



MEDIA DATA 2012

f2m food multimedia gmbh
Hamburg, Germany

www.foodmultimedia.de

++ Introduction

f2m food multimedia gmbh is a specialist publisher focusing on the worldwide publication of relevant information for the baking industry. In addition to specialist magazines in German, English and Russian, f2m's portfolio also includes digital content in the form of internet portals in various languages and e-mail news services.

On the one hand, f2m's media focus on technical and technological subjects relating to production, packing, logistics and R&D, and, on the other, they are aimed at those responsible for production and engineering in industrial and large bakeries.

The f2m food multimedia gmbh company's media:

Magazines

- + brot+backwaren
- + baking+biscuit international
- + chlep+wipetschka
- + sweet baking

E-media

- + www.foodmultimedia.de
- + www.backwelt.de
- + www.brotundbackwaren.de
- + www.bakingbiscuit.com
- + www.chlebiwipetschka.com
- + E-mail news service "Backspiegel" (Baking Mirror)
- + E-mail news service bakeries trade register

Special publications

- + Review "European Bakery Market"

++ f2m print media



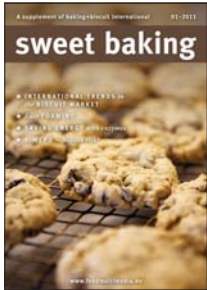
baking+biscuit international

baking+biscuit international is published six times a year and reaches bakery enterprises in more than 100 countries worldwide, with approximately 60% of the circulation of 6,500 copies going to readers in Eastern and Western Europe and 25% to Australasia; the remainder are distributed to those countries which have increasingly differentiated bakery products' markets that look towards the European and Anglo-American baked goods culture.

Here, baking+biscuit international is aimed at major craft and industrial bakeries from all branches of the baking trade ranging from bread to pastries and long-life baked goods as well as snack foods. The subject matter deals with bakery engineering and technology, with much of it being presented on the basis of reports from successful commercial operations. baking+biscuit international observes the current projects of those research establishments that work with the raw materials and processes to manufacture baked goods, and then presents and reports on their relevance to actual practice. The reporting is increasingly focusing on topics such as process control and the use of IT solutions ranging from the ordering of raw materials to dispatch.

Regarding the use of functional raw materials and even packaging solutions that also impact on marketing, baking+biscuit international concentrates on the technical and technological aspects. Reports about the baked goods' markets in different countries round off the range of topics from baking+biscuit international.

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sweet baking

Sweet baking is the youngest child of our family of magazines. It is published in English twice a year as a supplement within baking+biscuit international. sweet baking concentrates on sweet baking products ranging from pastries and cakes through to cookies and bars. It particularly focuses on raw materials and methods of production. The two issues of sweet baking are published in the spring and autumn of each year and are included together with baking+biscuit international.



brot+backwaren (bread+baked goods)

brot+backwaren is the origin of our publishing company. Founded more than 50 years ago, it has always been aimed at those responsible for production and logistics in Germany's major industrial manufacturing enterprises. The German market for bakery goods, once an artisan trade, has changed markedly over the last 40 years.

Nowadays more than two thirds of all the bakery goods consumed in Germany are baked in industrial plants and in the semi-industrial production factories of major chain-store businesses. Freezing, as a preliminary stage, plays an increasingly important role in this, especially as the baking stations in the food trade are gaining a larger market share. As always, long-life bakery products and frozen pizzas are the domain of a few industrial manufacturers.

As always, brot+backwaren focuses on raw materials, process engineering, bakery technology and logistics. Tests and market reviews, together with research and development reports, form the foundation of this highly respected magazine. New entrants include topics such as packaging, production control and IT. In addition, the editors try to sound out the future challenges facing the industry sector in discussion rounds and special themes, and to describe solution strategies. As the official journal of the VDB Bakery Association (Vereinigung Der Backbranche, VDB), the leading organization of management staff in the baking sector, another main emphasis of brot+backwaren is on the advanced training and career guidance of talented young employees in the baking industry.

With a circulation of 5,000 copies, brot+backwaren targets the production-oriented management staff of the industrial and semi-industrial manufacturing bakery businesses in Germany, Austria and Switzerland.



chleb+wipetschka (bread+baked goods)

chleb+wipetschka is another magazine that deals with practical themes for the production-oriented management staff. At the same time, reports about technical and technological developments occupy a large amount of space. The baked products' markets in Russia and the adjoining republics are almost completely dominated by major industrial manufacturing businesses, the majority of which are in private ownership nowadays. In many cases they are closely linked to commercial operations in the upstream

stages of the milling and agricultural industries. Smaller commercial businesses are more likely to be found in the catering market, and scarcely count as investors.

As always, the state sees it as its duty in practically all the countries of the former Soviet Union to guarantee the supply of economically priced types of bread, and accordingly exerts an influence on them. In the case of higher value baked goods, prices are determined by market forces. The market is strongly regionalized, although the process of centralization has started in the population hubs including Moscow and St. Petersburg.

In all Russian speaking countries, the per capita consumption of baked goods is distinctly higher than in Western Europe, and this is true for bread and sweet bakery products, biscuits and gateaux. The majority is delivered fresh, with the market for frozen baked goods still in its infancy, especially as there is a lack of a stable logistics network covering wide areas. Only long life bakery products and snack foods are traded nationally.

chleb+wipetschka is printed in Germany and has a circulation of 6,500 copies; each individual copy is sent from Germany by post to recipients in the various countries. Delivery reliability is correspondingly high from Brest to Vladivostok.

Review European Bakery Market – state of the art

The baked goods markets are constantly changing and with this change the demands placed upon the various establishments are changing as well. In order to respond to these changing demands, companies must come up with new product developments and sales strategies to counter these ever developing shopping habits. The shortage of skilled labor increases automization within the work force, integrating new processes.

The consequences of not adhering to these new demands could be catastrophic for companies. If you don't react, then you will be left behind.

