**The Only Global Confectionery BPA-Audited Publication Covering it All: From Manufacturing to Retail!**

### MANUFACTURERS

Within the confectionery manufacturing community, Candy Industry’s subscriber base exceeds 5,200*, the largest BPA-audited audience involved in producing sweets and snacks. Our subscribers include presidents, ceos, owners, general managers, plant and production managers as well as technologists and chemists who use Candy Industry to make informed business decisions that help drive new product offerings, improve yield and increase profits. We reach manufacturers such as...

*December 2012 BPA Brand Report (Print 12,075 + Digital 1,451)

### RETAILER/WHOLESALER/DISTRIBUTOR

Retail Confectioner, a special section of Candy Industry, has expanded our subscriber base to include the entire retail universe of professional candy buyers, from mass merchandisers, major grocery stores, club stores, convenience stores and drug stores to specialty and lifestyle retailers. We reach over 8,200* confectionery Retailers/Wholesalers and buyers, including...

*Publisher’s Own Data June 2010

**Total Circulation – 13,526**

**Our Subscribers Are Your Buyers.**

Candy Industry and Retail Confectioner, a special supplement of Candy Industry, reach 13,526* subscribers. 95% of Candy Industry’s subscribers have purchasing power*, which means a true return on your company’s advertising investment!

*Publisher’s Own Data June 2010

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*Candy Industry Reader/Subscriber Study June 2011
Who Are Our Subscribers?

Circulation by Job Title: Manufacturers*

Circulation by Buying Influence1 (Manufacturing)

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing Machinery</td>
<td>2,229</td>
</tr>
<tr>
<td>Packaging Machinery/Materials</td>
<td>2,473</td>
</tr>
<tr>
<td>Ingredients</td>
<td>2,625</td>
</tr>
<tr>
<td>Chocolate &amp; Cocoa</td>
<td>2,337</td>
</tr>
<tr>
<td>QA/QC Instrumentation &amp; Control</td>
<td>1,441</td>
</tr>
<tr>
<td>Sanitation &amp; Maintenance</td>
<td>1,609</td>
</tr>
<tr>
<td>Warehousing &amp; Distribution</td>
<td>1,451</td>
</tr>
<tr>
<td>Nuts</td>
<td>1,155</td>
</tr>
</tbody>
</table>

Circulation by Job Title: Retailer/Wholesaler/Distributor*

Circulation by Buying Influence1 (Retailer)

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyday Confectionery</td>
<td>3,697</td>
</tr>
<tr>
<td>Seasonal Candy</td>
<td>4,249</td>
</tr>
<tr>
<td>Bulk Candy</td>
<td>3,510</td>
</tr>
<tr>
<td>Sweet Snacks (cakes, cookies, fruit snacks)</td>
<td>4,077</td>
</tr>
<tr>
<td>Point of purchase and/or displays</td>
<td>2,937</td>
</tr>
</tbody>
</table>

*December 2012 BPA Brand Report (Print 12,075 + Digital 1,451)
Total Manufacturer Circulation: 5,270
Total Retailer Circulation: 8,253
1 Candy Industry 11-10 issue. All Statistics Derived from Publisher’s Own Data

Quality | Integrity | Reliability

If your company advertises with a publication that is not audited, there is no way to know if your message is being delivered to your target market.

As an advertiser, auditing should be the very first bullet point to check off on your list when comparing publications to spend your advertising budget with.

BPA-AUDITED WEBSITE TRAFFIC

The Nielsen Online system and BPA tool, Site Census, which filters out all non-human traffic from reports, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. Candy Industry now provides a convenient, reliable online system that media decision makers can log on to and get near real time detailed and accurate web traffic reports.
**Candy Industry is the leading magazine covering the confectionery industry**

*Candy Industry* was found to be the most useful to readers*

---

**Top Reasons Why Readers feel *Candy Industry* Is The Most Useful**

- Informative
- Relevant to my job
- Industry News & Trends

*Candy Industry has the longest monthly read time compared to other leading industry magazines (36 Min)*

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Actions Readers Took as a Result of Reviewing Advertisements in *Candy Industry**

- Saved for future reference: 60%
- Visited advertiser’s website: 55%
- Passed along to someone else (colleague, friend, etc.): 54%
- Sought out more information via an Internet search: 48%
- Requested additional information directly from company/sales representative/distributor: 44%
- Discussed with someone else (colleague, friend, etc.): 44%
- Purchased products or services advertised: 20%
- Investigated competitive offerings: 15%
- Recommended the purchase of products or services advertised: 10%
- Did not take any action: 10%

*Candy Industry Reader/Subscriber Study June 2011*
As the leading, fully audited global resource that covers the confectionery industry, from retailing to manufacturing, Candy Industry is the only medium that addresses the candy supply chain comprehensively and completely. Starting with concept development, ingredient formulation and processing and packaging innovation, and continuing through distribution and product placement, marketing and merchandising, Candy Industry’s experienced editorial team delivers information that’s critical to staying both abreast and ahead of trends affecting the industry.

