

# 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](https://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](https://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

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## February

- **ISM & ProSweets preview**
  - Chococoa/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:<br>210mm wide x 297mm high  | €3,220           |
| Inside Back Cover                        | Premium placement on the inside back cover  | Trim Size:<br>210mm wide x 297mm high  | €3,075           |
| Outside back cover                       | Premium back cover advertisement            | Trim Size:<br>210mm wide x 297mm high  | €3,230           |
| Double Page Spread                       | Double page spread Advertisement            | Trim size:<br>420mm wide x 297mm high  | €5,025           |
| Full page                                | Full-page advertisement                     | Trim Size:<br>210mm wide x 297mm high  | €2,750           |
| Junior                                   | Junior page advertisement right hand page   | Trim Size:<br>130mm wide x 188mm high  | €2,170           |
| Half page                                | Half-page advertisement                     | Trim Size:<br>87mm wide x 254mm high<br>Trim Size: Horizontal<br>185mm wide x 125mm high | €1,750           |
| Quarter page                             | Quarter-page advertisement                  | Trim Size:<br>90mm wide x 125mm high   | €1,550           |
| Double Page Spread: Advertorial          | Double page spread Advertorial (2 pages)    | 1400 words, & Images, including URL<br>Trim Size:<br>420mm wide x 297mm high             | €5,055           |
| One Page Advertorial                     | One Page Advertorial                        | 700 words & images, including URL<br>Trim Size:<br>210mm wide x 297mm high               | €2,680           |
| <b>Classified advertising rates 2026</b> |   |  |                  |
| Classified Advertisement                 | Full Page                                   | Trim Size:<br>180mm wide x 257mm high  | €2,095           |
| Classified Advertisement                 | Half Page                                   | Trim Size:<br>180mm wide x 128mm high  | €1,530           |
| Classified 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)             | €1,100<br>€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.

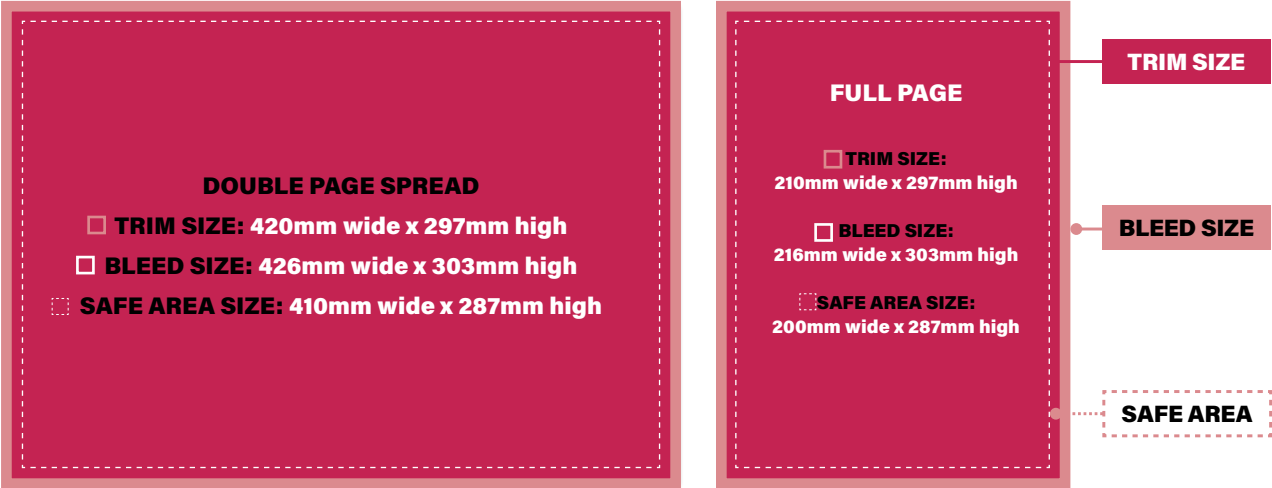
**Book 10 display or classified adverts** at the same time and receive a 40% discount on any three or six month online advertising option. (*E-shots excluded*)

## 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 pixelsw   | €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, hash-tags, 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             |
| <b>ENEWSLETTER ADVERTISING</b> |   |  |                           |
| 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<br>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  |  |
|--|--|--|--|
| <b>1/2 PAGE<br/>(HORIZONTAL)</b><br><b>185mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> |  | <b>1/4 PAGE</b><br><b>90mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> | <b>1/4 PAGE</b><br><b>90mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> |
| <b>1/2 PAGE<br/>(HORIZONTAL)</b><br><b>185mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> |  | <b>1/4 PAGE</b><br><b>90mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> | <b>1/4 PAGE</b><br><b>90mm wide x 125mm high</b><br><b>NO BLEED NEEDED</b> |

confectioneryproduction.com

confectioneryproduction.com 7



# 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!

# SWEETEN YOUR SUCCESS

with BCH confectionery  
turkey solutions

Find us at:  
**GULFOOD  
MANUFACTURING**  
 3-7 NOV 2024  
[www.bchltd.com](http://www.bchltd.com)

## BCH

**BCH (Redcliffe)**  
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 Tel: +44 (0)151 6022122  
 Email: [info@bchltd.com](mailto:info@bchltd.com)  
 Web: [bchltd.com](http://bchltd.com)

Established in 1959, BCH has since become a worldwide leader in the supply of high-quality process systems for both the food and confectionery industries, its dedication to meeting advanced engineering technology is rewarded by their team of skilled engineers and field technicians to establish a diverse technical hub of food and confectionery expertise.

