

chefs on the move Delivers More Value

Plate is all about the chefs, and no media brand reports on chef comings and goings, restaurant openings and closings, like Plate. The Chefs on the Move Newsletter gives readers a peek at the competitive landscape for restaurants and chefs nationwide and the streamlined design offers easy access to our mobile readers. Now published on Wednesdays, Chefs on the Move delivers greater readership and advertising value in 2018.

Reach 15,000 Chefs and Menu Development Subscribers

Plate's Chefs on the Move newsletter now features two display advertising sponsorships. Sponsors reach 15,000 chef and menu-develop subscribers with each issue. Sponsorship of Chef's on the Move is a great tool for generating brand awareness, driving website traffic and capturing sales leads from customers and prospects. Plate is able to provide complete contact information to advertisers, for all registered respondents.

Streamlined registration ensures engagement

An all-new, streamlined website registration process will make it easier than ever for readers to click-thru and share chef and restaurant happenings.

Circulation: 15,000
Frequency: 1x weekly
Distribution day: Wednesday

Rates (Gross per issue)

	1x-3x	4x-7x	8x+
Ad position #1	\$1,656	\$1,541	\$1,426
Ad position #2	\$1,380	\$1,265	\$1,150

Specs:

Ad position #1	468 x 90 pixels or 468 x 60 pixels
Ad position #2	468 x 90 pixels or 469 x 60 pixels

[Click here for IAB ad guidelines](#)

The Plate Newsletter Portfolio

Plate newsletter Sunday, Tuesday, Thursday	Plate recipes Monday	Plate chefs on the move Wednesday	Plate spotlight Monthly
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Reserve space in Plate
Chefs on the Move Newsletter

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Plate newsletter Offers a Compelling Mix of Content

Emerging food, beverage and restaurant trends, industry news, culinary techniques, chef profiles and featured recipes – The Plate Newsletter offers a compelling mix of content for our culinary-focused audience. It's all the info that chefs need to know, plus exclusive online features, delivered to their inbox three days a week (Sunday, Tuesday, Thursday).

Reach 20,000 Chefs and Menu Development Subscribers

The Plate Newsletter is streamlined for our mobile readers and features two display advertising sponsorships and a recipe sponsorship. Sponsors reach 20,000 chef and menu-develop professionals with each issue. A Plate Newsletter sponsorship is a great tool for generating brand awareness, driving website traffic and capturing sales leads from customers and prospects. Plate is able to provide complete contact information to advertisers, for subscribers who respond.

Streamlined registration ensures engagement

An all new streamlined website registration process will make it easier than ever for readers to click thru to find complete articles, recipes, demonstrations and more.

Circulation: 20,000

Frequency: 3x weekly

Distribution: Sunday, Tuesday, Thursday

Rates (Gross per issue)

	1x-3x	4x-7x	8x+
Ad position #1	\$1,656	\$1,541	\$1,426
Ad position #2	\$1,380	\$1,265	\$1,150
Featured Recipe <i>(offered in Thursday's newsletter edition)</i>	\$978	\$863	\$805

Specs:

Ad position #1	468 x 90 pixels or 468 x 60 pixels
Ad position #2	468 x 90 pixels or 469 x 60 pixels
Sponsored Recipe	Photo, logo and 300 characters, links to your website

[Click here for IAB ad guidelines](#)

The Plate Newsletter Portfolio

Plate newsletter
Sunday, Tuesday,
Thursday

Plate recipes
Monday

Plate chefs on the move
Wednesday

Plate spotlight
Monthly

The screenshot displays the layout of the Plate Newsletter. At the top is the 'plate | newsletter' logo. Below it is a banner for 'FLIGHT of Fancy' with the text 'GET INSPIRED!' and 'Incredible!'. The main content area features several articles:

- Chefs:** 'Stuart Briozza and Nicole Krasinski Walk Us Through How They Created Their Cookbook' with a 'READ MORE >>' link.
- Recipes:** 'Charred sweet potato with ricotta and scallion' with a 'READ MORE >>' link.
- Food:** 'How a Michigan Pastry Chef Uses Honeycrisp Apples From Peel to Pectin' with a 'READ MORE >>' link.
- Food:** 'What We're Reading: Hunting the Rarest Pasta in the World' with a 'READ MORE >>' link.
- Sponsored Recipe:** 'Tennessee Blueberry BBQ Tacos' with a description: 'Taco 'bout delicious! Chef Jason Morse's tangy blueberry barbecue sauce is the perfect complement to the smoky flavor of pulled pork. Wrapped up with caramelized onions and crunchy coleslaw, these tacos are packed with a tasty 'south of the border' flavor. [Get inspired >>](#)'

At the bottom, there is a 'Sponsored by blueberries' logo and a 'Subscribe today' call to action with a photo of a chef and social media icons for Facebook, Instagram, Twitter, and LinkedIn.



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New Plate **recipes** Newsletter Inspires Innovation

Seasonal and thematic recipe collections inspire innovation and incubation of new menu ideas for chef and menu development readers. Featured recipes are carefully curated from our database of nearly 10,000 foodservice recipes into an easy-to-read, mobile-friendly, engaging “recipe collection,” covering a mix of cuisines, flavors, ingredients and more. Deployed every Monday, Plate Recipes gives chefs a dose of creativity to start their work week.

An exclusive ad position generates sales leads

With one prominent ad position per issue sponsors have the sole attention of 15,000 chef and menu-develop subscribers. Sponsorship of the Plate Recipes newsletter aligns your brand with innovation, generates solid leads and drives traffic to your website.

