

# CONFECTIONERY

## PRODUCTION

chocolate, sweets, snacks & bakery

## US \$ Media Kit 2026



Your trusted media for  
the confectionery sector





## EDITORIAL DIRECTION FOR 2026

*Confectionery Production* has been the leading independent, international monthly publication for the confectionery, chocolate, sweet bakery and snack sectors since 1934.

The magazine, which has proudly just marked its 90th anniversary, features the best in industry news, technical features, analysis, comment, exclusive interviews from around the world, as well as product innovation across the sector's diverse categories.

Notably, our title and its associated websites remain editorially led, with each issue looks at the entire production process of confectionery, from ingredients and raw materials right through to processing equipment and packaging technology.

Through each edition, we explore the latest trends in the sector, including the impact of sugar reduction initiatives, cocoa supply chains, international regulations, automation, AI developments, mergers and acquisitions, as well as a move towards more sustainable packaging concepts, through interviews, factory and site visit reports, conference reviews and engaging case studies.

Complementing the magazine, our website – **confectioneryproduction.com** – is receiving a fresh upgrade, featuring daily news updates and information on product innovation, plus exclusive video coverage from events and key industry gatherings and developments around the world. This includes regular interviews with leading figures from the confectionery, as well as sweet bakery world.

Moreover, there is also a free weekly e-newsletter as well as a digital membership with access to additional web content and downloads, making for dynamic coverage of our vibrant international sector.

Meanwhile, the Sweets & Savoury Snacks World element of the magazine has its own website – **sweetsandsavourysnacksworld.com** – and fortnightly e-newsletter for confectionery, chocolate and snack buyers, retailers and wholesalers. We also ensure our growing number of LinkedIn group members, as well as other social media platforms including X and Instagram followers are fully catered for too.

**Neill Barston, Editor,  
Confectionery Production**

### Editorial Advisory Board

Association of the Chocolate, Biscuits and Confectionery Industries of Europe (Caobisco)

**Andreas Bertram** Managing Director, Central College of the German Confectionery Industry (ZDS)

**Andy Baxendale** Confectionery Consultant

**Chantal Coady OBE** Co-chair of the Academy of Chocolate

**Graham Godfrey** Confectionery Consultant

**Claudio Zanão** CEO, Brazilian Manufacturers Association of Biscuit, Pasta and Industrialised Bread & Cakes (ABIMAPI)

## CONTACT US

### **Editor:**

**Neill Barston**

Email: [nbarston@bellpublishing.com](mailto:nbarston@bellpublishing.com)

Tel: +44 1474 532202

### **Group Advertising Manager:**

**Samantha Bull**

Tel: +44 1474 532 202

E-mail: [sam@bellpublishing.com](mailto:sam@bellpublishing.com)

### **Editorial & Sales Office:**

57 Bath Street, Gravesend

Kent DA11 0DF, UK

[www.bellpublishing.com](http://www.bellpublishing.com)

Tel: +44 1474 532202

### **Sales Manager:**

**Dave Johnson**

E-mail: [dave@bellpublishing.com](mailto:dave@bellpublishing.com)

Tel: +44 1474 532 202

### **Digital Editor:**

**Inês Coutinho**

Email: [ines@bellpublishing.com](mailto:ines@bellpublishing.com)

Tel: +44 1474 532202

## ONLINE STATISTICS

|                                      |        |
|--------------------------------------|--------|
| <b>Newsletter Audience</b>           | 3,747  |
| <b>Average Newsletter Open Rate:</b> | 21.6%  |
| <b>Average eblast open Rate</b>      | 19.62% |
| <b>LinkedIn page</b>                 | 2,588  |
| <b>LinkedIn group</b>                | 4,857  |
| <b>X</b>                             | 3,720  |

