

# PASTRYARTS

## MAGAZINE

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# MEDIA KIT 2024

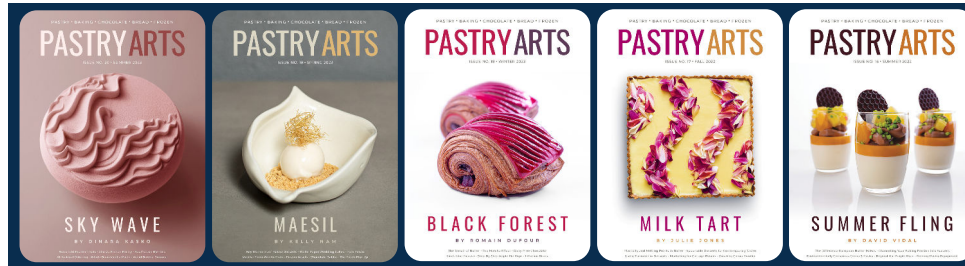
# OUR PLATFORM

VIRTUALLY ACCESSIBLE ANYWHERE IN THE WORLD

## MAGAZINE

The new digital magazine for pastry and baking professionals.

[pastryartsmag.com/magazine](https://pastryartsmag.com/magazine)



## SOCIAL MEDIA

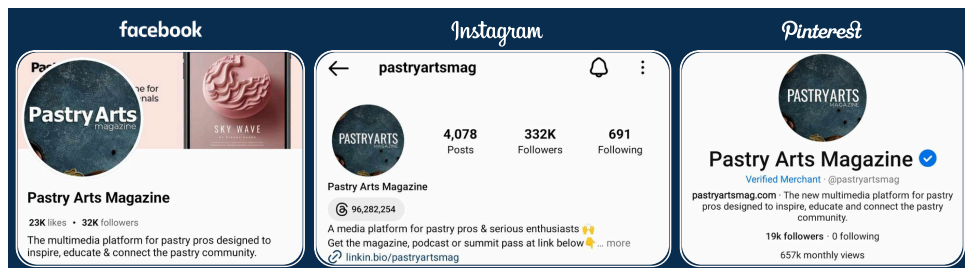
Over 380,000 followers on Instagram, Facebook, Pinterest.

[@pastryartsmag](https://www.instagram.com/pastryartsmag) - 332K Followers

[@pastryartsmag](https://www.facebook.com/pastryartsmag) - 32K Followers

[@pastryartsmag](https://www.pinterest.com/pastryartsmag) - 19K Followers

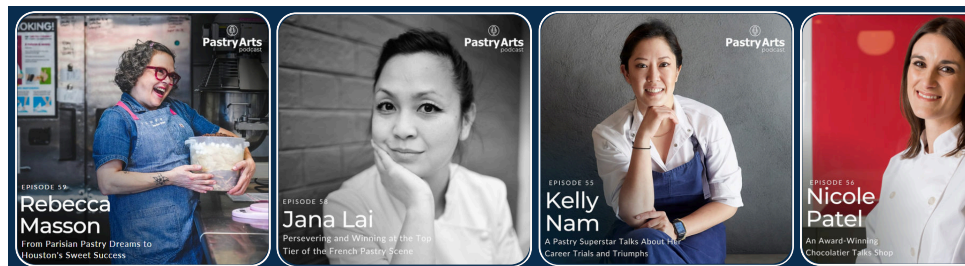
\*Follower counts as of 9/2023



## 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](https://pastryartsmag.com/podcast)



## VIRTUAL SUMMIT

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

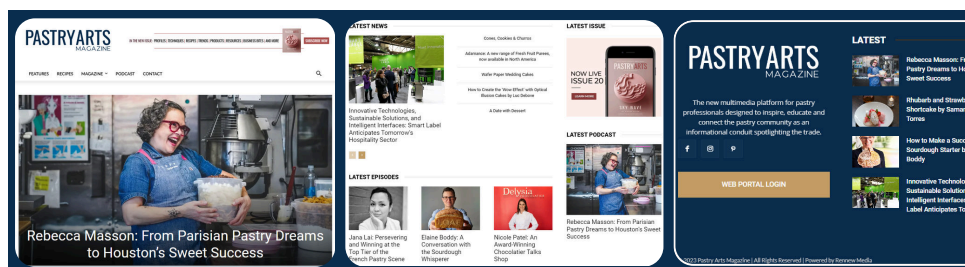
[pastrysummit.com](https://pastrysummit.com)



