

2025

Milling & Baking News[®]

MEDIA GUIDE

the most trusted
news source for
grain-based foods

Bakingbusiness.com



The news of grain-based foods
bakingbusiness.com

Milling & Baking News

Freight rates seen gradually rising from post-pandemic lows

KANSAS CITY — Freight demand and rates are expected to increase in the second half of the year, but the impact may vary based on the mode of transportation. A Canadian rail strike is possible, while rate increases are planned. For ocean freight, low water levels and terrorist attacks have created challenges some say are even greater than during the COVID pandemic. Extreme volatility has prevailed in the freight market over the past few years, and trucking and ocean vessel rates over the last several months have been extremely depressed.

The COVID-pandemic inspired a period of surging demand, soaring rates and unheard-of profits in the ocean freight market. Freight rates came crashing back to reality in the past year or so when new capacity additions created excesses, sending rates to multi-year lows. The trucking industry experienced a similar swing, with the addition of capacity and drivers (through higher wages) during

the pandemic only to see excess capacity and adequate numbers of drivers (making higher wages) in recent months. The rail industry appeared to be the least affected during the pandemic, although crew shortages were common.

Shipping grain by rail in 2024 is a case of good news, bad news. The Surface Transportation Board said US Class I railroads originated 24,906 grain carloads during the week ended May 4, a 7% increase from the previous week, up 4% from the same week a year earlier, but down 8% from the recent three-year average.

Grain contract applications by rail from Plains origins were routinely two to four weeks behind in the first quarter. By April, hard red winter wheat began to arrive in a timely fashion. In May, spring wheat shipments also caught up. But the forward outlook for grain by rail isn't as rosy.

The Teamsters Canada Rail Conference union representing about 10,000 workers

CONTINUED ON PAGE 24

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INGREDIENT SOURCING KEY TO CERTIFICATION

A Regime field seal, although not as prominent as the USDA's organic seal or the Non-GMO Project's butterfly logo, is making inroads into the food industry.

34

STRATEGIC SHIFTS PAY DIVIDENDS AT FLOWERS

Benefits from strategic actions the company began taking several years ago are "becoming increasingly apparent," top executive says.

39

NEW LEADER AT ARDENT MILLS

Sheryl Wallace, a longtime Cargill executive, will succeed Daniel P. Dye, who has served as CEO since the business was established in 2014.

Milling & Baking News

THE TRUSTED VOICE of the grain-based foods industry since 1922

For over 100 years, *Milling & Baking News* has served as an industry ally for relevant and timely industry news and markets-focused information.

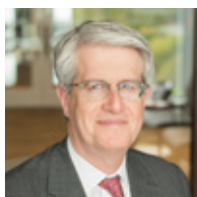
Grain-based foods executives rely on *Milling & Baking News*' content for insights into practical solutions and approaches to the challenges they face.

Bakingbusiness.com

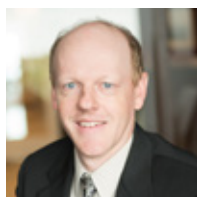
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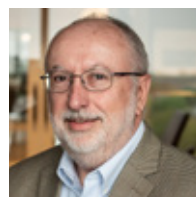
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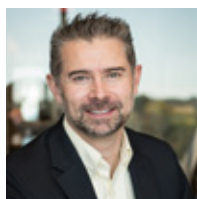
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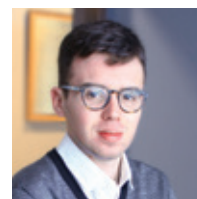
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NEARLY 11,000,000 WAYS to connect with customers in 2025¹

Milling & Baking News' omnichannel approach delivers critical context and insight about the latest news and information driving the grain-based foods industry. Each month, *Milling & Baking News* provides on average nearly 900,000 opportunities to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.