## WEBSITE STATISTICS

|                                 |   |
|---------------------------------|---|
| <b>Website Geographic Reach</b> | 210+  |
| <b>Users per month:</b>         | 19,258  |
| <b>Sessions per month:</b>      | 24,249  |
| <b>Impressions per month</b>    | 95,641  |
| <b>Page Views per month:</b>    | 29,617  |
| <b>Top Page Views:</b>          | News, Magazine, New products, Suppliers directory, Advertise                        |
| <b>Top Core Topic:</b>          | Cocoa & chocolate   |
| <b>Top Geographic Regions:</b>  | USA, UK, Germany, India, Singapore, Netherlands, China, Canada, France, Switzerland |

*Confectionery Production* is the leading source for unbiased, independent coverage of the confectionery, biscuit, sweet bakery and snack sectors. Since 1934, the magazine has been read by the industry's decision makers and specifiers throughout the world.

Today, our **highly-targeted print circulation** of named key personnel covers a readership of more than 15,000 in 85 countries. Job functions range from board level management to those involved in production, plant engineering, R&D, quality control, sales and marketing.

**Additional distribution** is provided at all the major trade shows throughout the year - in fact CP goes to more international trade shows and conferences than any other publication in our marketplace.

The combination of targeted readership and high quality "must-read" editorial from our team of expert writers all over the world in 10 issues per year, provides a cost-effective medium for reaching decision makers across the entire industry.

Average print circulation - 4,000 to 85 countries. 10 issues per year. The pass-on rate of 3.9 gives a readership of more than 15,900 for the print magazine only. Reach including web, print and online magazine is over 45,000 per month.

Served in  
Over  
**85**  
countries

Total  
Overall  
Reach  
**4,000**

## CIRCULATION BY PRODUCT SECTOR %



**22%**

Chocolate/cocoa



**30%**

Sugar  
confectionery



**20%**

Bakery & snacks



**9%**

Processing/  
packaging  
machinery &  
materials



**5%**

NPD & research



**6%**

Ingredients



**4%**

Other  
(consultants,  
academic, etc)



**4%**

Wholesale/retail

# CONFECTIONERY PRODUCTION FEATURES 2026

## February

- **ISM & ProSweets preview**
  - Chocoa/WCF focus
  - Cocoa and ethical sourcing
    - Robotics & AI
  - Jellies, gums and finished products
    - **Nordic confectionery**

## March

- Aeration and enrobing
- Bread production/pizza focus
  - Flexible packaging
- Fudge, toffee & Caramel
- **Australian market focus**

## April

- Sustainability
- Oils, fats and gum
  - Emulsifiers
- Biscuit production
- **China focus**

## May

- **Interpack focus**
- **Sweets & Snacks Expo preview**
  - Cocoa processing
  - Turnkey solutions
- Better-for-you confectionery
  - Forming & extrusion

## June

- **Snackex preview**
  - Vegan market
  - Sorting and inspection
  - Cooking and depositing
    - Form, fill and seal

## July/August

- **Candy, lollipops and gelato**
  - Packaging technology
  - Private label confectionery
  - Glazing, polishing and coating
  - **Italian focus**

## September

- **World Confectionery Conference preview**
  - Artisan products
  - Bakery technology
  - Safety and hygiene
  - Printing and branding

## October

- **Pack Expo preview/PPMA**
  - Wrapping technology
- Process control & automation/AI
  - Inclusions and decorations
  - Sugar and sweeteners
- **Ecuador & Colombia focus**

## November

- **Supplier profile edition**
- **Gulfood Manufacturing show edition**
  - **FIE Europe preview**
    - Chocolate processing
    - Flavours and colours
    - Labelling & coding
    - Bakery products

## December 2026/January 2027

- **Chocotech preview**
  - Functional ingredients
  - Chocolate confectionery
  - Conveyors and packaging
  - Sustainability (equipment design)

# **SUPPLIER PROFILES BUMPER ISSUE**

## **November 2026**

Book a Half Page or Full Page advert within this November issue, and get the same equivalent space **FREE OF CHARGE** for editorial content.