Candy Industry dovetails its manufacturing insights, gleaned from on-site interviews with leading confectionery companies, with industry trend reports about the realities of the retail landscape.

Clearly, the demands and needs facing retailers in varying selling channels — be they mass merchandiser, grocery, convenience store, drug store chain, specialty or non-traditional — are linked inextricably with those producing confectionery items. As the only publication addressing this linkage, readers and suppliers have deeper insights into what consumers and customers want and need.

Through in-depth profiles on multinationals and entrepreneurs as well as insightful overviews on new product launches and category trends, Candy Industry showcases prowess wherever it exists, be it in merchandising and marketing or processing and packaging.

From micro or macro, Candy Industry covers it all so sweetly.

### Market Watch

Recent projections by Euromonitor International reaffirm steady growth for confections during the next five years. Global sales for the confectionery market were tabbed at $185.5 billion last year. Analysts at Euromonitor foresee sales reaching $206 billion by 2016. Closer scrutiny of the chart finds particularly strong growth projections in the Middle East and Africa, Latin America, Asia Pacific, Australasia and Eastern Europe.

Even more mature markets such as North America and Western Europe will provide a steady base in a volatile global economy. Moreover, new emerging markets lead by Columbia, Indonesia, Vietnam, Egypt, Turkey and South Africa (CIVETS countries) will provide a basis for global confectionery expansion.

In the United States, according to data gleaned by the National Confectioners Association and the U.S. Department of Commerce, the confectionery industry posted a 4.9% gain in 2011 — outpacing overall growth of food sales in leading channels.

All of these trends portend opportunities for confectioners. Thus, despite being buffeted by a global recession, the easy availability of affordable as well as premium treats resonates throughout the world.

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### Top 10 Biggest Confectionery Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2011 sales</th>
<th>2016 projected sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>$32.3</td>
<td>$34.5</td>
</tr>
<tr>
<td>2</td>
<td>Brazil</td>
<td>$12.5</td>
<td>$15.6</td>
</tr>
<tr>
<td>3</td>
<td>United Kingdom</td>
<td>$12.7</td>
<td>$14.6</td>
</tr>
<tr>
<td>4</td>
<td>Russia</td>
<td>$11.8</td>
<td>$12.6</td>
</tr>
<tr>
<td>5</td>
<td>China</td>
<td>$10.4</td>
<td>$12.5</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>$12.2</td>
<td>$12.2</td>
</tr>
<tr>
<td>7</td>
<td>Japan</td>
<td>$9.8</td>
<td>$9.6</td>
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<td>8</td>
<td>France</td>
<td>$7.6</td>
<td>$7.6</td>
</tr>
<tr>
<td>9</td>
<td>Italy</td>
<td>$5.9</td>
<td>$5.9</td>
</tr>
<tr>
<td>10</td>
<td>Mexico</td>
<td>$4.7</td>
<td>$5.1</td>
</tr>
</tbody>
</table>

Source: Packaged Food: Euromonitor from trade sources/national statistics; Euromonitor International

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### 2011 U.S. Confectionery Market

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Value</th>
<th>Change*</th>
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</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$31.7</td>
<td>+4.9</td>
</tr>
<tr>
<td>Manufacturer Shipments**</td>
<td>$20.0</td>
<td>+3.8</td>
</tr>
<tr>
<td>Domestic Manufacturer Shipments</td>
<td>$18.4</td>
<td>+3.0</td>
</tr>
<tr>
<td>Imports</td>
<td>$2.7</td>
<td>+14.4</td>
</tr>
<tr>
<td>Exports</td>
<td>$1.5</td>
<td>+17.8</td>
</tr>
</tbody>
</table>

