PASTRYARTS™



MEDIA KIT 2027

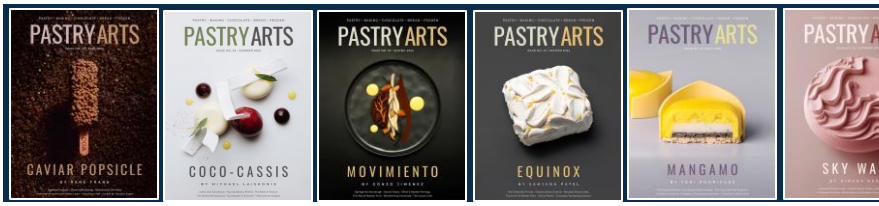
VALID THROUGH 10/1/2027

OUR PLATFORM

VIRTUALLY ACCESSIBLE ANYWHERE IN THE WORLD

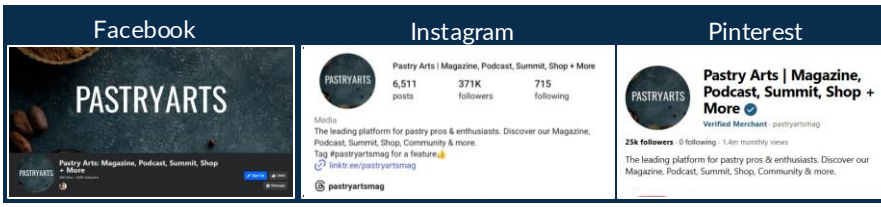
MAGAZINE

The new digital magazine for pastry and baking professionals.
pastryartsmag.com/magazine



SOCIAL MEDIA

Over 507,000 followers on Instagram, Facebook, Pinterest.
@pastryartsmag - 363K Followers
@pastryartsmag - 120K Followers
@pastryartsmag - 24K Followers



PODCAST

Goes in-depth with prominent pastry and baking figures to explore their journey, lessons and advice for professionals striving for excellence.
pastryartsmag.com/podcast



VIRTUAL SUMMIT

Featuring video demos, presentations and interviews on various topics to stream on-demand from any digital device.
pastrysummit.com



WEBSITE

The new multimedia platform for pastry professionals designed to inspire, educate and connect the pastry community as an informational conduit spotlighting the trade.
pastryartsmag.com



OUR AUDIENCE

01 ARTISAN DESSERT RETAILERS & ENTREPRENEURS

Specialty Chocolate Shops, Gelato/Ice Cream Shops, Commissaries & Bakeries, Retail Bakeries and Restaurants





02 PASTRY & BAKING PROFESSIONALS

Executive Pastry Chefs, Sous Chefs, Pastry Cooks, Master Bakers, Bakers, Master Chocolatiers & Chocolatiers