## 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](https://pastryartsmag.com)





# OUR AUDIENCE

# 01

## ARTISAN DESSERT RETAILERS & ENTREPRENEURS

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



## PATRY & BAKING PROFESSIONALS

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

# 02

# 03

## CULINARY STUDENTS & EDUCATORS

Culinary & Pastry Students,  
Educators & Administrators,  
Serious Enthusiasts



# OUR CAPABILITIES

## DIGITAL MAGAZINE

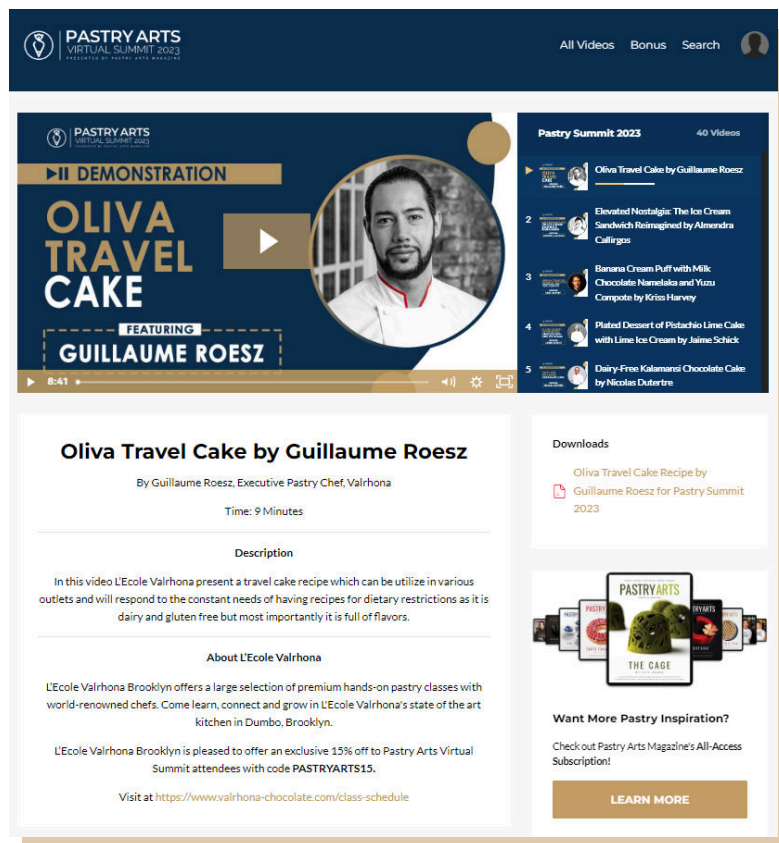


## BRAND AUTHORITY &/OR ASSOCIATION

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

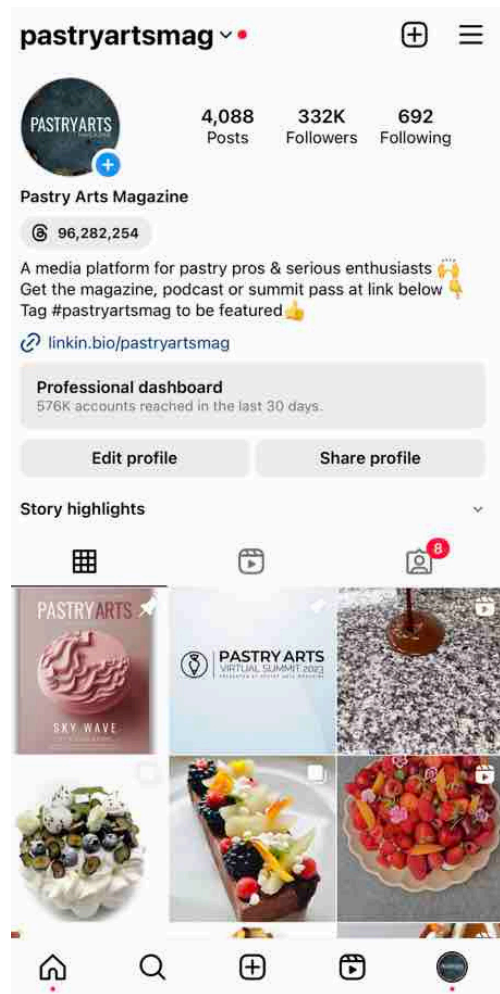


## BRAND ASSOCIATION

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



**Profile**

**DINARA KASKO**  
**TRUE PASTRY**  
**RESILIENCE**  
By Shawn Weiner

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**Did you suffer from Imposter Syndrome?**

