

AMERICAN MASTER THE ART OF GREAT CAKES, BAKES, & SWEETS

CakeDecorating

Cake by
Ashley Barbey,
The Little Vintage
Baking Company



2020
Media Kit

PRINT | DIGITAL | SOCIAL



Platforms

American Cake Decorating magazine is the premier cake-decorating resource for the customers you want—professionals as well as enthusiasts looking to improve their skills. These talented decorators are also looking for new products and resources—they comment that the ads are just as important as the content—the perfect place for your marketing message!

PRINT MAGAZINE



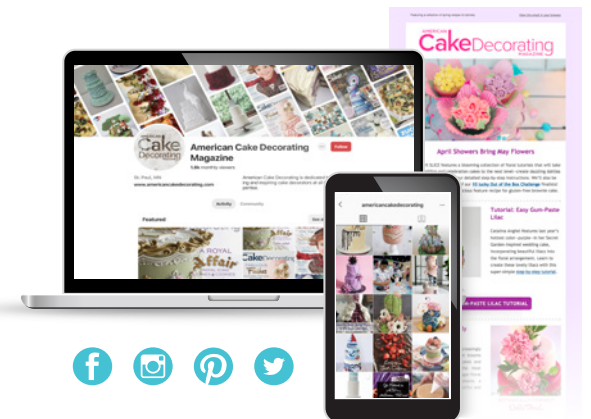
DIGITAL MAGAZINE



WEBSITE



EMAIL & SOCIAL



Magazine

PRINT & DIGITAL

An ad in our print/digital issue of *American Cake Decorating* magazine will reach nearly **15,000** subscribers and will show your customers your company is committed to providing excellent, relevant, and innovative products.

ADVERTISING OPTIONS

Interior Page Advertising

- FULL PAGE
- HALF PAGE HORIZONTAL
- HALF PAGE VERTICAL
- QUARTER PAGE
- SPOTLIGHT FEATURE

Spotlight Feature is an 1/8 page ad that must be changed each edition if purchasing more than one time.

Cover Advertising

- INSIDE FRONT COVER
- INSIDE BACK COVER
- BACK COVER

All cover positions are contracted for six issues and advertisers are entitled to first right of refusal for the following year.

“The Hot List” Ads

The **Hot List** ad is available in every issue. Advertiser supplies 30 words or less of copy, headline, high-resolution image, and contact info. Assembled by the magazine’s production staff.



Additional Opportunities

Tip-ons, cover wraps, and inserts available. Contact your sales representative for pricing and details.

72
MILLION
adults made a purchase
because of something they saw
in a magazine in 2016.

....
50
MINUTES
The average time spent
reading digital-editions of
magazines (per issue).

....
76
PERCENT
of readers still have the old
edition in hand when the new
edition arrives.
Statistics based on a 2016 study.

ADVERTORIAL OPTIONS

Take advantage of our unique sponsored editorial opportunities and get your product in front of our readers!

Sponsored Tutorial

Looking for an innovative way to showcase your product, then try an engaging sponsored tutorial feature. We’ll get your products into the hands of one of our design experts, who will create a stunning tutorial showcasing your product. Prominent product photography, product description, web links provided.

Matter of Taste

Our stunning recipe feature. Have one of our cake professionals use your products in a delicious recipe feature. Double page spread with photography, product shots, web links and product description. Royalty free images provided.

Test Kitchen

Our “How to” feature. Have one of our team members “review” your product in issue. Includes product and company description, product features description and short recipe or tutorial demonstrating how to use the product.

CALENDAR

JAN/FEB 2020	MAR/APR 2020	MAY/JUN 2020
Editorial Close: 10/22/2019	Editorial Close: 12/20/2019	Editorial Close: 2/21/2020
Ad Reservation Due: 12/9/2019	Ad Reservation Due: 2/4/2020	Ad Reservation Due: 4/8/2020
Materials Due: 12/12/2019	Materials Due: 2/10/2020	Materials Due: 4/13/2020
JUL/AUG 2020	SEP/OCT 2020	NOV/DEC 2020
Editorial Close: 4/19/2020	Editorial Close: 6/20/2020	Editorial Close: 8/21/2020
Ad Reservation Due: 6/5/2020	Ad Reservation Due: 8/6/2020	Ad Reservation Due: 10/7/2020
Materials Due: 6/11/2020	Materials Due: 8/13/2020	Materials Due: 10/12/2020



Digital Magazine

Reach thousands of new customers by making an impression with ACD's exciting new digital opportunities. Be the first to contract exclusive positions opposite the front cover, with demonstration videos or next to an article that highlights your products. ACD has several affordable options to maximize your marketing dollars!