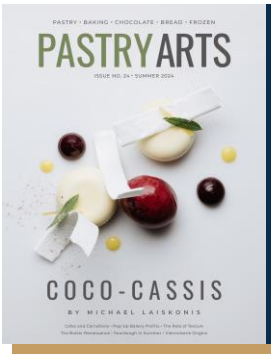
03 CULINARY STUDENTS & EDUCATORS

Culinary & Pastry Students, Educators & Administrators, Serious Enthusiasts



OUR CAPABILITIES

DIGITAL MAGAZINE



YOUR COMPANY FEATURED

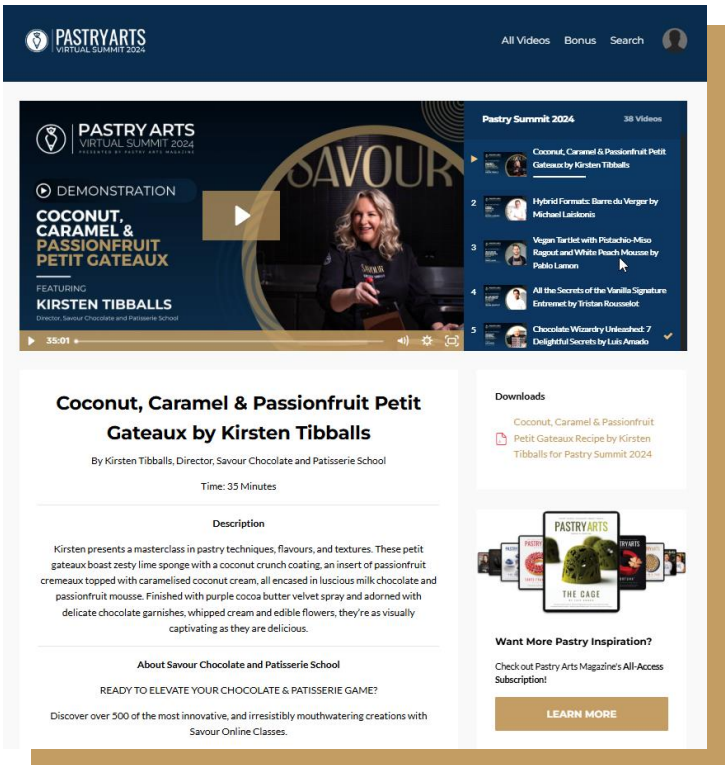


BRAND AUTHORITY &/OR ASSOCIATION

Your company represented alongside celebrated pastry & baking professionals in the industry. Opportunities include **advertisements, sponsored content or columns.** *Limited availability for sponsored columns.*

OUR CAPABILITIES

PASTRY SUMMIT



PRODUCT &/OR EXPERTISE HIGHLIGHTS

Utilize the Pastry Arts Virtual Summit to showcase product(s) &/or expertise to an audience of pastry and baking professionals and serious enthusiasts.

OUR CAPABILITIES

PODCAST SPONSORSHIP

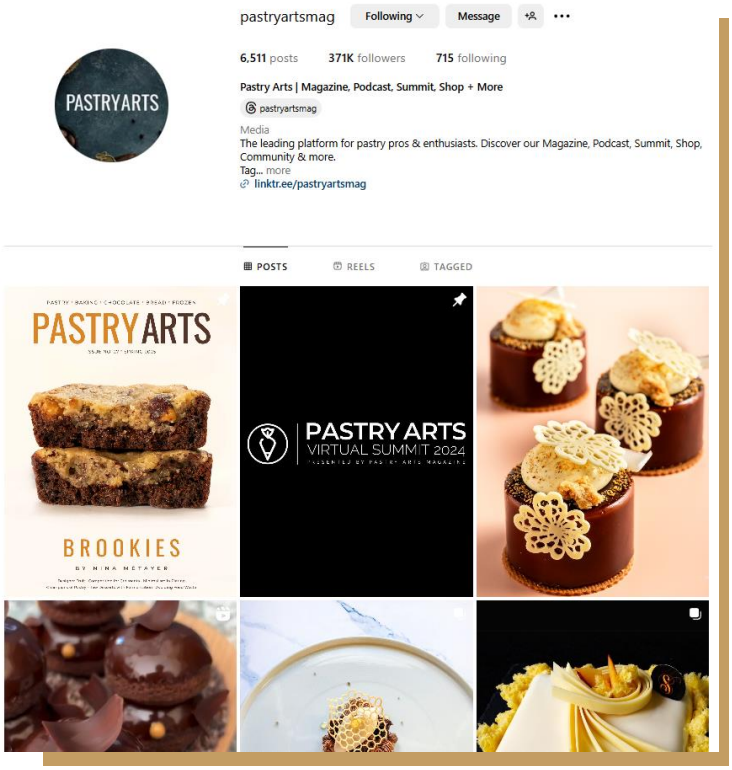


BRAND ASSOCIATION

Secure a pre-roll on the Pastry Arts Podcast, featuring notable pastry & baking professionals. Episodes published monthly. *Limited availability each calendar year*.

OUR CAPABILITIES

SOCIAL MEDIA



SOCIAL ENGAGEMENT

Utilize Pastry Arts Magazine's social following to increase awareness, promote specific products or services, or attract attention for a call-to-action campaign.

OUR CAPABILITIES

INFLUENCER MARKETING



ALL-INCLUSIVE CAMPAIGNS

Leverage influencers to promote your company's relevance, products, &/or services with a perfectly matched storyline and expert advice. Content is created in full by Pastry Arts.

OUR CAPABILITIES

EMAIL MARKETING



CALL-TO-ACTION

Promote a call-to-action campaign to drive immediate results. *Limited availability.*

OUR CAPABILITIES

CONTEST SPONSORSHIP



LEAD & IMPRESSION GENERATOR

Attract potential customers with a thoughtful incentive and receive contest entry data to nurture with sales and marketing campaigns.

OUR CAPABILITIES

RECIPE DEVELOPMENT



Recipe

GHIRARDELLI CHOCOLATE CHERRY CAKE

By Jimmy MacMillan

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Sponsored by Ghirardelli

When working with the 52% and 72% dark chocolate from Ghirardelli, I was impressed by the depth of chocolate flavor. The 72% has wonderful vanilla notes that carry over nicely to the chocolate cake. The 52% is balanced, without being overly sweet, and pairs well with red fruits. I was pleased by the Midnight Cocoa Powder and its ability to enrich and darken cookie and gelato recipes with rich chocolate color.