## It's that simple!

## WHOLE PAGE OPTION 1

Full page advert and full page editorial (up to 500 words) with images and logo FREE of charge

SUPPLIER PROFILE

HEAT AND CONTROL

Heat and Control

Heat and Control

407 Creek Road  
Lancaster, PA 17601  
Overseas: +1 717 544 0000

Tel: +1 717 3877 6323  
Fax: +1 717 334 8371  
Email: [heatandcontrol@heatandcontrol.com](mailto:heatandcontrol@heatandcontrol.com)

**International Offices**

Philadelphia, USA  
Lancaster, USA  
Netherlands  
UK

+1 717 3877 6323  
+1 717 334 8371  
+31 20 480 940

Moscow, Russia  
+7 495 920 0000  
Russia, +7 495 920 0000

London, United Kingdom  
Tel: +44 1882 800 420

Innovation, creativity and quality

since 1953

For over 50 years across food industry and applications, Heat and Control's specialized expertise and experience has set the standard for food, efficiency, and quality.

From raw material handling, processing and packaging to finishing lines

to finish ensures full efficiency and performance. From raw product processing to final product packaging, frying, cooking, thermal processing, pressurizing, and cooling, Heat and Control's ancillary equipment to maintain high quality standards.

Product Headline

Maintain efficient production at optimal capacity, with a focus on quality management that achieves accurate food handling, processing, and product flow. Includes conveyors, elevators, and proportional feeding systems.

Producing the world's best tasting

snack food products, our industry

experience and expertise allows us to

design and package the highest quality

products. From popcorn, pretzels, chips,

cookies, candies, tortilla chips, nachos,

coated nuts, ramen and many more.

Our value-added systems prepare

and package a wide variety of products,

pork, poultry, and seafood to create a

wide variety of products for all.

Our French systems for confectionery

processes many different products,

including straight and curved

conveyors, straight and curved

wedges, and potato co-products.

Our systems are designed to be

flexible, efficient, and easy to

maintain, resulting in a better

product, more efficiency, and less

cost. For more information, visit [heatandcontrol.com](http://heatandcontrol.com)

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cost. For more information, visit [heatandcontrol.com](http://heatandcontrol.com)

Everything you need to move your product from A - Z

Smart and flexible conveying that keeps your line running smoothly. We provide a wide variety of innovative and dependable conveying and product handling systems to move product through the line as efficiently as possible.

LOOKING BACK - PRESSING FORWARD  
ALWAYS INNOVATIVE.

HEAT AND CONTROL

[heatandcontrol.com](http://heatandcontrol.com)

info@heatandcontrol.com

1-800-334-8371

NOVEMBER 2004

collectionproduction.com 43

## HALF PAGE OPTION 1

Half page horizontal advert and half page editorial (up to 300 words) with images and logo FREE of charge

SUPPLIER PROFILE

GNT

EXBERRY<sup>®</sup>

by GNT

**GNT Group**

Industrieweg 10, 5231 HR - Maastricht, Netherlands

Tel: +31 43 700000

Web: [exberry.com](http://exberry.com)

Founded in 1978, GNT is a family-owned company pioneering fruit and vegetable processing for the food industry.

The business is known worldwide for its Exberry brand of freeze-dried, dried and juiced fruit and vegetables. In its factories and plants, the colours are used in more than 2,700 manufactured in 86 countries.

Today, the Exberry colour portfolio features over 400 products spanning the whole rainbow, including those requiring a high level of stability.

They are available in a wide variety of formats and can provide a range of benefits to food manufacturers, including all types of confectionery, baked goods, and snacks. Exberry colourings are natural, safe, and easy to use, ensuring consistency and ease of use.

**Support**

With more than 30 years experience using plant-based colours, the Dutch-headquartered company's experts can provide the right colouring for your product and its colour product development process. This includes colour selection and performance, stability testing, colour innovation, regulatory compliance, and colour matching.

**Supplies**

As a global market company, it is committed to sustainable agriculture and always plans for the long term. This is why we have spent decades building a strong and reliable supply chain that guarantees the quality and availability of our raw materials.