ADVERTISING OPTIONS



Presentation Page

Available for the space to the left of the front cover, as well as to the right of the back cover. This can be any size you would like, as long as it is no larger than the issue itself (specified below).

Specs: 8.125" x 10.875" or 585 x 783px, PDF format

Page Inserts

Add your story into the pages of ACD's digital issues! These affordable rates let you tell your story in our popular issues forever. Add a demonstration video for even more impact and let readers see your article as part of the issue you select.

Specs: 8.125" x 10.875" or 585 x 783px, PDF format

Insert Company Brochure or Customized Content

It's simple to add your company brochure, catalog, or customized article to ACD's magazine.

ADVERTISING OPTIONS

Margin Ad

Place your message next to one of our popular columns so our readers see your company and products while they read the information—motivating them to buy your products!

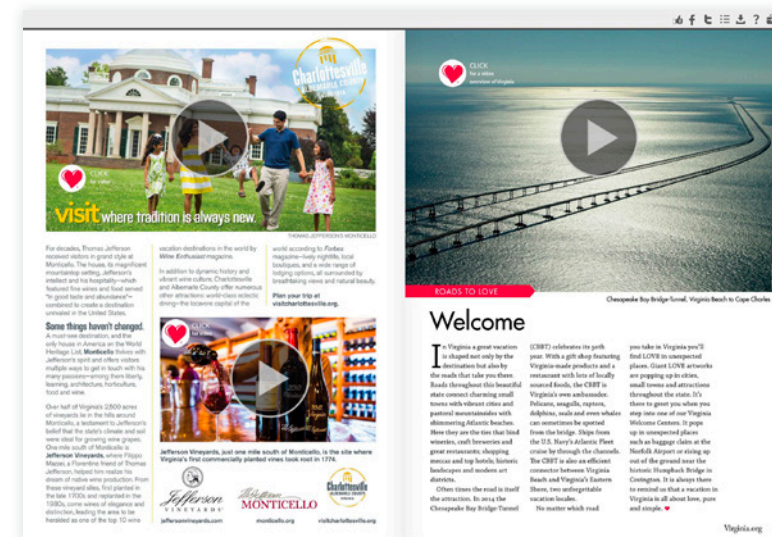
Specs: 160 x 600 pixels, RGB JPG format



Videos

Video must be in MP4, F4V, or FLV video format with the following requirements:

Bitrate: The recommended bitrate is between 300kb/s and 700kb/s.
File Size: The maximum file size for a video is 100MB.
Duration: Videos must have a duration of 1 second or more.
Audio Codec: The only supported audio codec for FLV files is MP3.
Video Codec: MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.



Slideshows

Auto slide:

True – Images will automatically transition from one to the next.
 False – Left and right arrows have to be clicked in order to navigate through images.

Delay(ms):

Determines how long each image displays.

Slideshow finish option:

Loop – Slideshow will loop after last image of slideshow.
 Stop – Slideshow will end on the last image.