With our 2012 Review, f2m will provide you with an editorial overview of the latest developments within the bakery markets in Europe and the implementation of these developments.



++ f2m e-media

“**Backspiegel**” has been in existence for 15 years. It is a weekly news service in German, sent out as an e-mail in text format so it can be read quickly and easily everywhere. The news reports appear parallel on **www.backwelt.de** where it is supplemented with photos, graphics etc. In addition, the website offers current information from the raw materials’ market, specials that comprehensively examine a variety of topics, access to a statistics newsletter and f2m’s entire archive of news items and articles.

www.backwelt.de is now recording more than 9,000 visits every month – an impressive figure in view of the fact that the majority of these are specialist visitors from the industry sector who use **www.backwelt.de** to obtain selective, sector-specific information.

The English language website of baking+biscuit international also offers current news items from the international bakery world at **www.bakingbiscuit.com**. As at **www.brotundbackwaren.de** and **www.chlebiwipetschka.com**, visitors will also find the magazine’s archives and further information about the publishers.

f2m offers an opportunity on all four web sites to capture visitors’ attention with prominently positioned contributions including articles, images, videos and graphics. On request, the weekly e-mail news service and/or the print media will draw attention to these information blocks. For further information see page 16.

++ f2m foodmultimedia gmbh

There are real people behind everything that happens at f2m. A small community that is driven by its commitment to market magazines, newsletters and other publications which provide benefits to their readers and of which every single one can be proud. A team that enjoys the challenges of its profession and working together.

Hildegard M. Keil (61), Publisher and Chief Editor, is a graduate economist. She has worked alongside the baking industry, its markets and its supplier industries for more than a quarter of a century. Her view of technical and commercial developments in the market for bakery products, both in Germany and abroad, is committed and benign, but at the same time sufficiently at arm’s length to allow her to question the developments critically.

Dirk Dixon (48) is a German-Canadian living in East Sussex, UK. He had gained a vast amount of experience in the international publishing business before joining f2m eight years ago. He is the driving force behind the successful international expansion of the f2m business. Nowadays, as Sales Director, he is responsible for the whole advertising department of f2m.

Bastian Borchfeld (36) is a food technician who began his career in the baking industry with a confectioner's apprenticeship. After several years in the profession and time spent in China, he started training as a specialist editor at f2m in 2000. Since then he has used his expert knowledge for journalism and reporting in Germany and abroad. He runs the editorial office of brot+backwaren and chleb+wipetschka as the Assistant Editor-in-Chief. Additionally, he updates the homepage of www.backwelt.de with current news on a daily basis.

Barbara Zimny (31) is a graduate nutrition scientist and joined the f2m team in March 2010. A resident of Hamburg by choice, Barbara primarily looks after the editing of baking+biscuit international as well as the daily preparation of the German and English news for the website. Born in Poland, she brings a wealth of journalistic experience from the food sector of the industry.

Wilfried Krause (63) is a qualified typesetter and is proud of this craft's rich tradition. His professional life has been spent in the printing and publishing industry. In the f2m team, he is the unchallenged expert for questions of typesetting and printing technology, formats, inks and colors, book-binding techniques and the digital transformation of the "black art". He has managed the technical development of advertisements, magazines, annuals and special publications in the company since 2000.

Kristina Borchfeld (33) was born in Riga and grew up speaking several languages. With her knowledge of Latvian, Russian, English and German, she is responsible for running the magazines chleb+wipetschka. Kristina additionally supports the readers of

the Russian magazine and is the local contact person at the various trade fairs.

Antke Förster (34) trained as a bookseller and publisher in the f2m publishing house and for many years has dealt with readers' questions and requests on the phone or by e-mail. Her area of responsibility is managing and updating the subscribers' addresses for the f2m magazines and information services. She makes enquiries, matches up and almost always finds a way to deliver the magazines to where they are expected to arrive, no matter whether it's to Durllesbach, Timbuktu or Vladivostok and is delighted with every new reader. Antke cultivates and designs the internet presence of the publisher.

Christiane Rosa Dietrich (46), a German-Italian, born in Milan, trained as a wholesale and retail merchant. Her professional career has been mainly in accountancy departments, and that is her domain at f2m as well. Figures are her passion, whether they are financial or cost accounting. Overdue payments are something she values less.

David Sprinz (33) lives in Lüneburg near Hamburg and is the freelance producer of baking+biscuit international. David is responsible for the well-known layout of the magazine and has designed it since the very first edition.

Natalja Sokolova (38) from Tallinn/Estonia lived for 16 years in Hamburg, where she successfully completed her degree as a graphic designer. During her training she undertook the design of the Russian and German specialist magazines for f2m.



Hildegard M. Keil



Dirk Dixon



Bastian Borchfeld



Barbara Zimny



Wilfried Krause



Kristina Borchfeld



David Sprinz



Natalja Sokolova



Antke Förster



Christiane R. Dietrich



baking+biscuit

international

+ Issue 1 Publication date 22.02.2012
Advertising deadline 20.01.2012

- + *Cooling and freezing*
- + *Dough divider, bread roll plants*
- + *Dough band production for cookies and pastries*
- + *Pastry I: Croissants and Danish*
- + *Food law*

+ Issue 2 Publication date 27.04.2012
Advertising deadline 30.03.2012

- + *Raw materials and raw material management*
- + *Pre- and sourdoughs – starter cultures, procedures, automatization*
- + *Automated dough production*
- + *Whole grain and rye bread*

+ Issue 3 Publication date 29.06.2012
Advertising deadline 30.05.2012

- + *iba – Preliminary report*
- + *Proofing systems, proofers and retarder proofers, swing trays, belts*
- + *Air conditioners, hygienic systems*
- + *Packaging I*
- + *Snacks: wraps, pizzas, tortillas, lye pastries*
- + *Operational costs: from energy and water to lubricants*