Streamlined registration boosts engagement

An all-new, streamlined website registration process will make it easier than ever for readers to click-thru, print and share inspiring recipes.

Circulation: 15,000

Frequency: Weekly

Distribution day: Monday

Rates (Gross per issue)

1x-3x	4x-7x	8x+
\$1,656	\$1,541	\$1,426

Specs:

Ad position:	468 x 90 pixels or 468 x 60 pixels, positioned at top of newsletter
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[Click here for IAB ad guidelines](#)

The Plate Newsletter Portfolio

Plate newsletter
Sunday, Tuesday,
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Monday

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Plate Recipes Newsletter

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spotlight Newsletter Surrounds Your Brand with Curated Plate Content

As a marketer in the foodservice industry you know how challenging it is to stand apart from your competitors. Creating a compelling brand story with content relevant to chefs is an effective strategy. Only Plate magazine has a portfolio of trusted and reliable culinary content to create engaging and inspiring focused newsletters. Sponsorship of Plate's Spotlight Newsletter positions your brand's message among curated editorial content that aligns with your brand – reinforcing your message. Include related video or recipes. With only one Plate Spotlight sent to readers each month, this is a very exclusive opportunity.

2018 Spotlight Themes

JanuaryKorean	JulySummer Cocktails
FebruaryBread Baking	AugustSouthern Food
MarchBeverage People to Watch	SeptemberSteakhouses Reinvented
AprilBreakfast	OctoberWhole Grains
MayMediterranean	NovemberDesserts
JuneSalads	DecemberNo Issue

Reach 20,000 Chefs and Menu Development Subscribers

Plate's Spotlight Newsletter can accommodate two display advertising positions, as well as sponsored video and recipes. Reach 20,000 chef and menu-develop subscribers with each issue. Use Plate's Spotlight Newsletter to generate excitement about your brand, drive website traffic and capture sales leads from customers and prospects. Plate provides complete contact information for responding subscribers.

Streamlined registration ensures engagement

An all new streamlined website registration process will make it easier than ever for readers to click thru to find the whole story.

Circulation: 20,000
Frequency: 1x monthly
Distribution day: TBA

Rates (Gross per issue)

Without custom sponsored content: \$4,500
 With custom sponsored content: \$6,500

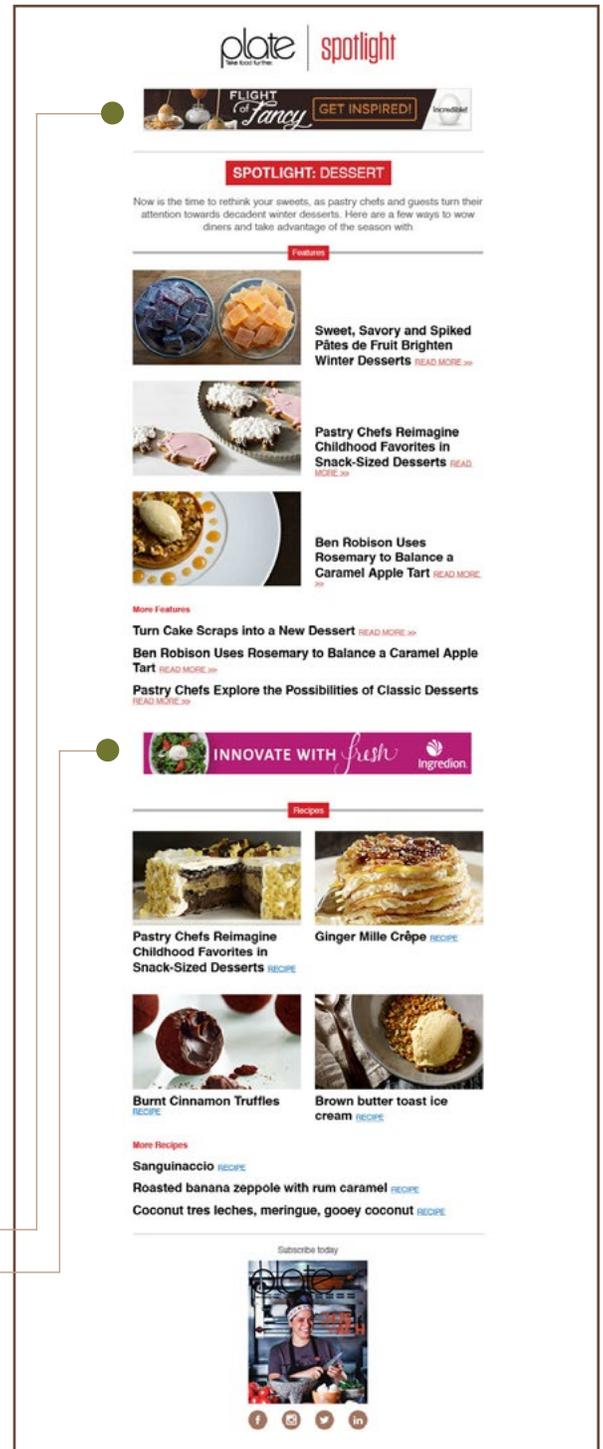
Sponsorship includes:

[Click here for IAB ad guidelines](#)

Ad position #1	468 x 90 pixels or 468 x 60 pixels
Ad position #2	468 x 90 pixels or 469 x 60 pixels
Sponsored Video	Contact publisher
Sponsored Recipe	Logo, photo and 300 characters, links to your website

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