Average monthly opportunities to connect with customers²

885,349

Total audience per month (print & digital)³

56,893

Average monthly newsletter circulation⁴

719,771

Average monthly *Bakingbusiness.com* sessions⁵

108,685

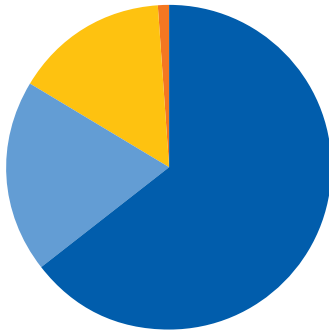


Source:

1. Sosland Publishing® Circulation, December 2023. Average monthly opportunities to connect with customers x 12 months.
2. Sosland Publishing Circulation, December 2023. May include duplication of viewers across/within channels (Average monthly digital circulation + Average monthly newsletter circulation + Average monthly *Bakingbusiness.com* pageviews).
3. Sosland Publishing Circulation. Qualified circulation for analyzed issues (July 2023 – December 2023), for both Print and Digital x Reader + Pass-along readership (Baxter Research Center – March 2023).
4. Sosland Publishing Circulation, December 2023. Aggregate monthly newsletter circulation. No attempt has been made to identify or eliminate duplication that may exist across media channels.
5. Google Data Studios – July 2023 – December 2023.

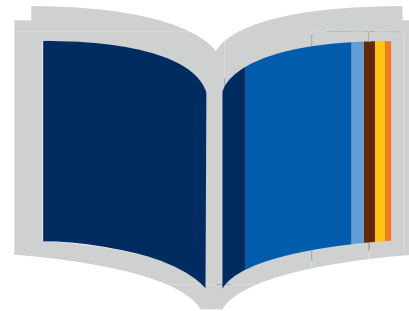
SUBSCRIBER SEGMENTS

CIRCULATION BY JOB FUNCTION



- 65% Senior Management
- 19% Marketing / Purchasing
- 15% Operations
- 1% Other

CIRCULATION BY BUSINESS CLASS



Wholesale Baking / Milling and Mix Manufacturing

61%

Snack / Pasta / Cereal / Pizza / Tortilla / Prepared Foods / Confectionery / Beverage

31%

Distributor / Broker / Supplier

3%

Grain Merchant

2%

Other

2%

Government / Education / Trade Association

1%

Source: Sosland Publishing Circulation

IBIE[®]
 INTERNATIONAL BAKING
 INDUSTRY EXPOSITION
 EDUCATION: SEPT. 13-17, 2025
 EXPO HALL: SEPT. 14-17, 2025
 LAS VEGAS CONVENTION CENTER
 WWW.BAKINGEXPO.COM



VISIBILITY THAT COUNTS: Elevate your brand and be seen by the audiences that matter

You can count on Sosland Publishing for your IBIE 2025 success. Trusted by baking industry professionals, we deliver the news and information they rely on for the best experience at this triennial event. Whether it's their first Expo or they're a seasoned decision-maker, we've got them covered.

Sosland Publishing, the **Official Media Provider of IBIE 2025**, oversees all aspects of sales and advertising for the *IBIE Official Show Directory*, *Retailer's Guidebook*, *IBIE Today Show Dailies*, *IBIE Pocket Guide* and the *INSIDE IBIE Pre-Show Guide*. Content for the Innovation Showcase, *Countdown to IBIE* and *Good Morning IBIE* newsletters along with advertising on the IBIE website and mobile app also will be managed by Sosland Publishing. With a cohesive print and digital approach, your brand's messaging will connect buyers with ingredient and equipment solutions, fostering engagement before, during and after the baking industry's premier event.

At right, you'll find digital advertising opportunities that we are offering in addition to Official IBIE 2025 products that can be found in our **IBIE 2025 Media Guide**.

IBIE DIGITAL ADVERTISING OPPORTUNITIES

IBIE INVITE VIDEO

This dynamic pre-show video product serves as an ideal format for exhibitors to share with existing and potential customers their latest innovations and products being showcased on the IBIE show floor. Through a Q&A with a *Baking & Snack* editor, your company's subject matter expert will have the opportunity to highlight your portfolio of products on display and what's new in support of wholesale and retail markets.