+ Issue 4 Publication date 31.08.2012
Advertising deadline 27.07.2012

- + *iba – Main edition*
- + *Traditional work-up of bread and baguettes with rounders and moulders*
- + *Dough band production for bread and baguette production*
- + *Wheat bread – the new love of the artisan tradition*
- + *Hygiene and quality management*






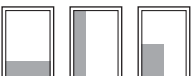
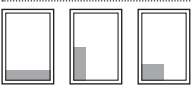
+ Issue 5 Publication date 26.10.2012
Advertising deadline 28.09.2012

- + *iba – Follow-up report*
- + *Oven systems and automatization*
- + *Transport and loading systems in the production, robotics*
- + *Product developments*
- + *IT systems and networks*

+ Issue 6 Publication date 14.12.2012
Advertising deadline 23.11.2012

- + *Finished goods' logistics*
- + *Decoration*
- + *Packaging II*
- + *Pastry II: cupcakes, muffins and donuts*
- + *Control and security systems*

++ baking+biscuit international – advertising rates 2012

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	5,544 EUR	6,384 EUR	7,644 EUR	8,064 EUR	420 x 297
	whole page	184 x 265	2,520 EUR	2,940 EUR	3,360 EUR	3,780 EUR	210 x 297*
	junior page	137 x 184	1,305 EUR	1,725 EUR	2,145 EUR	2,565 EUR	142 x 210*
	half page	184 x 130 90 x 265	1,260 EUR	1,528 EUR	1,796 EUR	2,064 EUR	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	840 EUR	1,108 EUR	1,376 EUR	1,644 EUR	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	630 EUR	819 EUR	1,008 EUR	1,197 EUR	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	315 EUR	504 EUR	693 EUR	882 EUR	

Circulation: 6,500
6 issues per year

* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

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



brot+backwaren

OFFIZIELLES ORGAN DER VEREINIGUNG DER BACKBRANCHE E. V. UND DER ASSOCIATION DE LA BOULANGERIE INDUSTRIELLE

- + Issue 1** Publication date 20.01.2012
Advertising deadline 16.12.2011
 - + Belts
 - + Trays and tins
 - + European assortments of bread
 - + Baking products in the German retail

- + Issue 2** Publication date 15.03.2012
Advertising deadline 15.02.2012
 - + Cooling and freezing
 - + Dough divider, bread roll plants
 - + Dough band production for cookies and pastries
 - + Pastry I: Croissants and Danish
 - + Food law






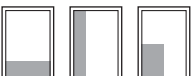

- + Issue 3** Publication date 15.05.2012
Advertising deadline 13.04.2012
 - + Raw materials and raw material management
 - + Pre- and sourdoughs – starter cultures, procedures, automatization
 - + Automated dough production
 - + Whole grain and rye bread

- + Issue 4** Publication date 13.07.2012
Advertising deadline 15.06.2012
 - + iba – Preliminary report
 - + Proofing systems, proofers and retarder proofers, swing trays, belts
 - + Air conditioners, hygienic systems
 - + Packaging
 - + Snacks: wraps, pizzas, tortillas, lye pastries
 - + Operational costs: from energy and water to lubricants

- + Issue 5** Publication date 05.09.2012
Advertising deadline 10.08.2012
 - + iba – Main edition
 - + Traditional work-up of bread and baguettes with rounders and moulders
 - + Dough band production for bread and baguette production
 - + Wheat bread – the new love of the artisan tradition
 - + Hygiene and quality management

- + Issue 6** Publication date 30.11.2012
Advertising deadline 15.10.2012
 - + iba – Follow-up report
 - + Oven systems and automatization
 - + Transport and loading systems in production, robotics
 - + Product developments
 - + IT systems and networks

++ brot+backwaren – advertising rates 2012

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	5,104 EUR	5,944 EUR	7,204 EUR	7,624 EUR	420 x 297
	whole page	184 x 265	2,320 EUR	2,740 EUR	3,160 EUR	3,580 EUR	210 x 297*
	junior page	137 x 184	1,255 EUR	1,675 EUR	2,095 EUR	2,515 EUR	142 x 210*
	half page	184 x 130 90 x 265	1,160 EUR	1,428 EUR	1,696 EUR	1,964 EUR	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	774 EUR	1,042 EUR	1,310 EUR	1,578 EUR	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	580 EUR	769 EUR	958 EUR	1,147 EUR	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	280 EUR	469 EUR	658 EUR	847 EUR	

Circulation: 5,000
6 issues per year

* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

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



Журнал по хлебопекарной и кондитерской технике и технологиям

хлеб+выпечка

и кондитерские изделия

+ Issue 1 Publication date 29.02.2012
Advertising deadline 27.01.2012

- + *Sweet baking goods*
- + *Production of cookies*
- + *Trays and tins*
- + *Cooling and freezing*

+ Issue 2 Publication date 25.05.2012
Advertising deadline 15.04.2012

- + *Modern Bakery – Main edition*
- + *Silo technology + sourdough plants*
- + *Raw material handling and dough production*
- + *Bread plants and proofing systems*
- + *Transport systems in the production*

+ Issue 3 Publication date 20.08.2012
Advertising deadline 15.07.2012

- + *iba – Main edition*
- + *Traditional work-up of bread and baguettes with rounders and moulders*
- + *Dough band production for bread and baguette production*
- + *Oven systems*

+ Issue 4 Publication date 25.11.2012
Advertising deadline 15.10.2012

- + *iba – Follow-up report*
- + *Baking ovens at the point of sale*
- + *Packaging*
- + *Production of pastry*
- + *Robotics*

++ chleb+wipetschka – advertising rates 2012

	format	non-bleed width x height in mm	mono	2 colors	3 colors	4 colors	bleed width x height in mm
	double page spread	396 x 265	5,544 EUR	6,384 EUR	7,644 EUR	8,064 EUR	420 x 297
	whole page	184 x 265	2,520 EUR	2,940 EUR	3,360 EUR	3,780 EUR	210 x 297*
	junior page	137 x 184	1,305 EUR	1,725 EUR	2,145 EUR	2,565 EUR	142 x 210*
	half page	184 x 130 90 x 265	1,260 EUR	1,528 EUR	1,796 EUR	2,064 EUR	210 x 142* 102 x 297*
	third page	184 x 87 59 x 265	840 EUR	1,108 EUR	1,376 EUR	1,644 EUR	210 x 99* 71 x 297*
	quarter page	184 x 63 43 x 265 90 x 130	630 EUR	819 EUR	1,008 EUR	1,197 EUR	210 x 75* 55 x 297* 102 x 142*
	1/8 page	184 x 30 43 x 130 90 x 63	315 EUR	504 EUR	693 EUR	882 EUR	

Circulation: 6,500
4 issues per year

* Please add 10 % from mono price for bleed advertisement.

