

Candy Industry Magazine provides comprehensive coverage of the global confectionery industry, examines all aspects of doing business in sweets, from manufacturing to retailing. Key topics include new products, industry trends, manufacturer and retail profiles, ingredient applications and developments as well as updates on processing and packaging technologies.

Channel Overview

December 2016 BPA Brand Report

MAGAZINE

- Distribution: 12 times per year
- Total Circulation: 14,101

eNEWSLETTER

- Name: Sweet & Healthy
- Distribution: 1 per week
- Average # deployed: 10,661

eBLASTS

- Average eBlast Deployment: 12,500*

WEBSITE

- Average Unique Browsers: 41,110
- Average Page Impressions: 92,740
- Average User Sessions: 48,433

SOCIAL MEDIA

- Twitter Followers: 2,694
- Facebook Likes: 2,125

2017 Special Issues

JANUARY GLOBAL TOP 100

APRIL CANDY INDUSTRY MAGAZINE/ECRM KIDS' CHOICE AWARDS

MAY SWEETS AND SNACKS EXPO

JUNE GLOBAL STATE OF THE INDUSTRY

AUGUST KETTLE AWARDS

SEPTEMBER PACK EXPO PREVIEW

NOVEMBER ECRM BUYER'S CHOICE AWARDS

DECEMBER 2017 GOLD BOOK

Circulation by Job Title

8,293

Corporate Management & Administration

58.8%

1,826

Sales / Marketing

14.8%

777

Plant Oper. / Prod.

12.9%

206

Engineering

1.5%

6.5%

5.5%

2,087
Purchasing

912

R&D / Product Development / QA / QC

Circulation by Business & Industry

5,630

Candy & Confectionery Products

39.9%

2,217

Convenience Store / Mass Merchandiser

24.1%

734

Wholesaler / Broker / Importer / Exporter

15.7%

164

Variety / Discount Store / Chain & Club Store / Warehouse

9.7%

Buying Club - 1.2%

5.2%

3,398
Grocery

1,372
Drug Store

310

Vending Firm - 2.2%

276

Specialty Retailer / Specialty Food Store - 2%



Editorial

Candy Industry Magazine covers confectionery industry trends related to new products, ingredients, equipment, technology and packaging to help improve business operations throughout product development, including research and development, supply-chain management, formulation, processing, packaging, warehousing and distribution.

FEATURES ON:

NEWS & ANALYSIS from today's headlines within the industry.

CANDY WRAPPER featuring sweet profiles on small-scale, artisanal chocolatiers and confectioners.

SWEET TALK on all things confectionery, from Associate Editor Alyse Thompson.

BITS & PIECES featuring facts, figures and news you can use.

NEW PRODUCTS from manufacturers of candy, chocolate and snacks

Reasons to Advertise⁺

- 92% are involved with the buying/specifying/recommending/evaluating of ingredients
- 87% are involved with the buying/specifying/recommending/evaluating of equipment
- 50% plan to increase their spending on packaging equipment
- 39% plan to increase their spending on processing equipment
- 29% plan to increase their spending on logistics equipment
- Subscribers are increasing their new product development:
 - > 2016 averaged 7 new products
 - > 2017 plan on 9 new products
- 77% plan on increasing their spending on ingredients
- 57% plan on increasing their spending on healthy, better-for-you functional ingredients

⁺*Candy Industry Magazine Ingredient & Equipment Trends Study*



Kettle Awards

May 23, 2017

Union League Club of Chicago

Established in 1946, the Kettle Awards represents the highest recognition an individual working within the U.S. confectionery industry can attain.

Candy Industry Magazine Team

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