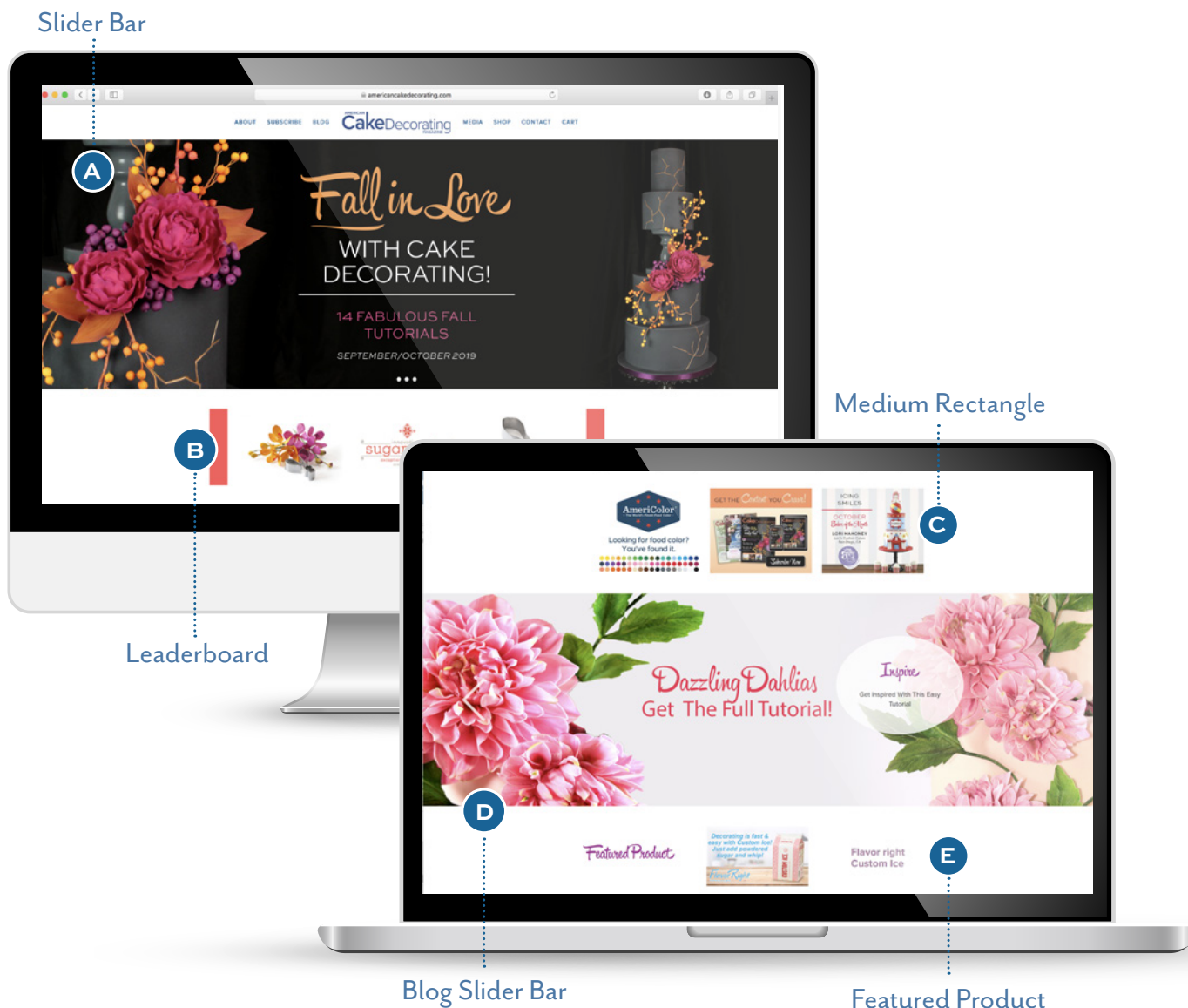
Display type:

Embedded – Embeds the slideshow on the desired page.
 Popup – Slideshow pops up and starts by clicking on a link.

The images must be .jpeg format. For better compatibility, please upload an image that uses RGB colorspace, otherwise your image will automatically convert to RGB colorspace.

American Cake Decorating can take your digital advertising to the next level!
Whether it is having your product featured on ACD's website or taking advantage of dedicated landing pages, ACD can help!

250,000 Unique Visitors a Year
to the Website & Growing



ADVERTISING OPTIONS

Website Home Page

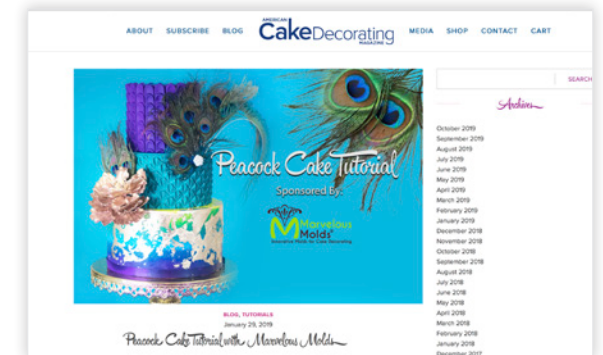
Place your logo and information on the home page of the ACD website. Ad is responsive & mobile friendly and can link to the page of your choice.

- A Slider Bar Ad**
1980 x 624px, 3 second countdown
- B Leaderboard Ad**
790 x 150px, Static Image
- C Medium Rectangle Ad**
300 x 250px, Static Image
- D Sponsored Blog Slider Bar Ad**
See below for Sponsored Blog Posts.
1980 x 624px, 3 second countdown
- E Featured Product**
Have a new, seasonal, or tried-and-true product you want to promote? Try our Featured Product tab on the ACD website. 300 x 175 px, Static Image

Content Creation

Let our experts bring your message to life.
Add-on includes:

- On-trend cake or recipe showcasing the product.
- Mini tutorial or how-to featuring your product in use.
- High-resolution photography.



Sponsored Blog Posts

Have one of our cake professionals use your product and blog about it on ACD's website. Your company's logo and link will be included in the post along with images of your product. Includes complimentary social media post, giveaway of the featured product to generate engagement and sharing, and a feature of the blog post in our Slice newsletter.