Please add 3 mm bleed on all sides.

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

++ Our front page can belong to you!

Have you dreamed of an exceptional place for your advertisement? Here at baking and biscuit international we can offer the front pages of our magazines as real eye catchers. In liaison with our editorial staff you can advertise your products and plant and ensure guaranteed observation by our readers.

f2m baking+biscuit
international

ISSUE 04 2011

LEIBNIZ

AZO

- + ENERGY COSTS
More than just money
- + RAW MATERIAL HANDLING
Hygienic and fully automated
- + INFORMATION TECHNOLOGY
Cloud computing
- + COBDS®
Continuous kneading for biscuits

WWW.BAKINGBISCUIT.COM

AiB

++ Reprints of company reports

What is more interesting than a company report where the overall installation of an industry relevant bakery is introduced? As a service, f2m offers reprints of any story that we publish. On the title page of the reprint will appear the original logo of the magazine from where the article was taken. The layout and distribution will be undertaken by the publishing house.

brot+backwaren
OFFIZIELLES ORGAN DER VEREINIGUNG DER BACKBRÄUEREI L. U. UND DER ASSOCIATION DE LA BOLLANDIERE INDUSTRIELLE

Sonderdruck aus Heft 2 | 11

Automatisierte Handwerkskunst

DIE BACKEREI GILLET SETZT AUF HANDWERKLICHE ARBEITEN IN DER PRODUKTION UND VERWENDET DESHALB DEN COPRODUKT VON KHEIN, DER DIE BÄCKEREI SCHENKUNG - QUASI VON HAND - FÖHMT

2010 sind Gillet's Investitionen in die Fertigung der Backerei Gillet GmbH nach Wüddelhausen. Damit wird klar, dass der Bereich eine große Rolle in dem wirtschaftlichen Unternehmense hat. Das hat sich auch während der fortwährenden Vergrößerung des Betriebs nicht geändert. In der Gillet gründet der Familienbetrieb 1951 in Wüddelhausen mit einer Produktionsfläche von 400 m². Nach Erweiterung im Jahr 1988 wuchsen die Räumlichkeiten schon sieben Jahre später nicht mehr - 1995 zog die Backerei Gillet auf ein neues Grundstück im Gewerbegebiet Hangelshof. Hier baute Gillet eine Produktionsfläche von 3.300 m². Nach der Übernahme der Backerei lang am 1. Juli 2005, übernahm das Unternehmen 1.800 m². In 2009 wird dem Erwerb des Nachbargrundstückes in 2010 für die Backerei eine Fläche von 7.500 m² auf einem 20.000 m² großen Grundstück. Der Großbetrieb beschäftigt ca. 400 Mitarbeiter, davon arbeiten 120 Personen in der Produktion.

www.backwaren 6/2012

For detailed conditions please contact our advertising department: dixon@foodmultimedia.de, phone +44 1825891221

++ Job Classified 2012

JOB CLASSIFIED	Column Width	Width in mm	brot+backwaren	baking+biscuit	chleb+wipetschka
mm cost for	1 Column	43	2.16 EUR	2.31 EUR	2.31 EUR
	2 Columns	90	4.32 EUR	4.62 EUR	4.62 EUR
	3 Columns	137	6.48 EUR	6.93 EUR	6.93 EUR
	4 Columns	184	8.64 EUR	9.24 EUR	9.24 EUR
4 Color Package Box Fee	i. e. Color logo or color element		120.00 EUR	120.00 EUR	120.00 EUR
			9.00 EUR	9.00 EUR	9.00 EUR

Cost examples for brot+backwaren (Black and White)	1/4 page = 90 mm x 130 mm	2 Column	4.32 EUR x 130 mm wide	561.60 EUR
	1/2 page = 184 mm x 130 mm	4 Column	8.64 EUR x 130 mm wide	1,123.20 EUR
	1/1 page = 184 mm x 265 mm	4 Column	8.64 EUR x 265 mm wide	2,289.60 EUR
	90 mm x 180 mm	2 Column	4.32 EUR x 180 mm wide	777.60 EUR
	137 mm x 200 mm	3 Column	6.48 EUR x 200 mm wide	1,296.00 EUR

JOB SEARCH	Column Width	Width in mm	brot+backwaren	baking+biscuit	chleb+wipetschka
mm cost for	1 Column	43	1.47 EUR	1.58 EUR	1.58 EUR
	2 Columns	90	2.94 EUR	3.16 EUR	3.16 EUR
	3 Columns	137	4.41 EUR	4.74 EUR	4.74 EUR
	4 Columns	184	5.88 EUR	6.32 EUR	6.32 EUR

JOBS ONLINE

We also offer the possibility of job listings online on our homepages and in our newsletter Backspiegel. For more information please go to page 18.

By booking your job listing in both print and digital, a 50% discount applies to the digital price.

++ e-media prices 2012

Do you want to reach new target groups? With our e-media range, we offer you the possibility of reaching everyone: from the journeymen and master bakers right to the management level; from the small and medium-sized businesses to the industrial companies.