Sources: NCA shipment data; U.S. Dept. of Commerce; and Global Trade Atlas Import/Export Data
* Dollar changes impacted by cost/retail inflation
** Retail profit margin is approximately 37% for the confectionery category
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURES</td>
<td>ISM/Pro Sweets Preview</td>
<td>Private-Label Confections</td>
<td>Maximizing Social Media's Impact</td>
<td>15th Annual European Suppliers Roundtable</td>
<td>Sweets and Snacks Expo Preview</td>
</tr>
<tr>
<td>FEATURES</td>
<td>Upakovka Preview</td>
<td>Wine &amp; Chocolate Pairing</td>
<td>Candy Industry / ECRM Kid’s Choice Awards</td>
<td></td>
<td>Wine &amp; Chocolate Pairing</td>
</tr>
<tr>
<td>FEATURES</td>
<td>Global Top 100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**IN EVERY ISSUE**
WORLD-WIDE MANUFACTURER PROFILES, RETAIL PROFILES, NEWS AND ANALYSIS

**INGREDIENT TECHNOLOGY**
Chocolate Products | Sweeteners | Flavors | Healthy Additives | Natural Sweeteners

**PROCESSING TECHNOLOGY**
UPDATES ON THE LATEST DEVELOPMENTS, FROM COOKERS, CONVERSATION AND DIALOGUE

**INDUSTRY TRENDS**
Sugar-free | Licorice | Snack Bars | Lollipops | Chewy Candies

**SEASONAL STRATEGIES**
Halloween | | Winter Holidays | Sweets & Snacks Expo Preview

**BONUS DISTRIBUTION**
Philly Candy Show, Jan. 13-15 | ECRM Winter Confectionery, Feb. 10-13 | Western Candy Conference, Mar. 22-26 | PMCA Production Conference, April 15-17 | Sweets & Snacks Expo, May 21-23 |
ISM/ProSweets Jan. 27-30 | NCA State of the Industry, Feb. 24-27 | | | ECRM Spring / Summer Confections, June 2-4

**VALUE-ADDED OPPORTUNITIES**
for advertisers in corresponding issues
Full page advertisers receive a full page profile OR a second ad page in the same issue. Editorial Profile MUST be submitted by 12-10.
All advertisers receive a FREE 180x150 banner ad to run on candyindustry.com for the month of March.
All advertisers receive a free tab on the digital edition for the month of March.
Advertisers who also will be exhibiting at PMCA receive a free 1/3 page profile in the PMCA preview section. Profiles MUST be submitted by 3-18.
Advertisers who will be exhibiting at Sweets and Snacks Expo receive a FREE 2nd ad in the May issue (of the same size).
<table>
<thead>
<tr>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
</table>

- Global State of the Industry
- 2nd Annual Kettle Award Recipients’ Roundtable
- Candy Industry’s Kettle Award Recipient
- Leaders in Innovation
- Artisans of the Year
- Pack Expo Preview
- Wine & Chocolate Pairing
- Best Practices in Green Manufacturing
- European Kettle Club Winner
- Wine & Chocolate Pairing
- Candy Industry / ECRM Buyer’s Choice Awards

## Leaders in Innovation

<table>
<thead>
<tr>
<th>Colors</th>
<th>Compound Coatings</th>
<th>Starches</th>
<th>Fruits</th>
<th>Nuts</th>
<th>Fats and Oils</th>
</tr>
</thead>
</table>

## Artisans of the Year

- Gums & Mints
- Functional / Better-for-You Candies
- Organic / Natural Candies
- Salty Snacks
- Novelty Candies
- The Chocolate Report

<table>
<thead>
<tr>
<th>Valentine’s Day</th>
<th>Everyday Confections</th>
</tr>
</thead>
</table>
- RCI Annual Convention, June 24-29
- IFT, July 14-16
- Confitexpo, Jul. 30 - Aug. 2
- Philly Candy Show, Sept. 8-10
- AACT, Sept. 23 - 25
- Pack Expo, Sept. 23-25
- ECRM Annual Planning, TBD
- NACS, Oct. 12-15

Advertisers receive a FREE 180x150 banner ad on candyindustry.com for the month of June.

Advertisers receive a free tab on the digital edition for the month of July.

Full page advertisers receive a FREE 1/3 page commentary in the Leaders in Innovation article. MUST be submitted by 7-15.

Advertisers who are exhibiting at Pack Expo or ECRM receive a FREE 1/3 page profile. Profile MUST be submitted by 9-16.

Advertisers will receive a FREE 180x150 banner ad to run on Candyindustry.com for the month of October.

Advertisers will receive a free tab on the digital edition for the month of November.

Advertisers receive a free tab on the digital edition for the month of October.

Advertisers will receive a FREE 1/3 page commentary in the Leaders in Innovation article. MUST be submitted by 7-15.