Product Landing Page

- Dedicated landing page supports SEO for product/brand & user experience
- Ability to incorporate text, images, videos, URLs/ Click to Calls
- Static or Dynamic creatives available
- Visible to thousands of viewers
- Links to dedicated landing page OR requested URL/Website
- Responsive, user & mobile friendly

E-Newsletters

Want to reach customers who are interested in cake-decorating products?
Have your company and products included in one of ACD's E-Newsletters.


American Cake Decorating digital specialists can provide:

- A/B Split Testing
- Subject Name & Emoji Support
- Mobile Responsiveness
- Retarget Marketing
- Graphic Design
- CTA (Call To Action)
- Text/Copy
- Reporting, Analytics, & Insight

30,000 +
Active Email Subscribers

20% +
Open Rate

3% +
CTR


USA
33.2%

Top Location


Mobile
63.8%


Desktop
36.2%

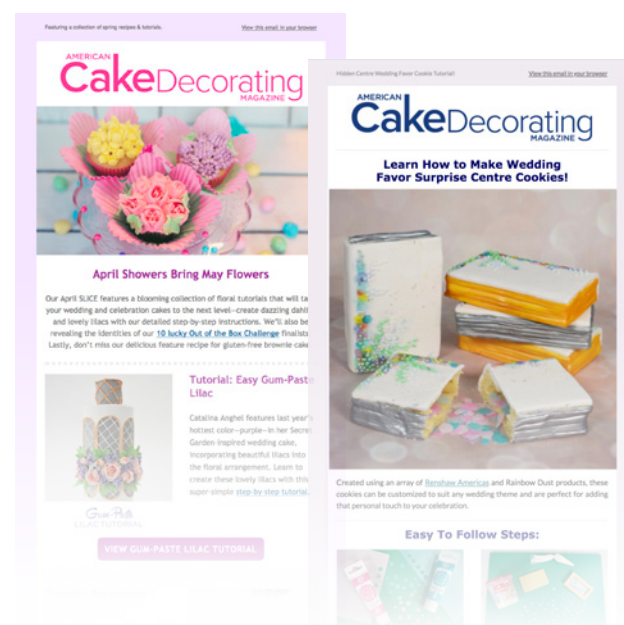
E-NEWSLETTER OPTIONS

Slice

Slice reaches more than 20,000 dedicated professionals and enthusiasts each month. Blasts out the second week of every month.


E-Spotlight

Exclusive advertising in an e-blast. Only your company promotion is sent to our list of electronic opt-in subscribers. Available on a weekly basis.



Social Media

Tap into ACD's **290,000** (& Growing)
Engaged Cake Followers!


92,770
FANS

UP **16%**
FROM 2018


193,000
FOLLOWERS

UP **13.5%**
FROM 2018

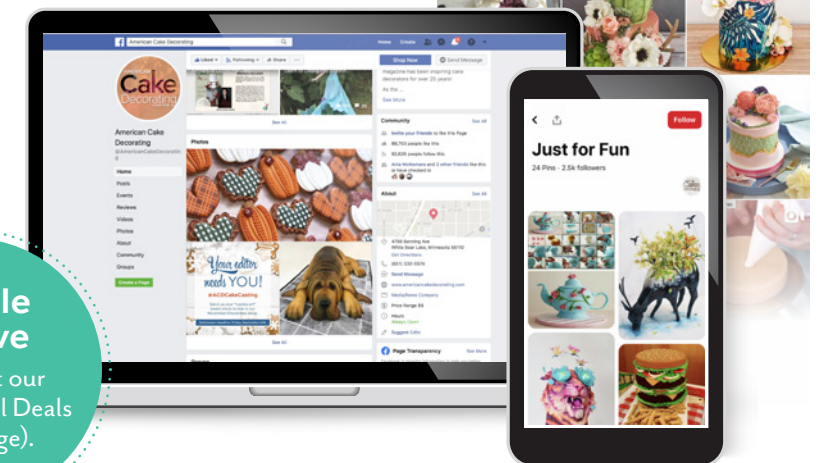

2,330
FOLLOWERS


2,800
FOLLOWERS

Social Media Giveaway Package!

A featured giveaway coordinated across our social media platforms for maximum engagement.