Specials

Specials are information articles consisting of several pages of articles, pictures, videos and graphics which can also contain links to other websites. The articles are supplied complete by the advertiser, who also bears media legal responsibility. The publication is identified as advertising.

Editorial support is available to you if necessary with costs dependent on the amount of work requested.

On the German language website of
 + www.backwelt.de per month 1,000 EUR
 with subsequent transfer into the special archive

On the websites
 + www.brotundbackwaren.de
 + www.bakingbiscuit.com
 + www.chlebiwipetschka.com per month 500 EUR

Format of lead-picture (i.e. Der Frauenladen): 468 x 250 px

The screenshot shows the homepage of the 'backwelt' website, an information portal for the baking industry. The main navigation bar includes 'Kontakt', 'Impressum', 'Helfen/Ausschuss', 'AGB', and 'Datenschutzerklärung'. The logo 'backwelt' is prominently displayed, along with the tagline 'Informationsportal der Backbranche' and the 'f2m' logo. Below the navigation, there are tabs for 'Brotmultimedia', 'Brotbackwaren', 'Brotbiscuit', 'Brotbiscuit', and 'backwelt'. The main content area features a 'Specials' section with a featured article titled 'Der Frauenladen' accompanied by a photograph of a bakery interior. A list of other special articles is visible on the right side of the page.

Discount Rates:
 3 months plus: 10 %
 6 months plus: 25 %

++ e-media prices 2012

Advertising message in the German language e-news service “Backspiegel” sent out weekly

3 lines of 80 characters per issue 300 EUR

Combination advertisements in the print media and e-media

For a combination of e-media and print advertisements (minimum 0.5 page, for job adverts 0.25 page) in the f2m print media, the e-media advertising price is reduced by 50 %.

Banner advertising on the web sites

Sky Banner (max. 468 x 60 px): 500 EUR per month
1/2 Skyscraper (max. 200 x 300 px): 500 EUR per month
Skyscraper (max. 200 x 600 px): 850 EUR per month

on:

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

Discount Rates:

3 months plus: 10 %
6 months plus: 25 %

The advertising concept, placement, format and price are for 4 weeks. With multiple bookings on a banner placement, the banners will be shown on a rotating format.

The screenshot shows the homepage of 'backwelt', an information portal for the bakery industry. The header includes navigation links for 'Kontakt', 'Impressum', 'Hilfesausschuss', 'AGB', and 'Datenschutzrichtlinie'. The main navigation bar features categories like 'foodmultimedia', 'brot-backwaren', 'bakingbiscuit', 'mfl-merkmale', and 'backwelt'. A prominent red 'Sky Banner' advertisement is displayed, featuring the text 'Hier kostenlos Probieren!' and 'Zwei Ausgaben unverbindlich zum Kennenlernen'. To the right, a vertical 'Skyscraper' advertisement for 'f2m' is visible. The main content area includes a navigation menu on the left and several news articles with headlines such as 'Großbäcker: Anteil der Retouren muss deutlich zurückgehen' and 'NORMA senkt Preise für Backwaren'.

++ e-media prices 2012

Job Classified

2 within the news portal “Backspiegel“ as text data
 (“Backspiegel“ appears weekly)
approx. 400 characters: 600 EUR*

Package: together with Job Classified on the homepage of
brot+backwaren and backwelt as a PDF
Min booking: 2 weeks
Cost: 800 EUR*

Job Classified on the homepage of baking+biscuit international
and chleb+wipetschka as a PDF
Min booking: 2 weeks
300 EUR* per placement

* A 50 % discount on the online price is available for Job Classified placement within both print and digital media.

The screenshot shows the backwelt website interface. At the top, there is a navigation bar with the backwelt logo and the tagline 'Informationsportal der Backbranche'. A search bar is located in the top right corner. The main content area features a large advertisement for 'MALZER'S BACKWERKE' with a background image of bread. The ad text includes: 'Wir wollen unsere Kunden weiterhin begeistern und eine abwechslungsreiche Produktpalette bieten. Produktentwickler/in feine Backwaren und Konditorei'. Below this, there are three columns of text detailing job responsibilities and requirements. The website footer shows the date 'Donnerstag, 30. August 2011' and the time 'Termin'. On the right side, there are additional sections for 'Stellungsangebot' and 'TATE & LYLE'.

++ Fairs and exhibitions 2012

+ January

- 21.01. – 25.01. **SIGEP 2012** Rimini, Italy
24.01. – 27.01. **UPAKOVKA/UPAK ITALIA** Moscow, Russia

+ February

- 05.02. – 08.02. **UKBA** Budapest, Hungary
15.02. – 18.02. **BioFach** Nuremberg, Germany
18.02. – 21.02. **ESPAIDOLC** Valencia, Spain
19.02. – 22.02. **Gulfood** Dubai, UAE
28.02. – 02.03. **MBK International Milling Industry, Bakery and Confectionery Fair** Brno, Czech Republic

+ March

- 01.03. – 03.03. **Food, Hotel & Tourism Bali** Bali, Indonesia
01.03. – 04.03. **Foteg Istanbul 2012** Istanbul, Turkey
03.03. – 07.03. **Intersuc** Paris, France
03.03. – 07.03. **Europain** Paris, France
04.03. – 06.03. **Bakkerij Dagen** Amsterdam, The Netherlands
10.03. – 11.03. **Fameba** Friedrichshafen, Germany
14.03. – 17.03. **FoodExpo** Sulaimaniyya, Iraq
18.03. – 20.03. **Alles für den Gast - AllMountain** Vienna, Austria
25.03. – 27.03. **Foodex** Birmingham, UK
27.03. – 30.03. **Anuga FoodTec** Cologne, Germany