Yield: 12 servings

GHIRARDELLI 72% CHOCOLATE CAKE

- 370 g whole eggs
- 265 g granulated sugar
- 240 g Ghirardelli 72% Cacao Dark Chocolate Chips
- 210 g unsalted butter
- 120 g all-purpose flour, sifted
- 2 g sea salt

1. Whisk eggs and sugar together in a stand mixer with the whip attachment.
2. Melt Ghirardelli 72% Cacao Dark Chocolate Chips and butter in a bowl over a double boiler. Whisk to combine.
3. Slowly add chocolate mixture to egg mixture in mixing bowl on speed 1. Scrape sides of bowl well. Add sifted flour and sea salt and continue mixing until just combined. Do not overmix. Place chocolate batter in prepared ¼ sheet pan. Spread evenly with offset spatula.
4. Bake at 320°F (160°C) for 15-18 minutes. Reserve for assembly of Ghirardelli Chocolate Cherry Cakes.

52% CHOCOLATE CARAMEL MOUSSE

- 225 g 52% Cacao Dark Chocolate Chips
- 65 g granulated sugar
- 140 g heavy cream, warm
- 95 g egg yolks, pasteurized
- 450 g heavy cream, whipped

1. Melt the Ghirardelli 52% Cacao Dark Chocolate Chips in the top of a double boiler.
2. Make a dry caramel with the sugar. Gradually add the warm heavy cream to make an emulsion. Add to the melted chocolate and stir until well blended. Add the egg yolks and whisk until the mixture cools down below 75°F (24°C).
3. Fold in the whipped cream. Load into pastry bag and tie off end. Reserve for assembly.

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MIDNIGHT DOUBLE CHOCOLATE GELATO

- 675 g whole milk
- 150 g Ghirardelli Midnight Cocoa Powder
- 55 g nonfat milk powder
- 130 g unsalted butter
- 55 g egg yolks
- 180 g granulated sugar
- 60 g glucose, atomized
- 5 g ice cream stabilizer
- 130 g 72% Cacao Dark Chocolate Chips

1. Place 72% Cacao Dark Chocolate Chips in a dry food processor and pulse to form chocolate shavings. Reserve.
2. Heat all ingredients except chocolate shavings to 185°F (85°C). (Note: Alternatively, you can poach 'sous vide')
3. Chill; blend well.
4. Process in batch freezer; add 72% chocolate shavings at end. Freeze until plating.

MIDNIGHT COCOA POWDER SNAP

- 225 g unsalted butter
- 325 g granulated sugar
- 50 g vanilla extract
- 308 g organic coconut palm syrup
- 10 g Ghirardelli Midnight Cocoa Powder
- 35 g all-purpose flour

1. Cream butter and sugar. Add vanilla extract. Scrape down sides of bowl. Add coconut palm syrup and Ghirardelli Midnight Cocoa Powder. Scrape down bowl, then add flour and mix until blended.
2. Spread over square stencil on silicone sheet and store in refrigerator until set.
3. Bake on silicone sheet at 350°F (177°C) for approximately 9 minutes. When slightly cool, form into rounded arcs. Reserve for plating.

ASSEMBLY

- Griottine cherries, as needed
- Midnight Cocoa Powder Snaps
- Ghirardelli White Chocolate Sweet Powder

1. Cut out circles from 72% chocolate cake.
2. From the cake scraps, blend 200 g scraps with 35 g milk to create chocolate cake cream. Place in small piping bag and reserve for plating.
3. From additional cake scraps, cut ½" (1.27 cm) cake cubes and toast slightly. Dust with Ghirardelli White Chocolate Sweet Powder. Reserve for plating.
4. Place one cake circle in bottom of ring mold lined with acetate. Drop 8 Griottine cherries on top of cake and cover with 52% Chocolate Caramel Mousse. Place another cake circle on top and press down lightly to seal. Freeze for 2-3 hours or until set. Remove ring mold and acetate and cut cylinder in half.
5. Add some chocolate cake cream to the plate. Place both halves of the chocolate cylinder so one supports the other and cherries show. Add scoop of Midnight Double Chocolate Gelato, 3-4 Midnight Cocoa Powder Snaps, 4-5 cake cubes dusted with Ghirardelli White Chocolate Sweet Powder and 5-6 Griottine cherries.

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ON-DEMAND CREATIVITY

Leverage our expertise and professional network to develop recipes with the product(s) and promote across our channels.

