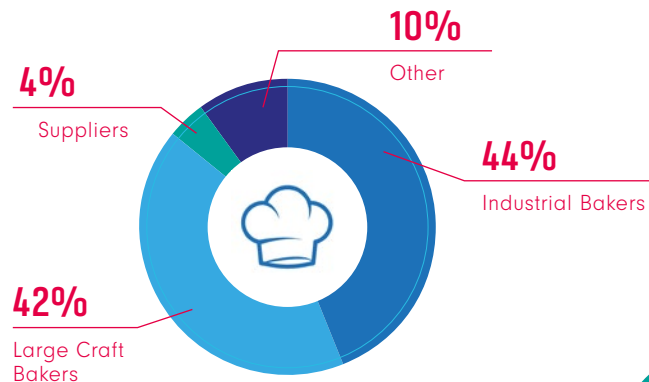
print and online magazine:

brot + backwaren

website: www.brotundbackwaren.de

newsletter: backspiegel

5,237
Readers



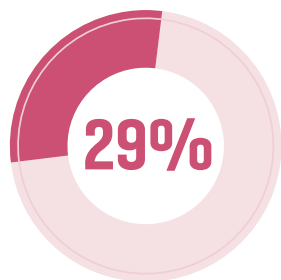
6 issues
/year

The official magazine of the
Association of German Plant
Bakeries

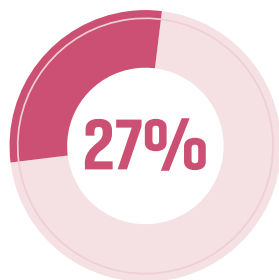


Frequency
weekly

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

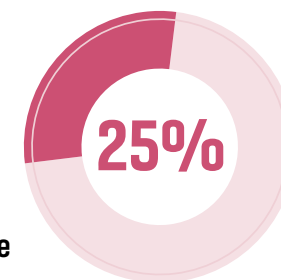


2020
Launched

1,311
Registered readers



Average
opening rate



Average
click rate

Editorial calendar

Baking + biscuit international

01

27

TOPICS

Mixing, kneading
Cookies, crackers
Filling, decorating
Hygiene, quality management

AD CLOSE

January 15, 2027

PUBLISHING

January 29, 2027

PREVIEW:  ANUGA FOOD TEC

04

27

TOPICS

Trays, pans, coatings
Sourdough, yeast
Bread, baguettes
Monitoring

AD CLOSE

July 16, 2027

PUBLISHING

July 30, 2027

PREVIEW:  IBA

02

27

TOPICS

Cooling, freezing
Pizza, flatbreads
Energy efficiency
New ingredients

AD CLOSE

March 12, 2027

PUBLISHING

March 26, 2027

05

27

TOPICS

Ovens
Pastries
Sustainability
Artificial Intelligence

AD CLOSE

September 10, 2027

PUBLISHING

September 24, 2027

 GULFOOD
MANUFACTURING ISSUE

 GULFOOD
MANUFACTURING

IBA
ISSUE 

03

27

TOPICS

Conveying, lifting
Packaging
Buns, rolls
Snacks

AD CLOSE

May 14, 2027

PUBLISHING

May 28, 2027

06

27

TOPICS

Cakes, pies
Proofing
Automation, digitalization
Raw material management, dosing

AD CLOSE

November 5, 2027

PUBLISHING

November 19, 2027

Editorial calendar brot + backwaren

01

27

TOPICS

Mixing, kneading
Cookies, crackers
Filling, decorating
Hygiene, quality management

AD CLOSE

February 12, 2027

PUBLISHING

February 26, 2027

PREVIEW:  ANUGA FOOD TEC

04

27

TOPICS

Trays, pans, coatings
Sourdough, yeast
Bread, baguettes
Monitoring

AD CLOSE

August 6, 2027

PUBLISHING

August 20, 2027

PREVIEW:  IBA

02

27

TOPICS

Cooling, freezing
Pizza, flatbreads
Energy efficiency
New ingredients

AD CLOSE

April 15, 2027

PUBLISHING

April 29, 2027

05

27

TOPICS

Ovens
Pastries
Sustainability
Artificial Intelligence

AD CLOSE

September 24, 2027

PUBLISHING

October 8, 2027

IBA
ISSUE 

03

27

TOPICS

Conveying, lifting
Packaging
Buns, rolls
Snacks

AD CLOSE

June 11, 2027

PUBLISHING

June 25, 2027

06

27

TOPICS

Cakes, pies
Proofing
Automation, digitalization
Raw material management, dosing

AD CLOSE

November 19, 2027

PUBLISHING

December 3, 2027

Advertising rates



Magazine Size DIN A4

Vital advertising matters should be kept within 5 mm from trim on all sides.

DIN A4 size: 210 mm x 297 mm

* A **3 mm bleed** is needed to ensure white flashes around the edges are avoided. Meaning, 6 mm more should be added to the DIN A4 size, both in width and length.