That is exactly what happened to me. I had to understand that it would not end. Being a wife, mother, and business owner, I had to push as much as possible. We all have different backgrounds and talents. Some want to win the Coupe Du Monde, but others are happy making a great croissant. Today one can become popular by making something simple and delicious at home, but if you want to be executive pastry chef in a five-star hotel, social media is not enough. To overcome Imposter Syndrome you need to find confirmation, so I tried to work as much as I could and learn so that I could feel normal around other chefs. Even if people do something special, everyone only cares about themselves, so you should do what you want to do for yourself, because this is your life. I wasn't ready in 2016 when this happened to me. I remember trying to answer every social media comment, which kept me up until 3AM. I was happy and sad at the same time. I would be very happy if it happened to me today, and wouldn't think about Imposter Syndrome. Last year I received an invitation to work in a big hotel, but I told them I couldn't because I felt I was not ready. It is simply a matter of experience. If you believe you do not deserve it, that may be, but sometimes we don't choose and it simply happens.

**What were you doing before the war in Ukraine?**

In 2018, I opened the studio in Kharkiv, and also rented a second space in the summer of 2021. We opened an online shop with ingredients and tools for confectionery. My team and I were working on many projects in the studio as nobody believed war was possible.

**If you have a chance today don't hesitate, thank the universe, keep it and push as much as possible.**



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**Did you establish a relationship with Silkman before this period? Further, what's happening regarding the molds you conceptualized and sell?**

We collaborated with Silkman in 2016. I had many ideas and asked them to make my mold. When I posted the 3D model on my Instagram, hundreds of people wrote to me daily asking where they could buy my mold. We started to hand make and sell the molds. Two years later I found a Chinese company to make them for me. I made the 3D models, we sent it to that factory, they do this model for us, then we ship them from China to the Ukraine, Poland and the US. In 2021, we were expecting it at the beginning of 2022, so we already had a lot of orders to sell. I couldn't stop working because we still had to pay for expenses. I still want to work and don't want someone to tell me down, so I'm continuing making new designs. I have to create three new models each month for some events and exhibitions. I have 3D printers here, so we print different things that I send them to China by air, then our master makes the molds and we sell them. The process is much more complicated now.

**What is the rhythm with new molds and where is the best place to find upcoming molds?**

Last year we had no new molds but this year we will launch 10 new designs. We have 50 to 60 designs, 25 of which are made in a factory. I have many ideas, but they remain ideas only because it takes a lot of time and money to make it work for a real cake. We sell through Amazon in the US market, then we have an online shop with worldwide shipping from Ukraine. We also have a public warehouse and fulfillment center for wholesale orders. Our post office and DHL started to work at the end of May. DHL sends our parcels to Kiev by air, then to Warsaw on a special train, then by plane internationally. It was four days faster, but businesses have to become smart to survive.

**What advice would you give those who are seeking a high level of success in the pastry world?**

Work hard. Better quality cakes result in more attention. If you do nothing, you will have nothing. It is possible to become popular by using social media, as happened with me. If you want to travel, teach and become famous, you have to produce photos and videos and post them on Instagram, Facebook, and TikTok. If you make beautiful cakes and don't show them to the world, no one will know. Social media helps all businesses grow. You should make something good, strange or unique.



*I received a lot of support at the time, but some people didn't respect me. They thought I was copying something and that I wasn't a pastry chef.*

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## 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

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**Episode Sponsored by  
Guittard Chocolate Company**

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We know the level of expertise required to succeed in pastry. At Guittard, our family has been perfecting our craft for five generations. We source premium cacao beans from all over the world to offer a variety of flavor profiles and meet any application need. Now these chocolates are available in an easy to use 3 kilo bag. At Guittard, we focus on the chocolate details so you can focus on your craft. Visit [www.Guittard.com](http://www.Guittard.com) to learn more.



The logo for Guittard Chocolate Company features the brand name 'Guittard' in a large, elegant, black script font. Below it, the words 'CHOCOLATE COMPANY' are written in a smaller, black, sans-serif, all-caps font.

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campaign to drive immediate results. *Limited availability.*

# OUR CAPABILITIES

## CONTEST SPONSORSHIP

**"CONTEST"**  
Sponsored By:  
Your Company

Pitch Your Dish Challenge

RUNNER UP:  
**ALLEN "SAM" ABRAMS**



**Sam's Entry:**  
Pumpkin Pie S'mores

**Description**  
Richly spiced pumpkin pie filling combined with decadent chocolate ganache, topped with toasted marshmallows that puts a fun and new twist on a holiday classic.