+ April

- 04.04. – 06.04. **Bakery & Confectionery Industry** Kiev, Ukraine
12.04. – 15.04. **IBATECH** Istanbul, Turkey
15.04. – 16.04. **ApEx** Halifax, Canada
17.04. – 19.04. **Bakery Tech Asia** Karachi, Pakistan
17.04. – 20.04. **Bakery and Pastry 2012** Singapore, Singapore
17.04. – 20.04. **FHA Singapore** Singapore, Singapore
24.04. – 27.04. **Nordic Bakery** Stockholm, Sweden
25.04. – 27.04. **Food Industry Krasnodar** Krasnodar, Russia

+ May

- 08.05. – 11.05. **Seoul Food and Hotel** Seoul, Korea
10.05. – 12.05. **Bakery China** Shanghai, China
16.05. – 20.05. **Food and Drink** Chisinau, Moldova
27.05. – 29.05. **Bakery Australia** Sydney, Australia

+ June

- 26.06. – 29.06. **Modern Bakery** Moscow, Russia

+ August

- 22.08. **Mexipan** Mexico-City, Mexico

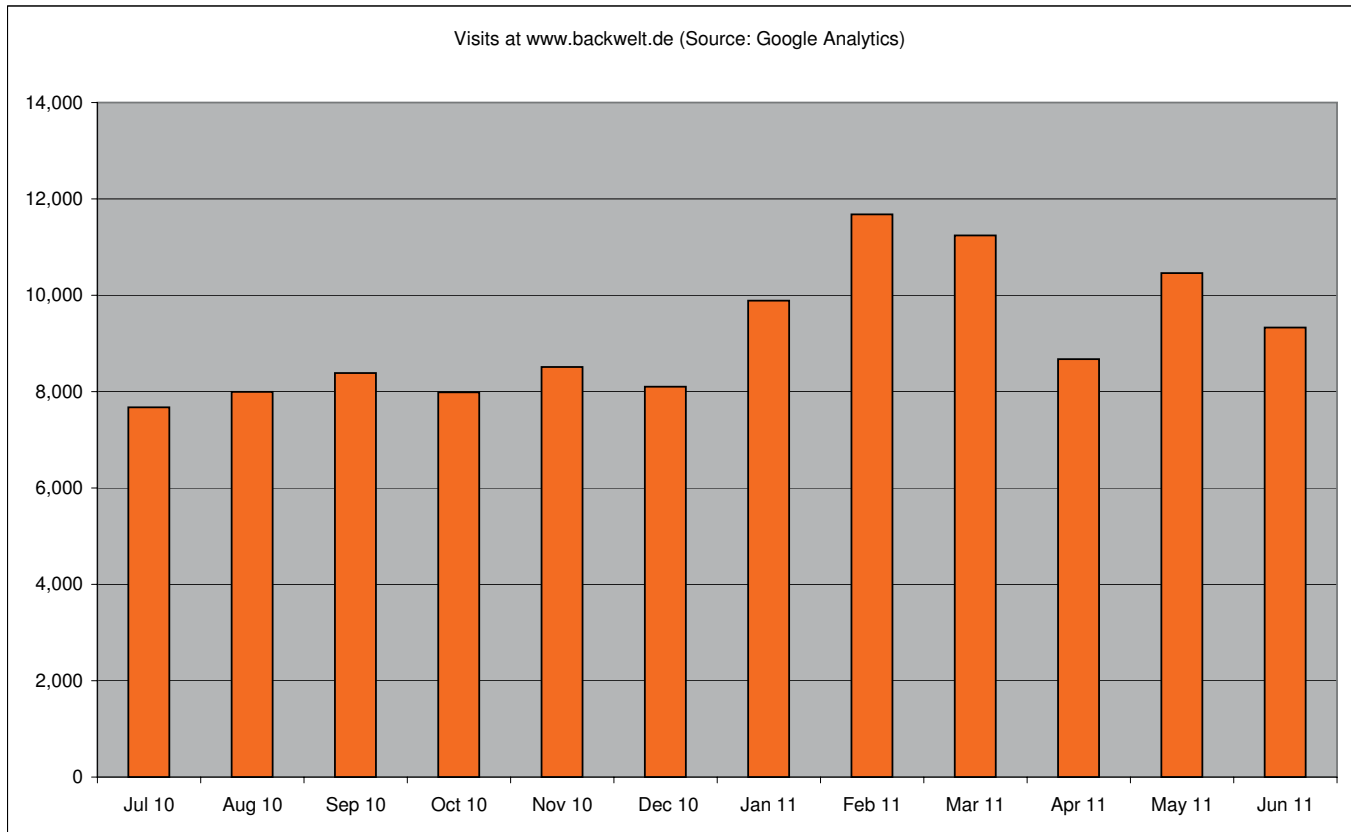
+ September

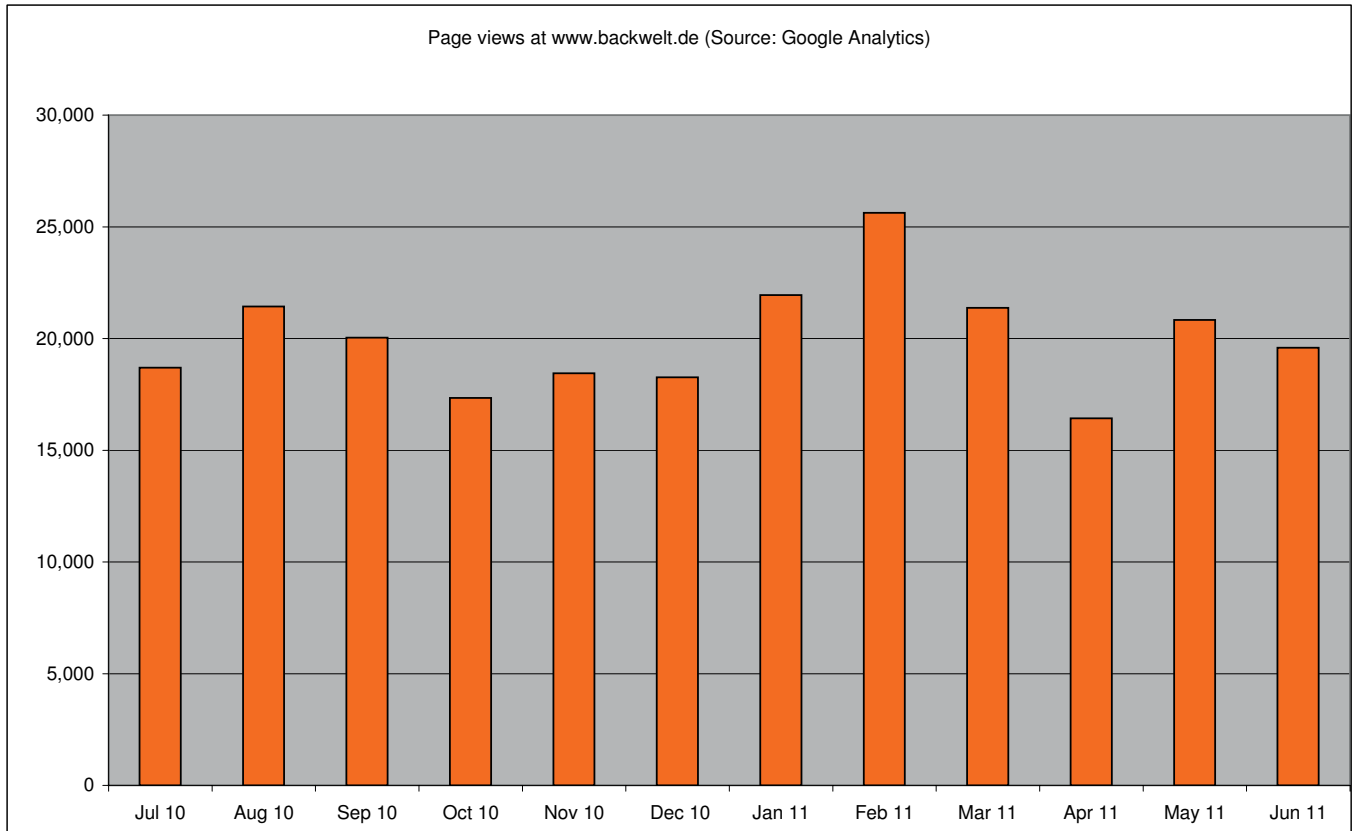
- 11.09. – 13.09. **International FoodTec India** Mumbai, India
16.09. – 21.09. **iba 2012** Munich, Germany

+ October

- 21.10. – 25.10. **SIAL** Paris, France

++ Visits





++ Technical information

Magazine format:

210 mm wide x 297 mm high, DIN A4
Type area: 184 mm wide, 265 mm high

Printing and binding methods:

Sheet-fed offset in accordance with Euroscale (CMYK, ISO 2846)
with saddle stitching.

Print documents:

Delivery date for advertisement data – two days after closing date
for advertisements, at the latest. Supply one proof or one press
proof for comparison and checking of the data.

Adverts with trim:

Additional bleed 3 mm all round; elements relevant to content at
least 5 mm separation distance relative to side edges.

Delivery of data:

High-resolution, printable PDF (PDF X-3), no RGB data!
Medium, version/edition and company name must be stated.

For a data volume up to 10 MB:

E-mail: krause@foodmultimedia.de

Alternatively you are welcome to make the advertisement data
available on a server for download (FTP/HTTP).

CD-ROM and proof or press proof (for color adverts)
by post to the publisher

Data delivery for online media:

Banner: JPEG, (Animated) GIF, Flash
Vacancies: one-sided PDF

Payment conditions:

20 days net cash
We allow 3 % discount for direct debits

Delivery address for inserts and supplements:

We ask that inserts and supplements be sent directly to our printing
works, carriage paid home, at the latest two days after the closing
date for adverts:

Leinebergland GmbH & Co. KG

Industriestr. 2 a
31061 Alfeld/Leine
Germany

Phone: +49 51 81 84 64 0

E-mail: info@leinebergland.de

Publisher/technical contact person:

f2m food multimedia gmbh

Wilfried Krause

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22767 Hamburg

Germany

Phone +49 40 38 61 67 94

Fax +49 40 39 90 12 29

E-mail: krause@foodmultimedia.de

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++ General terms and conditions for newspapers and magazines

1. The term “advertisement order“ as used in the following General Terms and Conditions refers to the contract concerning the publication of one or more advertisements of any advertiser or any other space buyer in a printed publication for the purpose of circulation.