Advertisers who are exhibiting at Pack Expo or ECRM receive a FREE 1/3 page profile. Profile MUST be submitted by 9-16.

Advertisers will receive a FREE 180x150 banner ad to run on Candyindustry.com for the month of October.

Advertisers will receive a free tab on the digital edition for the month of November.

Connect with Candy Industry!  
[http://www.candyindustry.com/fbfan](http://www.candyindustry.com/fbfan)  
[http://twitter.com/candyindustry](http://twitter.com/candyindustry)

2013 EDITORIAL CALENDAR

**Colors**

- Brown
- Blue
- Green

**Compound Coatings**

- White
- Black
- Red

**Starches**

- Corn
- Potato

**Fruits**

- Apple
- Orange

**Nuts**

- Almond
- Cashew

**Fats and Oils**

- Vegetable
- Palm

**Gums & Mints**

- Cherry
- Peppermint

**Functional / Better-for-You Candies**

- Sugar-free
- Gluten-free

**Organic / Natural Candies**

- Organic
- Natural

**Salty Snacks**

- Pretzel
- Nacho chip

**Novelty Candies**

- Gummy bear
- Chocolate bar

**The Chocolate Report**

- Dark chocolate
- Milk chocolate

2014 GOLD BOOK

The one-stop source for information about confectionery manufacturers and retailers, including category and brand listings. Also includes annual Calendar of Events and Association Listings.

List your company for year-long exposure to your audience both in print and online. Attract buyers with advertising and enhancements to suit every budget.

**Buy One Ad, Get Second One Free**

Connect with Candy Industry!  
[http://www.candyindustry.com/fbfan](http://www.candyindustry.com/fbfan)  
[http://twitter.com/candyindustry](http://twitter.com/candyindustry)
Digital Media Opportunities

CANDY INDUSTRY HOME PAGE SPONSORSHIP

1. LEADERBOARD – 728 X 90
Leaderboard ads are a simple, cost-effective way to increase your visibility. Great for exposure of a new product or seasonal information. Displayed at the top of the homepage and many internal pages in a monthly rotation schedule (1 of 2).

2. MEDIUM RECTANGLE – 300 X 250
Medium rectangle ads are plus-sized, positioned on the right-hand side of the page and have rotation availability (1 of 2).

3. RECTANGLE (2 ADJACENT SPOTS) – 180 X 150
Another option positioned on our homepage only, these ads are available in two adjacent spots and on rotation (1 of 2).

4. RICH MEDIA (NOT SHOWN)
Expand the interactivity of your online message with an attention-grabbing rich media ad. Rich media offers the creative edge you need to engage website visitors through unique ad formats.

Maximize your visibility to your targeted market with our exclusive topic center sponsorship packages. Our topic center sponsors receive seven ad units located on the topic center index page and the article page creating the most opportunity to align your company’s message with a topic of interest.

TOPIC CENTER INDEX PAGE

1. LEADERBOARD
(728 x 90 pixels)
2. WIDE SKYSCRAPER
(160 X 600 pixels)
3. MEDIUM RECTANGLE
(300 x 250 pixels)

ARTICLE PAGE

1. LEADERBOARD
(728 x 90 pixels)
a. See #1 on Home Page
2. WIDE SKYSCRAPER
(160 X 600 pixels)
3. MEDIUM RECTANGLE
(300 x 250 pixels)
4. SKYSCRAPER
(160 x 600)

80% of readers find our website to be the most helpful industry website*

*Candy Industry Reader/Subscriber Study June 2011

Maximize your visibility to your targeted market with our exclusive topic center sponsorship packages. Our topic center sponsors receive seven ad units located on the topic center index page and the article page creating the most opportunity to align your company’s message with a topic of interest.
eNewsletters

Reach your customers through our targeted eNewsletters that deliver the latest confectionery headlines, new products and analyses right to our readers’ inboxes.

Sweet & Healthy, our weekly electronic newsletter, is deployed to our subscriber base of over 9,900* each Wednesday. It focuses on the latest news, new products, trends and insider perspectives. It’s the perfect opportunity to get your company’s message in front of our readers on a weekly basis.

Confectionery Fix is our monthly single-topic newsletter that delivers the latest in trends and ingredient technology innovations to trade show coverage in a concise format. This exclusive sponsorship opportunity offers you the unique opportunity of aligning your company’s products and message with editorial content on a complimentary topic.