IBIE PRO TIPS VIDEO SPONSORSHIP

Our *IBIE PRO TIPS* videos highlight pointers from previous IBIE baker attendees and feature educational information for new IBIE attendees. Don't miss an opportunity to spotlight your brand by sponsoring these tips from some of the most established professionals in the baking industry.

For more information, visit:

sosland.com/IBIE

To reserve your space, contact a sales representative at mbnsales@sosland.com

2025 EDITORIAL CALENDAR

Calendar and Show Distribution subject to change

Ad close date is three weeks prior to issue date. For specific close dates, please visit: [Bakingbusiness.com/media-guide/mbn](https://www.bakingbusiness.com/media-guide/mbn)

FIS = Food Ingredient Solutions

***Baxter Research Study Issue**

January

Jan 7 — MBN: Stock Market Review / Donuts Update

Jan 14 — FBN: Sugar Reduction / Plant-Based Ingredients

Jan 21 — MBN: FIS: Texture / IBIE Update / New Product Innovations

Jan 28 — FBN: Clean Label / Dairy Ingredients

February

Feb 4 — MBN: Stock Market Analysis / Hot Cereal Update

Bonus Distribution: ASB (Feb. 16-18)

Feb 11 — FBN: Condiment Flavor Innovation / Upcycled Ingredients

Feb 18 — MBN: FIS: Cost Reduction / New Product Innovations / Flowers Foods Update

Bonus Distribution: GEAPS (Feb. 22-25)

Feb 25 — FBN: Sweeteners / Organic Ingredients

March

Mar 4 — MBN: News Feature: Farm Bill in Focus /

Consumer Trends / Grupo Bimbo Update

Bonus Distribution: NAMA (March 8-11)

Mar 11 — FBN: Colors / Fats and Oils

***Mar 18 — MBN:** Bread Product Perspective / Baking Hall of Fame

Bonus Distribution: ABA (March 23)

Mar 25 — FBN: Alternative Proteins / Beverage Trends

April

Apr 1 — MBN: FIS: Technology to Advance Product Development / Pasta Update / New Product Innovations

Apr 8 — FBN: Cost Reduction: Cocoa / Global Flavors

Apr 15 — MBN: News Feature: Market Insights / SNAXPO 25 Review / Milling Technology — Pathogen Mitigation

Bonus Distribution: IAOM (April 29-May 1)

Apr 22 — FBN: Snack Innovation / Meat Alternative Ingredient Trends

Apr 29 — MBN: FIS: Flavor Fusion / IBIE Update / New Product Innovations

May

May 6 — FBN: Functional Ingredient Innovations / Sports Nutrition

May 13 — MBN: FIS: GLP1 Impact on Consumption / Pretzels Update

May 20 — FBN: Clean Label / Dairy Alternative Ingredient Trends

May 27 — MBN: News Feature: Transportation and Distribution / Ingredients Update / Flowers Foods Update

Bonus Distribution: Sosland Publishing Purchasing Seminar (June 8-10)

June

Jun 3 — FBN: Sodium Reduction / Snack Flavor Innovation

Jun 10 — MBN: FIS: Sugar Reduction / Tortilla Update

Jun 17 — FBN: Plant-Based Protein / Ancient Grains

Jun 24 — MBN: News Feature: Market Insights / Consumer Trends / New Product Innovations

Bonus Distribution: BEMA

July

Jul 1 — FBN: Organic/Non-GMO / Weight-Loss Ingredient Innovation

Jul 8 — MBN: FIS: Ancient Grains / Snack Cakes Update / General Mills Update

Bonus Distribution: IFT FIRST (July 13-16)

Jul 15 — FBN: Whole Grains / Sustainable Ingredient Innovation

Jul 22 — MBN: News Feature: Regenerative Ag / New Product Innovations

August

5 Aug — MBN: FIS: Ingredients for Tortillas and Flatbreads / Crackers Update / Mondelez Update

Aug 12 — FBN: IFT FIRST Innovations / IFT FIRST Ingredient Trends

Aug 19 — MBN: IBIE Update / New Product Innovations / Milling Technology / Flowers Foods Update