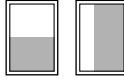
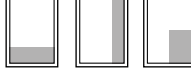
Final ad size: 216 mm x 303 mm

Full-page ad pictured in orange (ad space) and grey (bleed): 216 x 303 mm

Pictures: CMYK, 300 dpi

PDF X4 is recommended:

- + for accurate gradient rendering, and
- + collages created in Indesign

format	non-bleed width x height in mm		bleed width x height in mm	
 double page spread			426 x 303*	8,468 EUR
 whole page			216 x 303*	4,234 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



baking+biscuit
INTERNATIONAL



brot+backwaren
OFFIZIELLES ORGAN DES VERBANDES DEUTSCHER GROSSBÄCKEREIEN E.V.

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

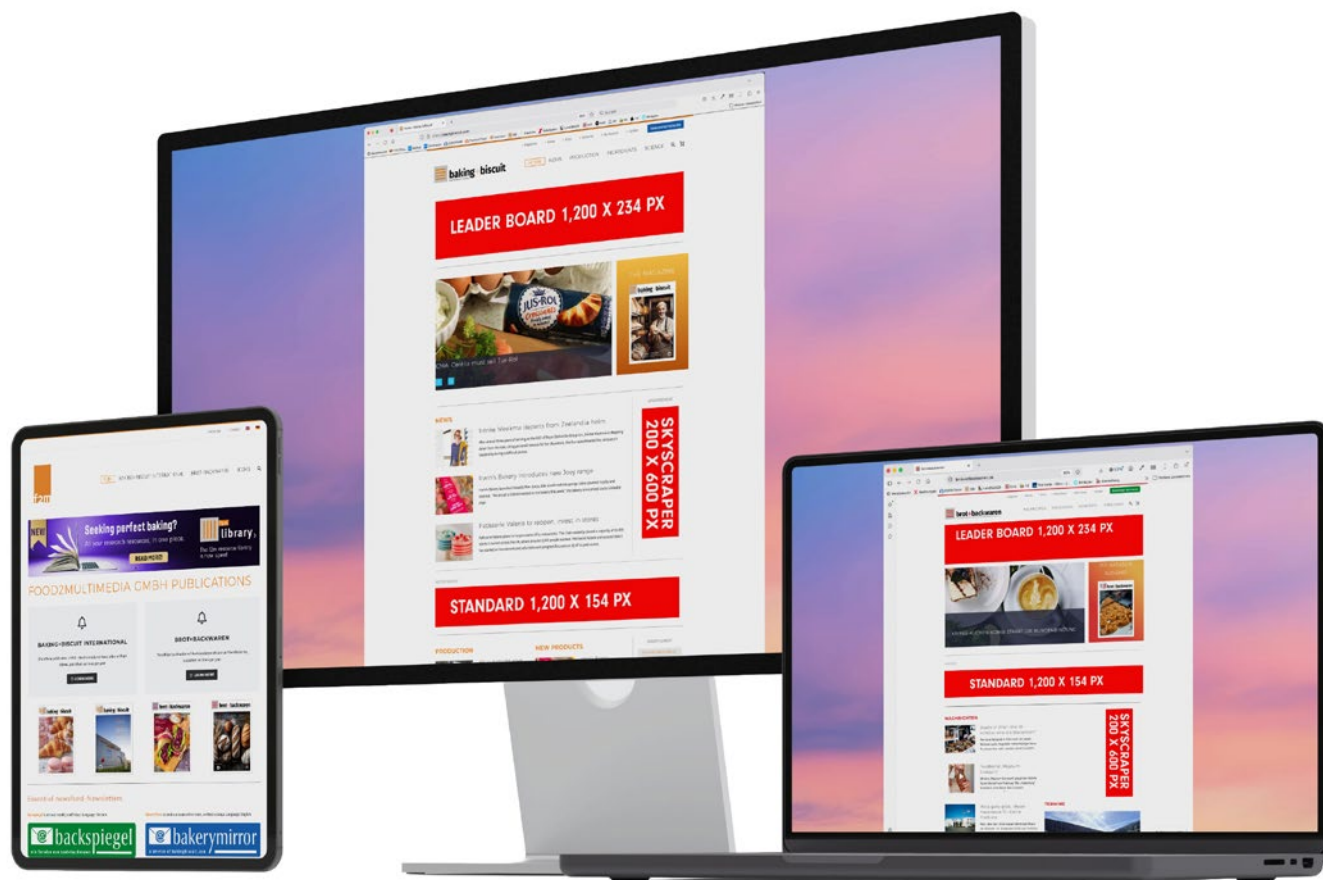
You can book banners in the following formats
and positions on the following f2m websites:

- + 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

A cutting-edge, always-expanding resource designed to empower professionals, innovators and enthusiasts in the world of baking. We believe in the power of information and in continuous learning.

The f2m digital library features:

- + In-depth technical reports about all baking processes and improvement opportunities
- + Case studies
- + 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
- + **NEW in 2027:** f2m translator: specialty industry terms and their corresponding terminology in seven languages

With the f2m library, we are building a comprehensive industry resource for all operational and business needs in baking highlighting the industry's current hot topics through dedicated sections, which are regularly updated. Learn about the latest tools, techniques and ingredients transforming the baking landscape, including insights from industry leaders!



The free resource library
is available for browsing on
www.bakingbiscuit.com





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