BCH is a specialist in the supply of automation machines and handling process solutions for the manufacture of a large range of confectionery products including shell/ganache, hard and soft centres, creams, marsh, jam and marmalade. It also provides advanced drying, curing and coating systems using hot air, steam and liquid media, sprays, dips, seal and icing filling, filling and heat treating.

BCH is committed to delivering the highest quality customer service to their clients. They combine industry expertise, cutting edge technology, and exceptional customer service to provide you with the best possible experience.

Its innovative site features an extensive range of processing equipment for coating, mixing, coating, filling, spraying, drying, curing and coating. The vast and diverse range of equipment, machinery and facilities are all supported by in-house personnel with a wide-ranging knowledge of process design, food science, personnel safety and software.

This allows customers the opportunity to refine new and existing products, as well as upgrading existing operations to meet evolving demands. BCH's process

CONFECTIONERY  
SOLUTIONS

know how enables them clients to specialise production, allowing the end product to reach the wider market place of 150+ food items.

With 100 years of experience, BCH has been a long time for the company, delivering solutions for the confectionery and confectionary customers.

As a result, BCH continues the leading supplier of automation systems that use the best of the most innovative alternative solutions, and offer the only true client to client system solution.

The company has heavily invested in new plant and equipment over the last 10 years in order to quantify their multi-axis CNC machining problem in realising a further successful pair of serving customers, both new and existing.

BCH will once again be returning to Dubai to exhibit at Gulfood Manufacturing, which takes place from the 3-7 November at the Dubai World Trade Centre.

This year marks a significant milestone in the recent celebration 50th anniversary, after a decade of innovation and progress in food production. It is an honour to also be invited to the BCH stand in the UK Pavilion, located at the Trade Centre Annex (Stand S-222).

[info@confectionaryproducts.com](mailto:info@confectionaryproducts.com)

## WHOLE PAGE OPTION 1

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

[illegible]

## 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**  
Hofweg 100, 8723 HR - Maria, Netherlands  
Tel: +31 (0) 76 530 550  
Web: [www.gnt.com](http://www.gnt.com)

Founded in 1878, GNT is a family-owned company pioneering the creation of products for **sustainable packaging**. The business is known worldwide for its history driven innovation and expertise. Made from both, vegetable and plastic, the colours are used by more than 2,000 manufacturers in its core market.

Notably, the EXBERRY colour portfolio features over 400 products spanning various plastic applications, including options that support clearer and clearer designs. These are available in a wide variety of formats and can deliver effective results in almost any application, including all types of container, bottle, barrel, bag, and article. EXBERRY colours are relevant worldwide for their vibrancy, longevity, stability, and ease of use.

**Support**

With more than 100 years' experience using plant-based colours, the Dutch-headquartered company is experts on product manufacturers with full performance against the entire product development process. This includes colour selection and performance, stability testing, concept approvals, regulatory expertise, and packaging and quality Environmental Protection.

**Sustenance**

As a family-owned enterprise, it is committed to sustainable success and always plan for the long term. This only way can they guarantee the future of a strong and resilient supply chain that guarantees profitable, high-quality products. One of the aspects of establishing long-term partnerships with farmers to ensure responsible agriculture with consistent results. Therefore, its family ownership allows GNT to invest in long-term stabilizing. This approach allows us to maintain top supplier - status in the face of global crises and shortages.

**Sustainability**

Sustainability is a key priority for GNT and has been set out 17 ambitious targets to optimize our environmental and social impacts over the next decade. Our greenhouse gas figures are independently audited and are part of the Product Environmental Footprint Information. Furthermore, GNT is committed to the use of bio-based products. This commitment is reflected in our product packaging.

**EXBERRY<sup>®</sup>**

**ACHIEVE BRIGHT ORANGE SHADES**  
with EXBERRY<sup>®</sup> pigments & solutions





EXBERRY<sup>®</sup> has developed a wide variety of pigments and solutions to achieve vibrant orange shades in packaging.

**EXBERRY.COM**

See [www.environmentalbulletin.com](http://www.environmentalbulletin.com) NOVEMBER 2024

## 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

The View, London

# 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](https://confectioneryconference.com)**



## SWEETS & SAVOURY SNACKS WORLD

The website *Sweets & Savoury Snacks World* – [sweetsandsavourysnacksworld.com](https://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](mailto: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

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### Dairy Industries International

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



### Tea & Coffee Trade Journal

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### Confectionery Production

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

## Our events