**Recipe Inspiration**  
"My 5-year-old daughter had asked if we could make s'mores but it was cold and wet outside. Not wanting to disappoint, I tried to think of some other fall favorites I could tempt her with. While I was looking through the pantry I spotted some pumpkin puree and that is when inspiration struck."

**About Sam**  
"My name is Allen, but my friends call me Sam, and I am a food photographer and restaurant consultant based in Las Vegas, NV. I grew up around restaurants and fell in love with the industry. Before switching to full-time photography and consulting, I held various positions in F&B ranging from Executive Chef to Foodservice Director, and Operations Manager."

## 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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**W**hen 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

- Whisk eggs and sugar together in a stand mixer with the whip attachment.
- Melt Ghirardelli 72% Cacao Dark Chocolate Chips and butter in a bowl over a double boiler. Whisk to combine.
- 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 15 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

- Melt the Ghirardelli 52% Cacao Dark Chocolate Chips in the top of a double boiler.
- Mix 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).
- 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 potassium stabilizer
- 150 g 72% Cacao Dark Chocolate Chips

- Place 72% Cacao Dark Chocolate Chips in a dry food processor and pulse to form chocolate shavings. Reserve.
- Heat all ingredients, except chocolate shavings to 185°F (85°C). (Note: Alternatively, you can poach sous vide).
- Chill, blend well.
- 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



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- 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.
- Spread over square stencil on silicone sheet and store in refrigerator until set.
- Bake on silicone sheet at 350°F (177°C) for approximately 9 minutes. When slightly cool, form into rounded arcs. Reserve for plating.

#### ASSEMBLY

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

- Cut out circles from 72% chocolate cake.
- 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.
- From additional cake scraps, cut 1/2" (1.27 cm) cake cubes and toast slightly. Dust with Ghirardelli White Chocolate Sweet Powder. Reserve for plating.
- Place one cake circle in bottom of ring mold lined with acetate. Drop 8 Groffette 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.
- 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 Groffette cherries.

## 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 2024

## SPRING ISSUE - APRIL

Editorial Close:	March 1
Ad Close:	March 1
Release:	April 2024

## SUMMER ISSUE - JULY

Editorial Close:	June 1
Ad Close:	June 1
Release:	July 2024

## FALL ISSUE - OCTOBER

Editorial Close:	September 1
Ad Close:	September 1
Release:	October 2024



# AD SPECS



## SPREAD

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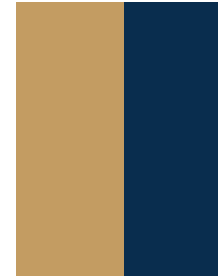
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## HALF PAGE HORIZONTAL

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## HALF PAGE VERTICAL

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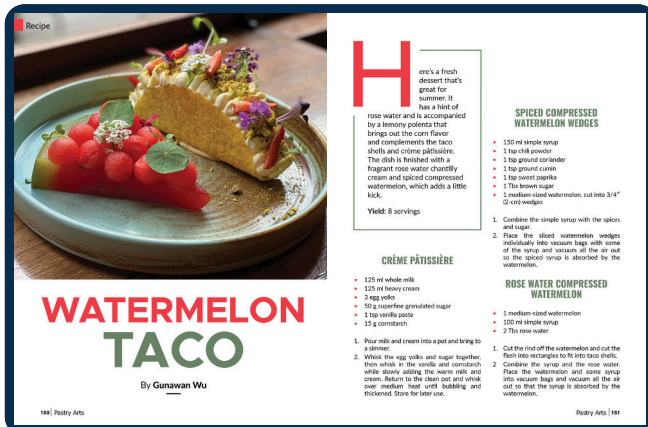
## MATERIAL REQUIREMENTS

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

# EDITORIAL 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	\$3200
Full-Page	\$1600
Half-Page	\$800
Pastry Arts Virtual Summit Sponsorship	\$5000, \$10000 or \$20000
Social Media Posts	\$4 CPM
Email Marketing	\$25 CPM
Sponsored Content (Magazine Placement)	\$1600
Sponsored Column (Magazine Placement)*	\$2000
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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## MAGAZINE

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151 N. Maitland Ave #947511  
Maitland, Florida 32751



[sales@pastryartsmag.com](mailto:sales@pastryartsmag.com)



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