2. Unless stated otherwise, advertisements should be released for publication within one year of the signing of the contract. If the right to release individual advertisements is included as part of the contract, the order should be processed within one year from the appearance of the first advertisement where the first advertisements are released and published within the timeframe stated in clause.
3. Upon contractual signing, the customer shall be entitled to release further advertisements in addition to the volume stated in the order within the agreed timeframe or that stated in clause 2.
4. In case an order may not be executed due to circumstances for which the publisher cannot be held responsible, the customer, without prejudice to any other legal obligations, shall pay the publisher the difference between the discount granted and the discount which corresponds to the actual volume. This reimbursement shall not take place, if the non-fulfillment is due to force majeure in the publisher's area of risk.
5. In the calculation of advertisement volumes, text millimeter lines are converted according to price into advertisement millimeters.
6. Orders for advertisements and thirdparty inserts to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time so that the customer may be informed before the advertisement deadline of whether the order can be executed in the manner specified. Without being subject to any explicit agreement, classified advertisements shall be printed in the appropriate category.
7. Textual advertisements are advertisements which border on the text – and not on other ads – on at least three sides. Advertisements which for example are not recognizable as such because of their editorial layout shall be clearly identified as such by the publisher for instance by marking it with the word “advertisement”.
8. The publisher shall reserve the right to reject advertisement orders, including any individual advertisements under the terms of a contract and insert orders on grounds of content, origin or technical format under its own standard, factually justified principles, if their content infringes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This shall also apply to orders submitted to branch offices, receiving offices or representatives. Orders for insert shall become binding for the publisher only after a sample of the insert has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party advertisements, shall not be accepted. The customer shall be notified immediately about the rejection of an order.
9. The customer shall be responsible for timely delivery of the advertisement text and accurate printing data and inserts. The publisher shall request replacement for any recognizable inaccuracies or damaged printing data without delay. The publisher guarantees print quality normal to that of the title concerned within the scope of the possibilities of the printing data.
10. In the event of totally or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to a reduction in payment a corrected replacement advertisement, but only to the extent that the purpose of the advertisement is affected. If the publisher allows an appropriate period of time given for this purpose to elapse or if the replacement advertisement is still incorrect, the customer shall be entitled to a reduction in payment or cancellation of the order. Compensation claims from positive breaches, faults upon contractual signing or non-permitted