It has an approach of establishing long-term partnerships with its suppliers, which is why it has a long history of repeat business. Furthermore, its family ownership also enables us to invest in the future of the company and its employees to maintain our supplies – even in the face of global crises and challenges.

**Sustainability**

Sustainability is a key priority for GNT and we have set out 17 ambitious targets to optimise our environmental and social impact, and to support the UN's Sustainable Development Goals for the current decade.

Our greenhouse gas figures are independently audited and published annually. Product Environmental Footprint (PEF) is a key metric for Exberry products. It helps us to demonstrate the environmental sustainability data on their product packaging.

Exberry colourings are natural, safe, and easy to use, ensuring consistency and ease of use.

EXBERRY<sup>®</sup>

**ACHIEVE BRIGHT ORANGE SHADES**

with EXBERRY<sup>®</sup> paprika solutions

CLEAN LABEL

VIBRANT

VEGAN

Exberry<sup>®</sup> by GNT has developed a water-dispersible paprika solution that is ideal for use in confectionery to achieve vibrant orange shades in confectionery.

EXBERRY.COM

52 confectioneryproduction.com

NOVEMBER 2014

## HALF PAGE OPTION 2

Half page vertical advert and half page editorial  
(up to 300 words) with images and logo FREE of charge

**To book your space now contact Dave Johnson**

Tel: +44 1474 532202

Email: [dave@bellpublishing.com](mailto:dave@bellpublishing.com)

Visit  @World Confectionery Conference

# WORLD CONFECTIONERY CONFERENCE

chocolate, sweets, snacks & bakery

2026

Back 10 September 2026

ENQUIRE NOW:  
[dave@bellpublishing.com](mailto:dave@bellpublishing.com)

Organised by

CONFECTIONERY  
PRODUCTION  
chocolate, sweets, snacks & bakery

 **BELL**  
PUBLISHING

[confectioneryconference.com](http://confectioneryconference.com)

## ADVERTISING RATES 2026 (PRINT) US \$

| Advertising Option                 | Description                                  | Specifications   | Rate    |
|------------------------------------|--|--|---------|
| Inside front Cover                 | Premium placement on the inside front cover  | Trim Size:<br>210mm wide x 297mm high  | \$4,025 |
| Inside Back Cover                  | Premium placement on the inside back cover   | Trim Size:<br>210mm wide x 297mm high  | \$3,845 |
| Outside back cover                 | Premium back cover advertisement             | Trim Size:<br>210mm wide x 297mm high  | \$4,025 |
| Double Page Spread                 | Double page spread Advertisement             | Trim size:<br>420mm wide x 297mm high  | \$5,495 |
| Full page                          | Full-page advertisement                      | Trim Size:<br>210mm wide x 297mm high  | \$3,450 |
| Junior                             | Junior page advertisement<br>right hand page | Trim Size:<br>130mm wide x 188mm high  | \$2,695 |
| Half page                          | Half-page advertisement                      | Trim Size:<br>87mm wide x 254mm high<br>Trim Size: Horizontal<br>185mm wide x 125mm high | \$2,195 |
| Quarter page                       | Quarter-page advertisement                   | Trim Size:<br>90mm wide x 125mm high   | \$1,915 |
| Double Page Spread:<br>Advertorial | Double page spread<br>Advertorial (2 pages)  | 1400 words, & Images, including URL<br>Trim Size:<br>420mm wide x 297mm high             | \$5,595 |
| One Page Advertorial               | One Page Advertorial                         | 700 words & images, including URL<br>Trim Size:<br>210mm wide x 297mm high               | \$3,450 |

### Classified advertising rates 2026

|                             |                         |  |                    |
|-----------------------------|-------------------------|--|--------------------|
| Classified<br>Advertisement | Full Page               | Trim Size:<br>180mm wide x 257mm high  | \$2,090            |
| Classified<br>Advertisement | Half Page               | Trim Size:<br>180mm wide x 128mm high  | \$1,550            |
| Classified<br>Advertisement | Quarter Page            | Trim Size:<br>87mm wide x 118mm high   | \$1,315            |
| Directory annual advert     | Directory for 12 months | Print standard box (+ online listing)<br>Print double box (+ online listing) | \$1,325<br>\$1,780 |

**Book 5 display or classified adverts** at the same time and receive a 20% discount on any three or six month online advertising option.