Digital Edition Sponsorship

The Candy Industry digital edition allows our subscribers access to each issue everywhere and anywhere in an environmentally friendly format. The digital edition provides your company with great visibility and continuous coverage as direct links are emailed out to our subscriber base each month and every issue is archived at candyindustry.com.

Exclusive Sponsorship Benefits:

- A full-page ad opposite the front cover, giving your company exclusive brand exposure! Add a video or animation to your ad to really make it stand out and engage your audience!
- Your logo appears at the top of every page in the navigation bar!
- All links and logos are hyperlinked to your web site!
- Side tabs highlighting your ad.

More readers look to Candy Industry eNewsletters over other industry eNewsletters*

* Candy Industry Reader/Subscriber Study June 2011
NEW Global Top 100 Sponsorship

Get your company’s message in one of the most popular features of the year!

Each January, Candy Industry publishes an exclusive report listing the world’s Top 100 global manufacturers ranked by annual sales and featuring plant, employee, management and product statistics.

To provide global confectionery equipment, ingredient and services suppliers with added linkage to this exclusive group, Candy Industry is offering a new sponsorship opportunity. Adjacent to the article’s introductory page, there will be a one-page salute to the Global Top 100 that highlights sponsoring suppliers with their website url and logos.

This special report is also published on www.candyindustry.com. Digital sponsorship includes a 180x150 banner ad, which will run in the center of the article. Sponsorship opportunities are limited so reserve your space.

Get more with Candy Industry’s Sneak Peek!

Exclusive Editorial Sneak Peek eBlast!

Engage Candy Industry subscribers before the print issue mails each month by sponsoring a Sneak Peek subscriber eblast covering upcoming trend reports, feature articles and show coverage.

As sole-sponsor, your logo and a 120x600 skyscraper are the exclusive ads in the Sneak Peek email notification. You receive lead details from subscribers who click on your ad.

- Sole-sponsored for greater visibility
- Eblast is deployed prior to issue mailing to our subscriber base
- Engage readers before a hot story breaks
- Lead generation opportunity

Contact us today to reserve your 2013 sponsorships.

Kettle Award Sponsorships

Join us in honoring all those who have held the copper kettle high by becoming a sponsor of Candy Industry’s “Saluting the Kettle” commemorative program book.

COPPER LEVEL SPONSORSHIP
INVESTMENT: $3,000 NET
- Full page, four-color ad in program guide
- 120x240 ad on Kettle website for 12 months

GOLD LEVEL SPONSORSHIP
INVESTMENT: $1,800 NET
- 1/2 page, four-color ad
- 120x240 banner ad on Kettle website

SILVER LEVEL SPONSORSHIP
INVESTMENT: $900 NET
- 120x240 banner ad on Kettle website

Webinars

Generate Leads While Educating Industry Decision-Makers

You can’t meet face-to-face with every decision-maker in the industry, but you can interact with each of them during a Webinar.

You can build brand awareness, position your company as a technology leader and generate sales leads.

2013 TOPICS

Commodities Forecast
Cocoa Crop Sustainability
Video Sponsorships

Use the high engagement factor of video to attract customers like never before! Promote your brand, educate your customers and drive traffic to your website by posting your company’s videos on Eye Candy, Candy Industry's video showcase. Custom promotional packages are available to produce maximum exposure and leads!

Eye Candy on the Scene!
Maximize your trade show exposure through video interviews on the show floor! Reserve your time with our editorial team to shoot a five-minute interview showcasing your company’s latest offerings. Videos will be posted on CandyIndustry.com as well as delivered directly to your customers’ desktops via Sweet & Healthy eNewsletter.

15th Annual Food Safety Summit

April 30-May 2, 2013 • Baltimore, Maryland • Baltimore Convention Center

Each year the Food Safety Summit attracts thousands of food processing, food retail, foodservice, academic, government and food defense professionals from around the world. The Summit is the largest food safety meeting in North America and features two-and-a-half days of intensive educational sessions and workshops, multiple networking events and a large tradeshow exhibition.

Visit www.foodsafetysummit.com for more information.

Other Opportunities

You are a B2B marketer.

Your role is more than just branding, product promotion, and ad placements. You are responsible for building and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one providing the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been. You are a B2B marketer. And we’re here to help.