acts are excluded. This also applies to contracts concluded by phone. Compensation claims from impossibility of provision or delay are limited to compensation for foreseeable damage and to the fee due for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the publisher, its legal representative or its vicarious agents. Liability of the publisher for damages arising from the absence of assured qualities and properties shall remain unaffected. Furthermore, in accordance with the principles of sound commercial practice, the publisher shall not be liable for gross negligence on the part of its vicarious agents; in all other cases, liability to business people for gross negligence shall be limited, according to the extent thereof, to the foreseeable damage and up to the amount of the payment for the advertisement in question. Complaints must be made within four weeks of submission of invoice and receipt, except in the case of defects that are not obvious.

11. Press-proofs shall only be provided if specifically requested. The customer shall be responsible for the correctness of the press-proofs returned. The publisher shall observe all error corrections made known to it within the period of time specified upon sending the pressproof.
12. In case no particular specifications have been made concerning the size, the amount charged shall be calculated based on the print size that is normal for the type of advertisement.
13. In case the customer does not make any advance payment, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advertisement. The invoice must be paid within the period given in the price list, starting from the date of receipt of the invoice, unless a different payment period has been agreed upon in individual cases. Any discounts for advance payments shall be granted according to the price list.
14. In the event of delay or deferral in payment, interest and recovery costs shall be charged. In the event of delayed payment, the publisher may withhold further publication under the order concerned until payment is made

and demand advance payments for the remaining advertisements. Where there is established doubt over the customer's ability to pay, the publisher shall be entitled, even during the term of an advertisement contract, to make the publication of further advertisements dependent on advance payments of the amount due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

15. If requested, the publisher shall provide an advertisement record together with the invoice. According to the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advertisement.
16. The customer shall bear the costs of the production of ordered printed documents and of considerable changes arising or requested by the customer to the specifications originally agreed.
17. In the event of reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to
 - 20 per cent for circulation of up to 50,000 copies
 - 15 per cent for circulation of up to 100,000 copies
 - 10 per cent for circulation of up to 500,000 copies
 - 5 per cent for circulation of up to 500,000 copies.Added to this, claims to price reductions for contracts are excluded, if the publisher has given notice of the reduction in circulation to the customer in sufficient time for the customer to be able to cancel the contract before the publication of the advertisement.

18. With box number advertisements, the publisher shall exercise the due care of a responsible businessman for the keeping and timely forwarding of the offers received. Registered and express letters as response to box number advertisements shall be forwarded with regular mail only. Reply letters to box number advertisements will be stored for four weeks. Mail not collected within this period will be destroyed. The publisher shall return valuable documents without being obliged to do so. The publisher reserves the right, in the interest and for the protection of the customer, to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The publisher is not obliged to pass on business promotions and agency offers.
 19. Print document shall only be returned to the customer if specifically requested. The obligation to keep these ends three months after expiry of contract.
 20. Place of fulfillment is the registered office of the publisher. Place of jurisdiction is the registered office of the publisher. If claims by the publisher may not be settled by way of enforcement proceedings, the court of jurisdiction for non-traders shall be determined on the basis of their domicile. If the place of domicile or usual place of residence of the customer at the time of the raising of proceedings is unknown or the customer has relocated its domicile or usual residence since the contractual signing to somewhere outside the geographical scope of the law, the registered office of the publisher shall be agreed as the place of jurisdiction.
- c) The publisher reserves the right to agree on special rates or special formats for advertisements in special issues or similar dependent on specific situations.
 - d) Advertising agencies and agents are obliged to adhere to the publisher's rates in their offers, contracts and settlements with customers. The commission guaranteed by the publisher may not be transferred either wholly or partly to the customer.
 - e) In case of insufficient printing quality, the customer is not entitled to a claim if the defects in the original copy or artwork provided by the customer were not immediately recognizable. The same applies to errors in repeat advertisements if the customer fails to inform the publisher prior to the printing date of the next advertisement about the error.
 - f) In the case of disruption of operations or in case of force majeure (industrial dispute, confiscation, traffic disturbances, general raw material or energy shortage and the like) -- in both the publisher's establishment and/or external businesses used by the publisher for fulfillment of its obligations -- the publisher is entitled to demand full payment for the published advertisements provided that 80% of the guaranteed circulation (or in case of lack of a guaranteed circulation the normally sold circulation) of the publisher's publication has been distributed. In the case of lower distribution by the publisher, the invoice amount is to be reduced in direct proportion to the extent to which the guaranteed (or normally) sold circulation has been reduced.
 - g) Provided that no other agreement has been explicitly made, the customer bears sole responsibility for the content and legal permissibility of the text and graphics material submitted. The customer exempts the publishers from all claims possibly made by third parties in this context.

Additional Terms and Conditions of the Publisher

- a) Provided that no other agreement has been expressly made, new rates arising due to price adjustments also immediately apply to current orders. In the case of non-traders this does not apply to orders which are to be carried out within four months following conclusion of contract.
- b) For more than 30,000 mm advertisement space, an individual calculation is possible.

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