Aug 26 — FBN: Cost Reduction: Eggs / Protein Ingredient Trends

September

Sep 2 — MBN: News Feature: Market Insights / Cookies Update / Consumer Trends

Bonus Distribution: IBIE (Sept. 13-17)

Sep 9 — FBN: Ingredients for Dairy Alternatives / Flavor Trends

Sep 16 — MBN: News Feature: Soybean Crush Expansion / WK Kellogg Update / New Product Innovations

Sep 23 — FBN: Ingredients for Meat Alternatives / Sweetener Ingredient Trends

Sep 30 — MBN: FIS: Sustainable Ingredients / Bread Industry Perspective

Bonus Distribution: NAMA (Oct. 9-12)

October

Oct 7 — FBN: Gluten Free / Women's Health

Oct 14 — MBN: News Feature: Food Tech Investment / New Product Innovations

Oct 21 — FBN: Beverage Flavor Trends / Enzymes

Oct 28 — MBN: FIS: Clean Label / Pizza Update / Milling Technology

November

Nov 4 — FBN: Sports Nutrition / Alternative Proteins

Nov 11 — MBN: FIS: Fats and Oils / Grupo Bimbo Update

Nov 18 — FBN: Allergen-Free Ingredients / Artificial Intelligence

Nov 25 — MBN: Ingredient Market Insights / Ready-to-Eat Cereal Update / New Product Innovations

December

Dec 2 — FBN: Clean Label Ingredient Innovations / Culinary Trends

Dec 9 — MBN: News Feature: Dietary Guidelines / Consumer Trends

Dec 16 — FBN: Clean Label: Colors / Flavors to Watch in 2026

Dec 23 — MBN: FIS: Diversified Sourcing for Ingredients / J.M. Smucker Update / New Product Innovations

PRINT MARKETING OPPORTUNITIES



PRINT AD RATES

AD TYPES	1X	6X	13X	26X
TWO-PAGE SPREAD	\$12,150	\$11,250	\$10,125	\$8,775
FULL PAGE	\$5,800	\$5,050	\$4,625	\$4,300
2/3 PAGE	\$4,100	\$3,525	\$3,450	\$3,150
1/2 ISLAND	\$3,625	\$3,150	\$3,050	\$2,775
1/2 PAGE	\$3,625	\$3,150	\$3,050	\$2,775
1/3 PAGE	\$2,125	\$1,850	\$1,725	\$1,575

CLASSIFIED PRINT AD RATES

AD TYPES	RATES
FULL PAGE	\$3,000
1/2 PAGE	\$1,800
1/4 PAGE	\$900
1/8 PAGE	\$500

For more information about classified placements and specifications, contact our sales team at classifiedsales@sosland.com.

ADVERTORIALS

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing a journalistic style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in the *Milling & Baking News* digital edition, driving engaged readers to your doorstep.

Annual Issues

DIRECTORY & BUYERS GUIDE

The *Directory & Buyers Guide* is the most comprehensive directory in the grain-based foods industry, focused on wholesale baking and snacks. Advertising in this indispensable resource published by *Baking & Snack* and *Milling & Baking News* provides year-round visibility for customers searching for ingredients, equipment, packaging and related solutions.

