CONFECTIONERY PRODUCTION

chocolate, sweets, snacks & bakery



£ Media Kit 2027

Your trusted media for the confectionery sector

SWEETS 'n' SAVOURY SNACKS WORLD



EDITORIAL DIRECTION FOR 2027

Confectionery Production has been the leading independent, international monthly publication for the confectionery, chocolate, sweet bakery and snack sectors since 1934, regularly breaking exclusive global news, views and analysis from across the industry.

The magazine, which has how passed its 90th anniversary, delivering authoritative background and technical features, comment, and 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.

Significantly, we have aimed to lead from the front in our coverage, often tackling challenging subject matter in an even-handed manner, grounded in strong journalistic principles, to reflect breaking topics around the world.

Through each of our ten annual print editions, we explore the latest trends in the sector, including the latest product releases, policy developments, cocoa supply chains, international regulations, automation, AI developments, better-for-you trends, 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 – offers key exclusive sector news coverage that sets the agenda for the industry. In addition, we also cover new product innovation, and video coverage from major trade fairs and expos around the world, from ISM, and Gulfood, through to Sweets & Snacks Expo. This includes regular interviews with leading figures from the confectionery, as well as related sweet bakery markets.

Over the past seven years, we have also seen our popular official Confectionery Production Youtube channel grow significantly, offering an added key visual element to our coverage that has stood us out in the global marketplace.

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	4,531
Average Newsletter Open Rate:	8%
Average eblast open Rate	9%
LinkedIn page	2,877
LinkedIn group	4,935
X	3,208

WEBSITE STATISTICS

Website Geographic Reach	206
Users per month:	17,549
Sessions per month:	21,586
Page Views per month:	27,115
Top Page Views:	News, feature, magazine
Top Core Topic:	Business
Top Geographic Regions:	China, US, UK, France

***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 68 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 68 countries. 10 issues per year. Readership of more than 15,900 for the print magazine only. Reach including web, print and online magazine is over 45,000 per month.





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

Testimonials

“Confectionery Production is always a good read, offering a consistently informative and engaging perspective on the industry. Its eclectic mix of news, market insights, innovation, sustainability, and technical developments keeps me well informed. The content is relevant, balanced- always good to see Plamil news in it - and thought provoking, making it an invaluable resource for confectionery professionals.”

Adrian Ling, managing director, Plamil Foods

“Confectionery Production is outstanding, keeping the confectionery network engaged worldwide. I have complete confidence in all the reporting as it is from first-hand interviews and attendance at international events. Always glad to see Neill and Dave at Exhibitions and Conferences, they are held in such high esteem professionally and personally. The magazine, online and in-person events are highly valued and make a positive impact, always informative.”

Lyn Pitt, managing director, DT&G ltd

CONFECTIONERY PRODUCTION FEATURES 2027

February

- **ISM/ISM Manufacturing preview**
- Chocoa
- Cocoa and ethical sourcing
- Robotics & AI
- Jellies, gums, and finished products
- Anuga Foodtec
- **Scandinavian confectionery**

March

- **World Cocoa Foundation focus**
- Flexible packaging and materials
- Fudge, toffee & caramel
- Bread product/pizza market
- Aeration and enrobing

April

- Sustainability
- biscuit production
- oils, fat, and gum
- Emulsifiers
- Tech reflections
- **Australia market focus**

May

- **Sweets & Snacks Expo focus**
- Turnkey solutions
- Snacks production
- Cocoa processing
- Forming & extrusion
- Better-for-you confectionery
- **North American market focus**

June

- Cooking and depositing
- Vegan market
- Form, fill and seal
- Sorting and inspection
- **China market focus**

July/August

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

September

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

October

- Process control, and automation/AI
- Sugar and sweeteners
- Inclusions and decorations
- Wrapping technology
- **Brazil market focus**

November

- **Supplier profile edition**
- **Gulfood Manufacturing**
- **FIE Europe preview**
- Chocolate processing
- Flavours and colours
- Sustainability (equipment design)
- Bakery products