**Book 10 display or classified adverts** at the same time and receive a 40% discount on any three or six month online advertising option. (E-shots excluded)

## ADVERTISING RATES 2026 (ONLINE) US \$

Our websites – **confectioneryproduction.com** and **sweetsandsavourysnacksworld.com**

| Advertising Option      | Description  | Specifications  | Rate                     |
|-------------------------|--|---|--------------------------|
| Leaderboard 1           | Banner ad situated on homepage of our website next to logo                         | Size: 728w x 90h pixels   | \$1,490 per month        |
| Leaderboard 2           | Banner ad on the homepage of our website   | Size: 728w x 90h pixels   | \$1,490 per month        |
| Medium Banner           | Banner ad on the homepage of our website   | Size: 468w x 60h pixels   | \$1,395                  |
| MPU                     | Banner ad on right hand side of all pages of the website                           | Size: 300w x 250h pixels  | \$1,490 per month        |
| Sponsored News          | Article or blog post with your branding  | Up to 80 words, includes subject line, image & link to your website   | \$495 per post per month |
| Social Media Post       | Sponsored post or Video posted on our social media channels                        | Includes one post on Twitter & LinkedIn ( content or Video, hashtags, image, you provide ) MP4 player for video   | \$450 per post           |
| Online Directory advert | Online Dairy Directory for 12 months   | Logo, company profile, all contact details, listed under key headings   | \$815 for 12 months      |
| Video                   | Feature your video on our website, giving it prominent visibility to our audience. | Placement: Video section of the website. Inclusions: Video thumbnail, description, and a link to more information | \$1,895 per month        |
| POP up box              | Highly visible space that can capture immediate attention from website visitors    | 600 (width) by 420 (height) px  | \$450 per week           |

### ENEWSLETTER ADVERTISING

|                            |   |   |                   |
|----------------------------|---|---|-------------------|
| Sole Leader board          | Premium position top of e-newsletter  | Size: 728w x 90h pixels   | \$450 per week    |
| Leaderboard                | Banner ad on weekly e-newsletter  | Size: 728w x 90h pixels   | \$1,390 per month |
| MPU                        | Advert on weekly e-newsletter   | Size: 300w x 250h pixels  | \$1,390 per month |
| Sponsored News             | Article or Blog post with your branding situated under editors blog before news.                              | Up to 80 words, includes subject line, image & link to your website   | \$1,550 4 weeks   |
| Eblast                     | Dedicated e-blast sent to our entire subscriber base to promote your campaign.                                | Your message, and a call-to-action, and links Inclusions Logo, image, and hyperlinks ( please provide full HTML File or we can create ) | \$3,170           |
| White Paper E-blast        | Dedicated e-blast sent to our subscriber list featuring your white paper and added to our website at no cost. | Brief introduction, summary, Image and a call-to-action to download the full white paper. Logo, image, and download link                | \$3,200           |
| Digital issue              | Leaderboard ad featured in the e-blast announcing the latest issue of our magazine.                           | Top of the Eblast, 728w x 90h pixels and URL  | \$1,450           |
| Print & Web: Combo Package | Full-page print ad plus Leader board banner ad on website   | Full-page ad + 728w x 90h pixels one month  | \$4,290           |

**Discounts available for multi-issue bookings or long-term digital advertising.  
Bespoke packages can be tailored to your needs and budget.**



### WHAT IS BLEED

Adverts with images or backgrounds that meet at the edge of the page must include a **3mm extra content** on each side to avoid the risk of being trimmed in the printing process, and showing a white gap at the edge of your advert.

