

CONFECTIONERY

PRODUCTION

chocolate, sweets, snacks & bakery

€ 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)

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ONLINE STATISTICS

Newsletter Audience	3,747
Average Newsletter Open Rate:	21.6%
Average eblast open Rate	19.62%
LinkedIn page	2,588
LinkedIn group	4,857
X	3,720

WEBSITE STATISTICS

Website Geographic Reach	210+
Users per month:	19,258
Sessions per month:	24,249
Impressions per month	95,641
Page Views per month:	29,617
Top Page Views:	News, Magazine, New products, Suppliers directory, Advertise
Top Core Topic:	Cocoa & chocolate
Top Geographic Regions:	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)

ADVERTISING RATES 2026 (PRINT) €

Advertising Option	Description	Specifications	Rate
Inside front Cover	Premium placement on the inside front cover	Trim Size: 210mm wide x 297mm high	€3,220
Inside Back Cover	Premium placement on the inside back cover	Trim Size: 210mm wide x 297mm high	€3,075
Outside back cover	Premium back cover advertisement	Trim Size: 210mm wide x 297mm high	€3,230
Double Page Spread	Double page spread Advertisement	Trim size: 420mm wide x 297mm high	€5,025
Full page	Full-page advertisement	Trim Size: 210mm wide x 297mm high	€2,750
Junior	Junior page advertisement right hand page	Trim Size: 130mm wide x 188mm high	€2,170
Half page	Half-page advertisement	Trim Size: 87mm wide x 254mm high Trim Size: Horizontal 185mm wide x 125mm high	€1,750
Quarter page	Quarter-page advertisement	Trim Size: 90mm wide x 125mm high	€1,550
Double Page Spread: Advertorial	Double page spread Advertorial (2 pages)	1400 words, & Images, including URL Trim Size: 420mm wide x 297mm high	€5,055
One Page Advertorial	One Page Advertorial	700 words & images, including URL Trim Size: 210mm wide x 297mm high	€2,680

Classified advertising rates 2026

Classified Advertisement	Full Page	Trim Size: 180mm wide x 257mm high	€2,095
Classified Advertisement	Half Page	Trim Size: 180mm wide x 128mm high	€1,530
Classified Advertisement	Quarter Page	Trim Size: 87mm wide x 118mm high	€1,315
Directory annual advert	Directory for 12 months	Print standard box (+ online listing) Print double box (+ online listing)	€1,100 €1,410

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) €

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	€1,250
MPU	Banner ad on right hand side of all pages of the website	Size: 300w x 250h pixels	€1,390 per month
Sponsored News	Article or blog post with your branding	Up to 80 words, includes subject line, image & link to your website	€1,470 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	€425 per post
Online Directory advert	Online Dairy Directory for 12 months	Logo, company profile, all contact details, listed under key headings	€575 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	€1,700 per month
POP up box	Highly visible space that can capture immediate attention from website visitors	600 (width) by 420 (height) px	€315 per week

ENEWSLETTER ADVERTISING

Sole Leader board	Premium position top of e-newsletter	Size: 728w x 90h pixels	€375 per week
Leaderboard	Banner ad on weekly e-newsletter	Size: 728w x 90h pixels	€1,490 per month
MPU	Advert on weekly e-newsletter	Size: 300w x 250h pixels	€1,490 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	€1,470 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)	€2,530
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	€2,750
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	€3,150

**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
<p>1/2 PAGE (HORIZONTAL)</p> <p>185mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/4 PAGE</p> <p>90mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>
<p>1/2 PAGE (HORIZONTAL)</p> <p>185mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/4 PAGE</p> <p>90mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>
<p>1/2 PAGE (HORIZONTAL)</p> <p>185mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>	<p>1/4 PAGE</p> <p>90mm wide x 125mm high</p> <p>NO BLEED NEEDED</p>

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!

A vibrant collage of various confectionery products, including lollipops, gummy bears, and wrapped candies, arranged in a grid-like pattern. The BCH logo is prominently displayed in the center of the collage.

WHOLE PAGE OPTION 1

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

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[®]

by GNT

GNT Group

Industrieweg 20, 5331 HR - Maastricht, Netherlands

Tel: +31 43 36 50 000

Web: exberry.com

Founded in 1978, GNT is a family-owned company pioneering in the development of natural fruit and vegetable extracts.

The business is known worldwide for its broad range of natural fruit and vegetable extracts. Made from fruits, vegetables and plants, the extracts are used in a variety of food and beverage applications in 85 countries.

Today, the Exberry colour portfolio features over 400 products spanning the whole rainbow, including extracts that support skin health.

They are available in a wide variety of formats and can deliver the best performance in food and beverage applications, including all types of confectionery, baked goods, and snacks. Exberry colour extracts are also used for their colouring, stability and ease of use.

Support

With more than 40 years experience using plant-based colours, the Dutch-headquartered company's experts can provide manufacturers with full support throughout the entire product development process, from colour selection and performance, stability testing, concept innovation, recipe development and colour matching.

Supplies

As a family-owned company, it is committed to sustainable agriculture and a zero waste policy for the long term. This is why we have spent decades building a strong and resilient supply chain that can withstand the challenges of the future.

It takes an approach of establishing long-term partnerships with suppliers and farmers to ensure the best quality and results. Furthermore, its family ownership also enables us to respond quickly to any challenges and to always strive to maintain our supplies – even in the face of global crises and shortages.

Sustainability

Sustainability is a key priority for GNT and we have set out 17 ambitious targets to optimise our environmental and social performance, and to reduce our impact on the planet by 2030, the current decade.

Our sustainability targets are independently verified by the Environmental Reporting Bureau (ERB) and the Product Environmental Profile (PEP) methodology. For Exberry products to help manufacturers achieve sustainability data on their product packaging.

Exberry fruit and vegetable extracts

Exberry fruit and vegetable extracts

Exberry[®] by GNT has developed a water-dispersible powder emulsion, enabling manufacturers to achieve the same vibrant colour in a more cost-effective way.

Exberry[®] by GNT

52 colorationproduction.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

Visit  @World Confectionery Conference

WORLD CONFECTIONERY CONFERENCE

chocolate, sweets, snacks & bakery

2026

Back 10 September 2026

ENQUIRE NOW:
dave@bellpublishing.com

Organised by

CONFECTIONERY
PRODUCTION
chocolate, sweets, snacks & bakery

 **BELL**
PUBLISHING

confectioneryconference.com



SWEETS & SAVOURY SNACKS WORLD

The website *Sweets & Savoury Snacks World* – 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



Dairy Industries International

Samantha Bull - sam@bellpublishing.com



Tea & Coffee Trade Journal

Chris Meer - chris@bellpublishing.com



CanTech International

Sarah Hills - sarah.hills@bellpublishing.com



Confectionery Production

Dave Johnson - dave@bellpublishing.com

Our events