December 2027-Jan 2028

- Chocolate confectionery
- Functional ingredients
- Labelling and coding
- Conveyors and packaging
- Year in review
- **UK Market focus**

ADVERTISING RATES 2027 (PRINT) £

Advertising Option	Description	Specifications	Rate
Inside front Cover	Premium placement on the inside front cover	Trim Size: 210mm wide x 297mm high	£2,550
Inside Back Cover	Premium placement on the inside back cover	Trim Size: 210mm wide x 297mm high	£2,350
Outside back cover	Premium back cover advertisement	Trim Size: 210mm wide x 297mm high	£2,675
Double Page Spread	Double page spread Advertisement	Trim size: 420mm wide x 297mm high	£3,950
Full page	Full-page advertisement	Trim Size: 210mm wide x 297mm high	£1,950
Junior	Junior page advertisement right hand page	Trim Size: 130mm wide x 188mm high	£1,725
Half page	Half-page advertisement	Trim Size: 87mm wide x 254mm high Trim Size: Horizontal 185mm wide x 125mm high	£1,350
Quarter page	Quarter-page advertisement	Trim Size: 90mm wide x 125mm high	£950
Double Page Spread: Advertorial	Double page spread Advertorial (2 pages)	1400 words, & Images, including URL Trim Size: 420mm wide x 297mm high	£3,750
One Page Advertorial	One Page Advertorial	700 words & images, including URL Trim Size: 210mm wide x 297mm high	£2,250
Classified advertising rates 2027			
Classified Advertisement	Full Page	Trim Size: 180mm wide x 257mm high	£1,650
Classified Advertisement	Half Page	Trim Size: 180mm wide x 128mm high	£1,225
Classified Advertisement	Quarter Page	Trim Size: 87mm wide x 118mm high	£950
Directory annual advert	Directory for 12 months	Print standard box (+ online listing) Print double box (+ online listing)	£975 £1,290

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 2027 (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	£1,175 per month
Leaderboard 2	Banner ad on the homepage of our website	Size: 728w x 90h pixels	£1,175 per month
Medium Banner	Banner ad on the homepage of our website	Size: 468w x 60h pixelsw	£1,100
MPU	Banner ad on right hand side of all pages of the website	Size: 300w x 250h pixels	£1,175 per month
Sponsored News	Article or blog post with your branding	Up to 80 words, includes subject line, image & link to your website	£1,175 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	£375 per post
Online Directory advert	Online Dairy Directory for 12 months	Logo, company profile, all contact details, listed under key headings	£650 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 thumb-nail, description, and a link to more information	£1,450 per month
POP up box	Highly visible space that can capture immediate attention from website visitors	600 (width) by 420 (height) px	£275 per week
ENEWSLETTER ADVERTISING			
Sole Leader board	Premium position top of e-newsletter	Size: 728w x 90h pixels	£350 per week £1,050 4 weeks
Leaderboard	Banner ad on weekly e-newsletter	Size: 728w x 90h pixels	£1,100 per month
MPU	Advert on weekly e-newsletter	Size: 300w x 250h pixels	£1,100 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	£1,175 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)	£1,950
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	£2,430
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	£1,150
Print & Web: Combo Package	Full-page print ad plus Leader board banner ad on website	Full-page ad & 728w x 90h pixels one month	£2,950

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

DOUBLE PAGE SPREAD

TRIM SIZE: 420mm wide x 297mm high

BLEED SIZE: 426mm wide x 303mm high

SAFE AREA SIZE: 410mm wide x 287mm high

FULL PAGE

TRIM SIZE:
210mm wide x 297mm high

BLEED SIZE:
216mm wide x 303mm high

SAFE AREA SIZE:
200mm wide x 287mm high

TRIM SIZE

BLEED SIZE

SAFE AREA

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



SUPPLIER PROFILES BUMPER ISSUE November 2027

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!



Scan to see 2025 supplier profiles

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



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**

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 features within the pages our key sector magazine, with latest releases from around the world coming under the microscope.

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
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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.

Youtube: 710 subscribers
With over 160 interviews from across the sector.

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

Visit @World Confectionery Conference



confectioneryconference.com