Contact us for a free marketing consultation
orangetap@bnpmedia.com | www.bnporangetap.com

2013 Rate Card (GROSS)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,605</td>
<td>$6,335</td>
<td>$6,030</td>
<td>$5,400</td>
<td>$5,020</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$6,635</td>
<td>$5,390</td>
<td>$5,120</td>
<td>$4,670</td>
<td>$4,360</td>
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<tr>
<td>1/2-page (island)</td>
<td>$4,605</td>
<td>$4,440</td>
<td>$4,145</td>
<td>$3,740</td>
<td>$3,475</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$4,440</td>
<td>$4,225</td>
<td>$3,970</td>
<td>$3,585</td>
<td>$3,330</td>
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<tr>
<td>1/3-page</td>
<td>$4,175</td>
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<td>$3,785</td>
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<td>$3,175</td>
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<td>1/4-page</td>
<td>$3,495</td>
<td>$3,360</td>
<td>$3,185</td>
<td>$2,905</td>
<td>$2,720</td>
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<td>$6,370</td>
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<td>Cover 3*</td>
<td>$6,625</td>
<td>$6,225</td>
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</tr>
<tr>
<td>Cover 4*</td>
<td>$7,255</td>
<td>$6,535</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

* Includes 3-or 4-color process

CLASSIFIED RATES: Boxed/display ads. One-inch minimum. All classified ads are payable with copy and are non-commissionable. Gross rates listed. Color charges additional.

1x.........$155 3x...........$145 6x...........$135
12x...........$125

INSERT RATES: Contact publisher for more information.

TERMS & CONDITIONS: Payment & Terms: Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the United States must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.
Ad Requirements

BNP FTP Site Upload Instructions

1. From your internet browser select the FTP site:
3. Under “Select Publication from drop-down window select CANDY INDUSTRY
4. Follow the prompts
5. In the notes field, indicate what the file is for (ad, editorial, issue month, etc.)
6. NO user name or passwords are necessary
7. If you have any questions or problems, please contact Jennifer Allen-Wise, production manager, at:
   allen-wisej@bnpmedia.com
   ph: 800-835-4398 x2214 or 818-224-8035 | fx: 248-502-2070

Electronic Ad Submission

Shipping Instructions: Please address all correspondence, space orders, insertion instructions and materials to:
   Jennifer Allen-Wise: allen-wisej@bnpmedia.com
   ph: 800-835-4398 x2214 or 818-224-8035 | fx: 248-502-2070
   22801 Ventura Blvd., Ste.115
   Woodland Hills, CA 91364

Composition: All material requiring any graphic work such as typesetting, layout, etc., must be received 45 days prior to publication date. Mechanical charges are billed at gross.

Platforms: Macintosh preferred (IBM-compatible accepted, fonts will be replaced by Mac versions).

File formats: InDesign, Quark, Photoshop, and Illustrator files are accepted. All fonts and images should be included. High-resolution, print read PDF’s; X1a preferred.

Photos: 300 dpi, at 100% size, saved as TIFF, PSD, or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK unless a spot color has been purchased.

Electronic Submission: E-Mail, FTP upload and CD-ROM accepted. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen-contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless a standard proof is provided. Please supply B&W laser printout for B&W ads.

AD SIZE: Crop marks for full-page ads should be at trim size 203.2mm x 273.05mm. Bleeds should extend beyond trim crop marks by 3.175mm on each side. Text and images must be kept at least 6.35mm away from trim edges.

Printing: Body forms and covers heat-set web offset.


List Rental: The most powerful, responsive list of confectionery industry professionals is just a call away. Complement your advertising program and introduce new products by renting Candy Industry’s exclusive subscriber list. Contact Kevin Collopy of InfoGroup at: kevin.collopy@infogroup.com or 402-836-6265

Reprints: Jill DeVries | 248-244-1726 | devriesj@bnpmedia.com

Advertising Space Sizes

Trim Size: 8” x 10-3/4” (203mm x 273mm)

<table>
<thead>
<tr>
<th>FULL-PAGE</th>
<th>1/2 island</th>
<th>1/2 page vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>7” x 10” (178mm x 254mm)</td>
<td>4.5” x 7.5” (114mm x 191mm)</td>
<td>3.375” x 10” (86mm x 254mm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2/3 page vertical</th>
<th>1/3 page horizontal</th>
<th>1/3 page vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.375” x 10” (86mm x 254mm)</td>
<td>7” x 3.3125” (178mm x 80mm)</td>
<td>2.125” x 10” (54mm x 254mm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/3 page square</th>
<th>1/4 page vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5” x 4.875” (114mm x 124mm)</td>
<td>3.375” x 4.875” (86mm x 124mm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 page horizontal</th>
<th>7” x 2.375” (178mm x 60mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7” x 4.875” (178mm x 124mm)</td>
<td></td>
</tr>
</tbody>
</table>

CONTACT US

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