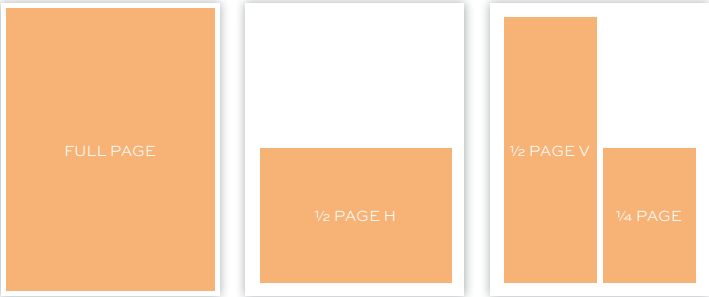
Bundle & Save
Check out our Sweet Digital Deals (Next Page).



Sweet DIGITAL DEALS:

<div>BUNDLE & SAVE!</div>	Social Sweets	Digital Sprinkles	Digital Sundays	Digital Dessert Bar
1 Facebook Post with company tags	✓	✓	✓	✓
1 Instagram Post with company tags	✓	✓	✓	✓
1 Twitter Post with company tags	✓	✓	✓	✓
1 Instagram Story with company tags	✓	✓	✓	✓
Dedicated ESpotlight Email Campaign with links to landing page of choice	✗	x1	x1	x3
Website Market Place Ad with links to landing page of choice	✗	x1	x1	x2
Slice Newsletter Logo Insertions with links to landing page of choice	✗	✗	x3	x6
Sponsored Blog Post for a tutorial or recipe content with links to landing page of choice	✗	✗	x1	x2
Extra Toppings...	Extend your sweet deal to a 3 months package and get all the above every month plus 1 free social media giveaway. Keep your Social Sweets going with a 6 months package and you get all the above every month plus 2 free social media giveaways.	↑ Most Popular!	Extend your Digital Sundays deal to a 3 months package and get all the above every month plus 1 free social media giveaway. Keep your Digital Sundays deal going with a 6 months package and you get all the above every month plus 2 free social media giveaways.	Extend your Digital Dessert Bar deal to a 3 months package and get all the above every month plus 1 free social media giveaway. Keep your Digital Dessert Bar deal going with a 6 months package and you get all the above every month plus 2 free social media giveaways.

Sizes and Specifications



PRINT AD GUIDELINES

	Inches	Pixels
Full page trim size	8.125" x 10.875"	585 x 783
Full page bleed	8.375" x 11.125"	603 x 801
Full page live area	7.75" x 10.5"	558 x 756
Half page horizontal	7.125" x 5"	513 x 360
Half page vertical	3.475" x 9.875"	247.5 x 711
Quarter page	3.475" x 5"	247.5 x 360

All ads must be supplied as high-res digital files in PDF or JPEG format (minimum 300 dpi). Any ad materials supplied in any other format may be charged production fees, including ads with incorrect color formatting and ads with incorrect font formatting. This magazine is not responsible for the reproduction of any ads not supplied in the approved format. All materials must be supplied at 100% of the finished ad size.

All colors must be set as CMYK.

DESIGN SERVICES

If you need assistance creating an ad, our art director can design an ad for you to your specifications.

- Complete ad design (any size)
- Basic modifications to existing ad (*native file required*)
- Edit text/change photo (*native file required*)

CONTENT CREATION FEES

If you need assistance creating an engaging tutorial, recipe, or editorial profile, our team can help!

- Complete mini-tutorial with high-resolution photography/social media graphics
- Complete full-length tutorial with detailed step-by-step and high-resolution photography/social media graphics
- Recipe feature showcasing your product with detailed steps, process shots, and product shots
- Editorial product review or business profile
- Short promotional (sped up) video for social media sharing

WEBSITE

Get your brand in front of 300,000 unique visitors on the ACD website! Ad can link to the page of your choice. This will be on the website for one month. All images must be 72 dpi or higher, JPEG or PNG format, RGB color. Design services available upon request.

Ad Space	Pixels
Leaderboard Ad	790 x 150
Medium Rectangle Ad	300 x 250
Blog Slider Bar Unit	1980 x 624
Featured Product	300 x 175

E-NEWSLETTERS

Slice
Logo and Link

Slice reaches more than 20,000 dedicated professionals and enthusiasts each month. Blasts out the second Tuesday of every month.

E-Spotlight

Exclusive advertising in an e-blast. Only your company promotion is sent to our list of electronic opt-in subscribers. Available on a weekly basis.

For each E-Spotlight, please send:

- E-blast subject line: (*Example*)
This Week's E-Spotlight:
<Company Name> Introduces
<New Product>
- Introduction or headline
- 100 words of body copy
- Image should be 72 dpi or higher, JPEG or PNG format, RGB color
- Links to where you want recipients to find you, either website or email address
- Other contact information



Get in Touch

Reach out marketing team by email
marketing@americancakedecorating.com
or by phone **651-330-0574**