Ad Close: January 5

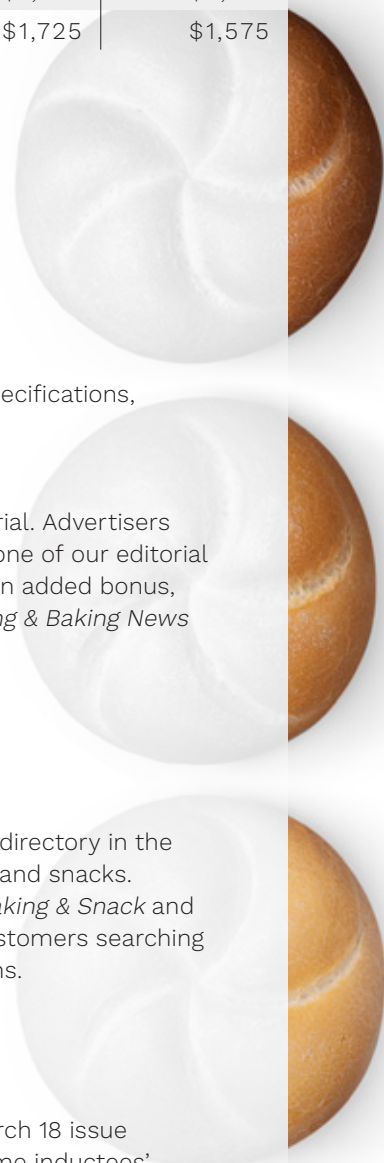
Publishes: February

BAKING HALL OF FAME EDITION

The *Baking Hall of Fame Edition* is included within the March 18 issue of *Milling & Baking News* and celebrates Baking Hall of Fame inductees' careers and contributions to the baking industry, providing your brand an opportunity to honor these industry leaders' legacies.

Ad Close: February 25

Publishes: March 18 issue of *Milling & Baking News*



PRINT MARKETING OPPORTUNITIES - cont.

Annual Issues - cont.

CORPORATE PROFILES / STATE OF THE INDUSTRY REPORT

Sosland Publishing's *Corporate Profiles/State of the Industry Report* offers a unique opportunity to boost your company's message. This special edition provides critical industry insight from our team of editorial and industry experts into 2025's most innovative food and beverage companies. These corporate profiles are complemented by an exclusive *State of the Industry Report* that takes a deep dive into important topics and critical issues facing the world's top food and beverage companies in the upcoming year. Industry coverage includes grain-based foods, meat and poultry, beverages, packaged foods, pet food and treats, dairy and others.

Ad Close: October 10

Publishes: November

GRAIN & MILLING ANNUAL

The *Grain & Milling Annual* serves as a directory, statistical resource and historical record of the grain and milling industries in the United States, Canada, Mexico and the Caribbean.

Ad Close: September 27

Publishes: November

BAKERY REDBOOK®

The annual *Bakery Redbook®* covers all segments of the baking industry and provides an opportunity to get your brand's message in front of a broad audience, including the combined circulation of *bake*, *Baking & Snack*, *Milling & Baking News* and *Supermarket Perimeter*. A single advertisement will receive year-round exposure in our print edition, digital edition and online, searchable directory.

Ad Close: May 23

Publishes: July

SOSLAND PUBLISHING PURCHASING SEMINAR PROGRAM BOOK

The Sosland Publishing Purchasing Seminar is an important event for food industry executives involved in ingredient procurement, market analysis, risk assessment, supply chain management and corporate planning. Each seminar attendee will receive a perfect bound full-color program book that contains the speakers' PowerPoint presentations. The book provides a comprehensive overview of the two-day event. Sponsors have an opportunity to highlight their brand with year-round coverage as participants continue to reference this comprehensive resource.

Ad Close: April 24

Publishes: June

ANNUAL ISSUE RATES

AD TYPES	RATES
TWO-PAGE SPREAD	\$11,250
FULL PAGE	\$6,750
2/3 PAGE	\$5,225
1/2 ISLAND	\$4,400
1/2 PAGE	\$4,200
1/3 PAGE	\$3,150
1/8 PAGE	\$1,000



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DIGITAL MARKETING OPPORTUNITIES

NATIVE ARTICLES

Native content extends your brand's recognition within the food industry through our high-traffic website, *Bakingbusiness.com*. Your brand's thought leadership, processing expertise, or other native content will be seamlessly presented on a dedicated landing page within our site, offering a natural reading experience and also will be promoted in a newsletter published by *Milling & Baking News* that reaches a broad audience of engaged readers.



