



PASTRY'S BEST
MAGAZINE

2008
MEDIA KIT

CONTACT

Darryl Lilly
Publicaitons Manager
P.O. Box 71442
Newnan, Georgia, 30265 USA
Office: 770-252-6377
Cell: 678-480-0800

PASTRY'S BEST MAGAZINE

*A truly International magazine tailored to
the passionate pastry professional.*



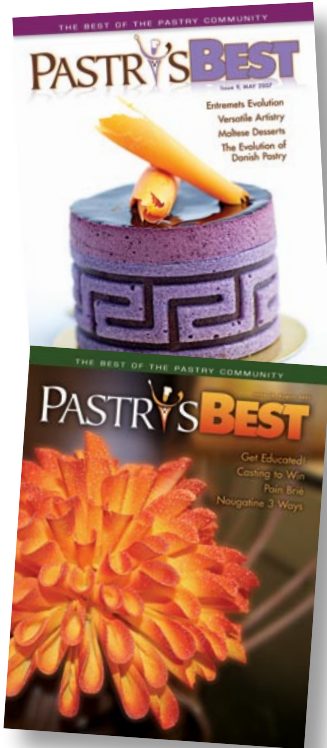
FOR A CREATIVE AUDIENCE

Pastry's Best is the only professional pastry chef's specialized trade magazine distributed both via paid (online subscriptions) and controlled circulation (distributors). Contributors to the magazine are recognized and often world-renowned pastry chefs, who share their technical knowledge and experiences in order to grow the industry as a whole. To advertise a product in that environment provides instant credibility and recognition to the brands and products who link up with Pastry's Best. It is truly an affiliation with pastry's best.

Are you "spraying" your advertising dollars hoping for a proper coverage?



A truly International magazine tailored to the passionate pastry professional.



FROM PASTRY PROS TO PASTRY PROS

Pastry's Best magazine is fully supported and practically run by pastry chefs. Not just any pastry chefs, mind you, but pastry chefs recognized worldwide for their contributions to the community: World Cup of Pastry winners, MOFs, Master Chefs, World and National Pastry Champions and others whose credentials are never disputed. This broad support provides an atmosphere of commonality between the contributors and the readers, which in terms provides instant credibility to the companies or individuals associated with Pastry's Best magazine. In addition, placing limits on the number of advertisers adds to the exclusive nature of those who select the magazine to promote their product.

- **ORIGINAL RECIPES**
- **EVENT COVERAGE**
- **STEP-BY-STEP INSTRUCTION**
- **INDUSTRY RESOURCES**
- **EDUCATION OPPORTUNITIES**

**Or is your advertising
strategically focused to
directly reach the leaders
in the pastry industry?**





A 384-page Compilation Edition of the first ten issues of the magazine is available online for \$49 plus shipping.

GROWING CIRCULATION

Pastry's Best is a quarterly publication for the professional pastry trade. Our first issue was February 2005.

Circulation: 12,000 (as of 8/07)

Subscriptions: Domestic: 3,327
International 1,188

Distribution: Domestic Distributors (22): 5,000
International Distributors (2) 500
Domestic and International Culinary Schools
Pastry & Baking Programs (12): 1,500

ADVERTISING RATES

Each issue is carefully planned to contain no more than 25% advertisements. We want our magazine to contain a professional balance of industry related content and sales pages.

2008 Advertising Rates:

PREMIUM POSITIONS

Full Page Back Cover: \$3,000

Full Page Inside Cover: \$2,750

STANDARD POSITIONS

Full Page: \$2,500

½ Page: \$1,750

¼ Page: \$1,250

Recipe Ad Page: \$1,000

SPECIAL ADVERTISEMENTS

Inserts, double spreads, etc: Contact us

Design Production Rate: \$500 per page

FREE MINI-ADS available to participating distributors.

AD CLOSING DATES

March 31, June 30, September 30, and December 31

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