MAGAZINE CALENDAR

WINTER ISSUE - JANUARY

Editorial Close:	November 15
Ad Close:	December 1
Release:	January 2025 - Mid Month

SPRING ISSUE - APRIL

Editorial Close:	March 1
Ad Close:	March 1
Release:	April 2025 - Mid Month

SUMMER ISSUE - JULY

Editorial Close:	June 1
Ad Close:	June 1
Release:	July 2025 - Mid Month

FALL ISSUE - OCTOBER

Editorial Close:	September 1
Ad Close:	September 1
Release:	October 2025 - Mid Month

AD SPECS

MAGAZINE



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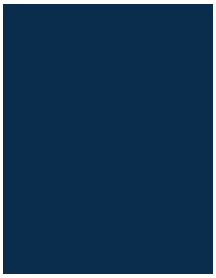

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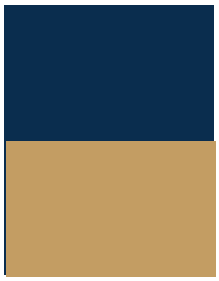

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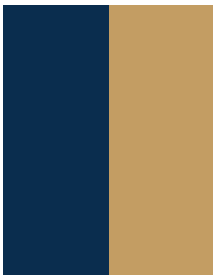

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MATERIAL REQUIREMENTS

PDF Format
Embed all fonts and images
RGB
300 DPI
No bleed required
Embed hyperlink

AD SPECS

PODCAST

MATERIAL REQUIREMENTS

1. 50-75 words of marketing copy that Pastry Arts Magazine will convert into an audio commercial
2. High resolution logo(s)
3. Desired URL for advertiser

*Deadline for the creative is on the **15th of the month** preceding the month the podcast is published. For example, October 15th for a podcast episode released in November.*

SOCIAL MEDIA POST

MATERIAL REQUIREMENTS

1. Up to 4 images or 1 video can be attached to each post
2. Videos and images MUST be high resolution (no less than 720p for videos)
3. Image files can be any of the following file types: jpg, jpeg, png
4. Video files can be any of the following file types: mov, mpg, mpeg, mp4
5. Social media post copy supplied by advertising company (may be lightly edited to fit the tone of Pastry Arts Magazine's social accounts)
6. Desired URL for advertiser (applicable for Facebook only)

*Deadline for the creative is on the **15th of the month** preceding the month the social media post is published. For example, October 15th for a social media post released in November.*

EMAIL MARKETING

MATERIAL REQUIREMENTS

1. Copy text (up to 150 words)
2. High-resolution logo
3. 1 high-resolution image (1200x800 pixels)
4. Call to action link

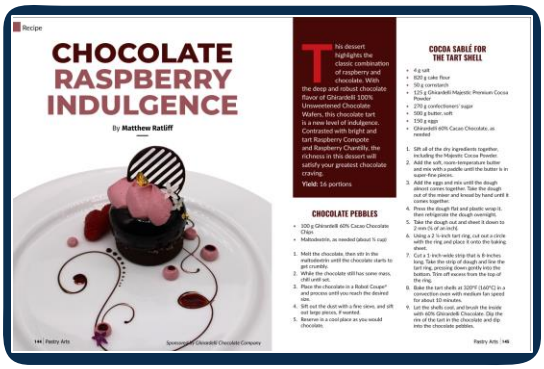
*Deadline for the materials is on the **15th of the month** preceding the month the social media post is published. For example, October 15th for an email newsletter released in November.*

AD SPECS

SPONSORED CONTENT - ARTICLE

- Up to 1000 words
- High resolution images (4-8) supplied by advertising company
- Content supplied by advertising company
- Typically 3-4 page layout





SPONSORED CONTENT - RECIPE

- No word count limit
- Must include yield, instructions for each component & final assembly
- Headnote is 50-100 words
- High resolution images (4-8) supplied by advertising company
- Content supplied by advertising company
- Typically 4-5 page layout

SPONSORED COLUMN

- Up to 2000 words
- High resolution images (5-10) supplied by advertising company
- Content supplied by advertising company
- Typically 5-8 page layout



PRICING

AD UNIT	MONTHLY &/OR INDIVIDUAL PRICE
Spread	$3,125
Full Page	$1,825
Half Page	$1,125
Pastry Arts Virtual Summit Sponsorship	$5,000, $10,000 or $20,000
Social Media Posts	$4 CPM
Email Marketing	$35 CPM
Sponsored Content (Magazine Placement)	$1,825
Sponsored Column (Magazine Placement)*	$2,250
Sponsored Podcast	Contact for Pricing
Contest Sponsorship	Contact for Pricing
Influencer Marketing Campaigns	Contact for Pricing
Recipe Development Services	Contact for Pricing

**Columns require a full year commitment; four columns total.*

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