### WHAT IS THE SAFETY MARGIN

All type and important information must be contained in a **10mm margin** around all edges of the page to avoid being trimmed off in the printing process

| ADVERT SPECIFICATIONS        |                                | ADVERT SPECIFICATIONS  |                               |
|------------------------------|--------------------------------|------------------------|-------------------------------|
| <b>1/2 PAGE (HORIZONTAL)</b> | <b>185mm wide x 125mm high</b> | <b>1/4 PAGE</b>        | <b>90mm wide x 125mm high</b> |
| <b>NO BLEED NEEDED</b>       |                                | <b>NO BLEED NEEDED</b> |                               |
| <b>1/2 PAGE (HORIZONTAL)</b> | <b>185mm wide x 125mm high</b> | <b>1/4 PAGE</b>        | <b>90mm wide x 125mm high</b> |
| <b>NO BLEED NEEDED</b>       |                                | <b>NO BLEED NEEDED</b> |                               |

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## SWEETS & SAVOURY SNACKS WORLD

The website *Sweets & Savoury Snacks World* – [sweetsandsavourysnacksworld.com](http://sweetsandsavourysnacksworld.com) – is the leading web magazine and digital media channel for the worldwide confectionery, chocolate, snacks and sweet bakery sectors. The sister website of leading magazine Confectionery Production, which has served the manufacturing industry since 1934, content from Sweets & Savoury Snacks World is included in the easily-recognisable 'pink pages' within CP, giving an overview of the entire confectionery market, all in one place.

**Focusing on end products**, the website helps buyers, wholesalers and retailers maximise their efficiency and buying power in today's competitive market with daily news and features on the dynamic global chocolate, confectionery and snacks sector, as well as news from the major international trade fairs and events.

There is also an events diary, the popular Confectioner's

Comment, Editor's Blog, comprehensive events diary, video content and more. The **digital platform** is extended with the bi-weekly e-newsletter, Twitter, Instagram, and private LinkedIn group to complete the package.

The e-newsletter brings a synopsis of industry news from this fast moving sector straight to your inbox. Our knowledge of this readership means we can offer strategically relevant and targeted content.

Twitter and Instagram followers, as well as LinkedIn group members, are kept regularly updated, opening up interaction and engagement between members around the world.

**Neill Barston, Editor,  
Confectionery Production and  
SweetsandSavourySnacksWorld.com**  
**nbarston@bellpublishing.com**

## DIGITAL CIRCULATION

Sweets and Savoury Snacks World.com is a fast growing digital media channel for the worldwide confectionery, chocolate, snacks and sweet bakery sector. The website, e-newsletter and social media streams include daily news updates on end products and packaging, promotions, trends, retail and POS, wholesale, marketing and distribution.

## E-NEWSLETTER & SOCIAL MEDIA

The Sweets and Savoury Snacks World.com fortnightly e-newsletter has over 2,500 registrations.

**X: @sweetsnsavoury**

**Followers:** 3,500

**Average monthly impressions:** 11,059

**X accounts for 42% of social network referrals to website page views, with Instagram on 30%.**



**Instagram: sweetsnsavoury**

The rapidly-growing Instagram account engages readers with product launches and industry news and drives web traffic.



**LinkedIn group:** 1,340 professionals interact in our private group (up 10% on last year).





## Contact our sales team now



### **Food & Drink Technology**

Ben Askew - [ben@bellpublishing.com](mailto:ben@bellpublishing.com)



### **Dairy Industries International**

Samantha Bull - [sam@bellpublishing.com](mailto:sam@bellpublishing.com)



### **Tea & Coffee Trade Journal**

Chris Meer - [chris@bellpublishing.com](mailto:chris@bellpublishing.com)



### **CanTech International**

Sarah Hills - [sarah.hills@bellpublishing.com](mailto:sarah.hills@bellpublishing.com)



### **Confectionery Production**

Dave Johnson - [dave@bellpublishing.com](mailto:dave@bellpublishing.com)

## Our events