WHITE PAPERS

Provide value to your prospects by hosting your brand's white papers on *Bakingbusiness.com*. Whether you share research, a product deep dive, or solutions for tough application challenges, giving your customers the vital information they need for success increases reach and builds brand loyalty. White papers are promoted in a *Milling & Baking News* newsletter for one week as well as via email to a select list of industry professionals.

TARGETED EMAIL MARKETING

Deliver your tailored message directly to your best prospects. Targeted emails are a great way to build brand awareness, introduce new products, and announce special offers. Reach our extensive audience to drive traffic to your website and generate qualified leads.

AUDIENCE EXTENSION

Stay engaged with *Bakingbusiness.com* visitors after they leave our site and navigate across the web. Audience extension through Google's search and display networks will amplify your message to our qualified readers resulting in higher conversion and engagement rates.



CUSTOM WEBINARS

Build brand awareness, target hard-to-reach prospects, and generate high-value leads through an engaging custom webinar. Available in both live and on-demand formats, custom webinars provide a unique opportunity to reach industry leaders and decision-makers and provide solutions to their most difficult challenges. One of our knowledgeable *Milling & Baking News* editors will serve as the webinar's moderator while your in-house experts deliver your company's compelling content.



E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current industry trend in the marketplace or how it delivers solutions to baking companies' challenges. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, interactive digital magazine for informing your customers while enticing them with a call to action.



DIGITAL MARKETING OPPORTUNITIES - cont.

NEWSLETTERS



Stay informed. Categorized by subject, the *Bakingbusiness.com Daily Update* covers the day's vital industry news.



Delivered every Friday, the *Bakingbusiness.com Weekly Update* provides the latest news, events and information from the grain-based foods industry readers may have missed during the week.

SOLE SPONSORSHIP



Published every business day, the *Morning Brief* highlights the most important news and markets information that occurred overnight.

**How
newsletter
sponsorships
drive results**

(Blockbuster - advertise here!)

**(Newsletter Topic)
Reaches food
industry decision-
makers**

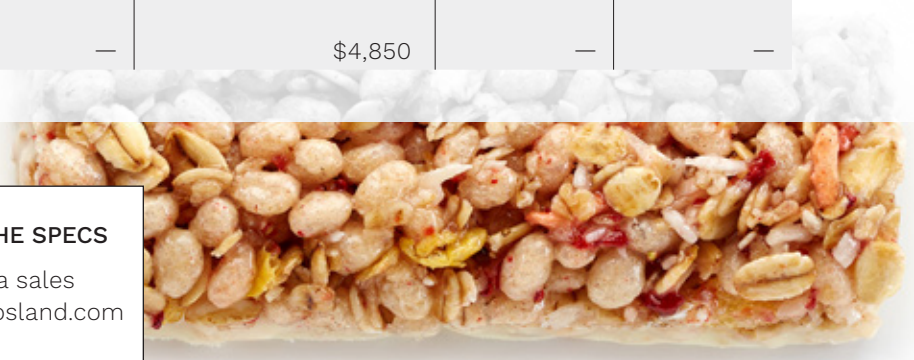
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Rectangle -
advertise
here!)**

**(Sponsored Message -
advertise here!)
Builds brand
awareness with built-in,
targeted audiences**

**(Newsletter Topic)
Aligns your brand
with a trusted news
source**

NEWSLETTER AD RATES (PER MONTH)

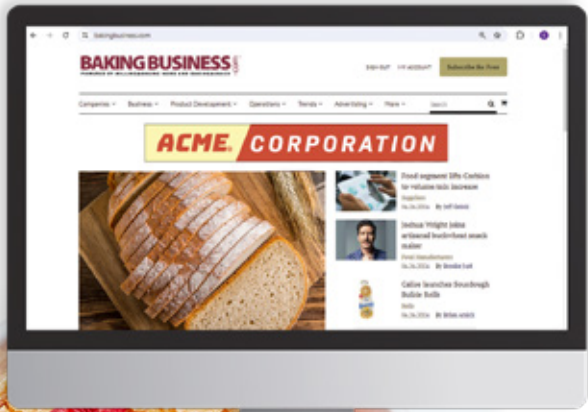
AD TYPES	DAILY UPDATE		WEEKLY UPDATE SOLE SPONSORSHIP	SOSLAND MORNING BRIEF	
	M / W / F	T / TH	FRIDAY	M / W / F	T / TH
BLOCKBUSTER	\$3,575	\$2,375	—	\$3,575	\$2,375
MEDIUM RECTANGLE 1	\$2,900	\$2,000	—	\$3,400	\$2,275
MEDIUM RECTANGLE 2	\$2,475	\$1,625	—	—	—
SPONSORED MESSAGE	—	—	—	\$2,950	\$2,000
BLOCKBUSTER & SPONSORED MESSAGE	—	—	\$4,850	—	—



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DIGITAL MARKETING OPPORTUNITIES - cont.



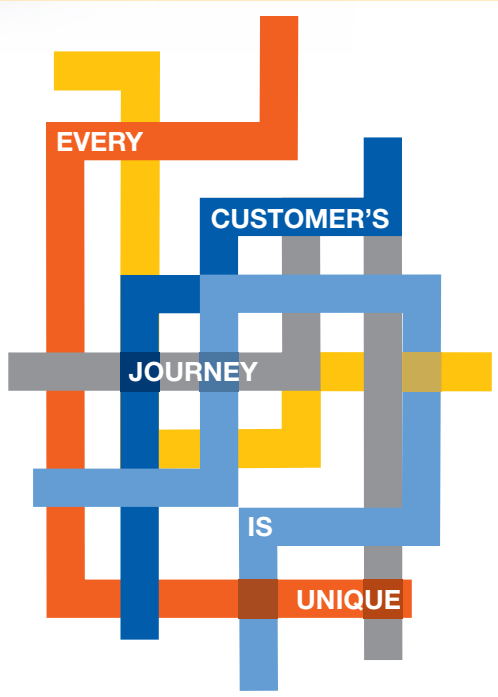
WEBSITE ADVERTISING

Milling & Baking News' crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print marketing opportunities, *Bakingbusiness.com* — the wholesale baking industry's trusted, premier website — offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From run of site (ROS) ads, exclusive sponsorships and more, your marketing messages will get noticed through more than 108,000 monthly sessions on *Bakingbusiness.com*¹

1. Google Data Studios – July 2023 – December 2023

WEBSITE AD RATES

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$3,200
EXPANDABLE LEADERBOARD	\$3,300
INLINE MEDIUM RECTANGLE	\$3,400
MEDIUM RECTANGLE 1	\$3,000
MEDIUM RECTANGLE 2	\$2,450
ANCHOR	\$3,650 (PER WEEK)



PRINT + DIGITAL SOLUTIONS

Meet your buyers at EVERY turn.

Integrated print and digital solutions reach them on their time, their terms, and their path.

To embark on the journey, email us at mbsales@sosland.com or call us at (816) 756-1000 or (800) 338-6201.

DIGITAL MARKETING OPPORTUNITIES - cont.

DIGITAL EDITION

As the exclusive sponsor of the *Milling & Baking News*' digital edition, your wide skyscraper ad will appear next to every page in the sponsored digital edition. In addition to this premium location, your blockbuster ad will appear in *Milling & Baking News*' digital edition email alert, which is sent to the subscriber database. Digital edition email alerts are sent to over 16,000 recipients each issue.¹

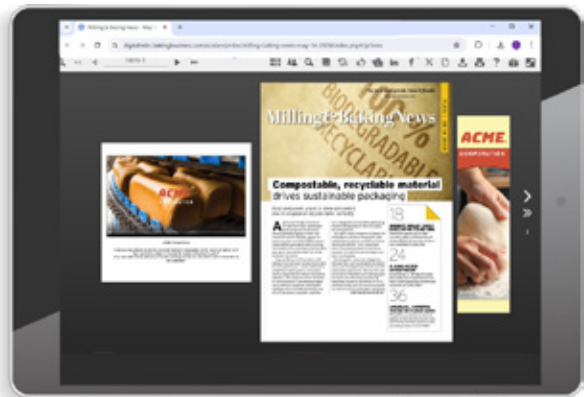
1. Sosland Publishing Circulation.

SOLE SPONSORSHIP — \$3,900 per month

- Wide skyscraper ad next to every page of the digital edition
- Blockbuster ad in the digital alert email

SOLE SPONSORSHIP + VIDEO PACKAGE — \$4,175 per month

- Wide skyscraper ad next to every page of the digital edition
- Blockbuster ad in the digital alert email
- Video on the digital edition intro page



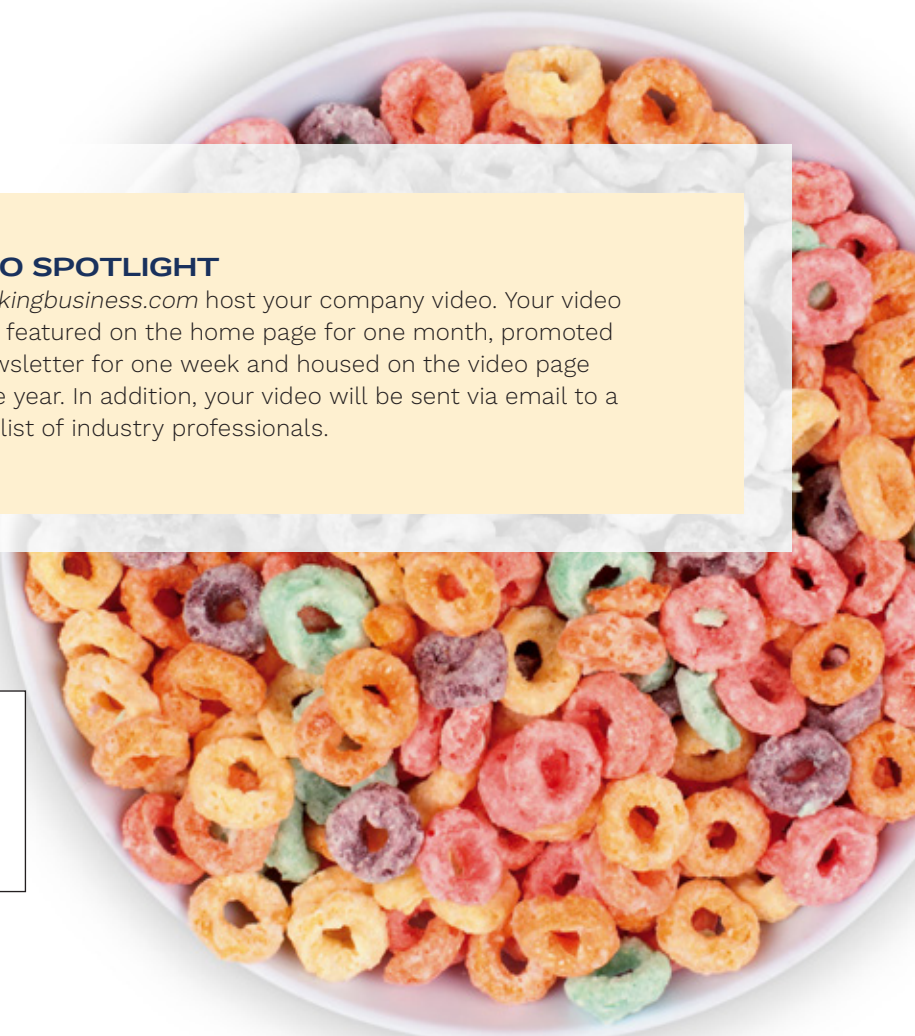
VIDEO SPOTLIGHT

Let *Bakingbusiness.com* host your company video. Your video will be featured on the home page for one month, promoted via newsletter for one week and housed on the video page for one year. In addition, your video will be sent via email to a select list of industry professionals.



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PURCHASING SEMINAR.

