

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 25,000 Chefs and Menu Development Subscribers

The Plate Newsletter is streamlined for our mobile readers and features two display advertising sponsorships and a third Sponsored Recipe position that runs on Tuesday and Thursday. Sponsors reach 25,000 chef and menu-development 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: 25,000

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
Sponsored Recipe	\$978	\$863	\$805
<i>(Offered ONLY in Tuesday and Thursday's newsletter edition)</i>			

Ad position #1 (Specs on back)


Ad position #2 (Specs on back)**Sponsored Recipe** (Specs on back)


|




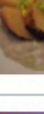
FLAVOR — OVER HEAT —

GET RECIPES




Food

Turnips and Rye Hit the Fire at The Charter Oak [READ MORE>>](#)



Food


California Chefs Bring Chicano Food Culture to the Table [READ MORE>>](#)




James Beard Foundation's

BLENDED BURGER PROJECT™

Returns May 2018!




REGISTER TODAY!




Drink

From Picking to Grape-Stomping, Here's How to Make Merlot [READ MORE>>](#)




Food

Refine Your Chilaquiles with Doritos and Tostadas [READ MORE>>](#)



Food

The Kouign-Amann Conquers America [READ MORE>>](#)




Sponsored Recipe

Wood-Grilled Beef Tomahawk Steaks with Gorgonzola Butter


This signature Creckstone Farms recipe from Chef Steven Haidlen is always a show stopper! The tomahawk steak is an impressive cut and when paired with this recipe, it is sure to be a crowd favorite. [Get Inspired>>](#)

Sponsored by



PREMIUM BLACK ANGUS BEEF
ALL NATURAL PORK

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The Plate Newsletter Portfolio

Plate newsletter

Sunday, Tuesday,
Thursday

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Monday

Plate chefs on the move

Wednesday

Plate spotlight

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Plate newsletter

Specs

	Materials required
Ad position #1	GIF, JPEG or PNG file (468 x 90 pixels or 468 x 60 pixels)
Ad position #2	GIF, JPEG, PNG file (468 x 90 pixels or 468 x 60 pixels)
Sponsored Recipe	Logo (Up to 220 pixels wide x up to 100 pixels tall), photo (100 pixels x 100 pixels), 30 character headline and 300 characters of body text. Count does not include URL. Links to sponsor website or points to video hosted at sponsor website or channel. <i>See layout below.</i>

Ad width 468 pixels wide

Photo
100 pixels wide
100 pixels tall

Sponsored Recipe
Try Stephanie Izard's Blended Burger
Try top Chef Stephanie Izard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! [Get inspired>>](#)

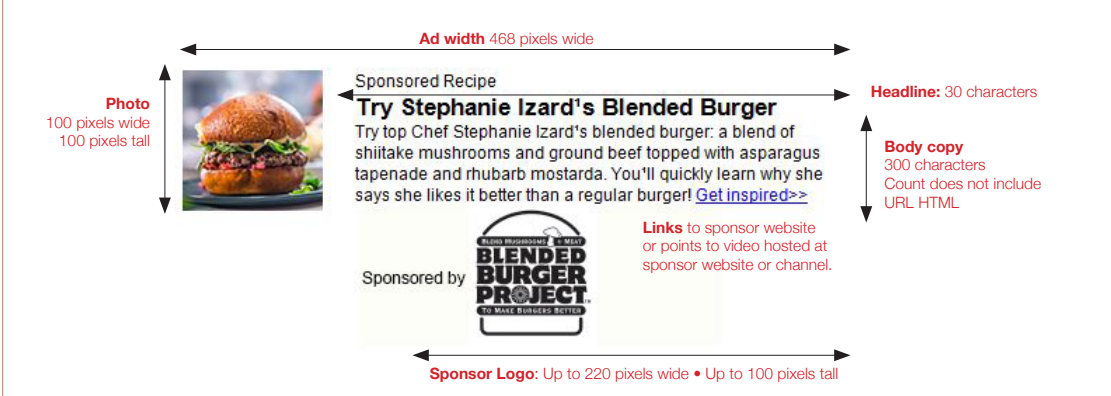
Headline: 30 characters

Body copy
300 characters
Count does not include URL HTML

Links to sponsor website or points to video hosted at sponsor website or channel.

Sponsored by

Sponsor Logo: Up to 220 pixels wide • Up to 100 pixels tall



Reserve space in the Plate Newsletter

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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.

Exclusive ad positions generate sales leads

With a single sponsor per issue, your brand gets the undivided attention of 13,000 chef and menu-development subscribers. In addition to the Top Ad Position, advertisers may also purchase a Sponsored Recipe. 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: 13,000

Frequency: Weekly

Distribution day: Monday

Rates (Gross per issue)

	1x-3x	4x-7x	8x+
Top Ad Position	\$1,656	\$1,541	\$1,426
Top Ad w/Sponsored Recipe	\$2,156	\$2,041	\$1,926

Specs

Top Ad Position (Specs on back)

Sponsored Recipe (Specs on back)







Add Crunch to Dishes with Cucumber

The freshness and crunch of cucumbers make them a favorite summer vegetable and these recipes showcase their versatility. Ferment cucumbers to serve with octopus and chanterelles, turn them into a sorbet to add to a martini, pickle them to accent an albacore crudo, and more. Try these recipes, then share your favorite cucumber applications with us on social media.

Cucumber Chaat
 Chef Yoshi Yamada | Bombay Breakdown, Chicago, Ill.
[RECIPE](#)

Octopus, Nori Oil, Fermented Cucumber, Preserved Chanterelle
 Executive Chef Miles Thompson | Allumette, Los Angeles, Calif.
[RECIPE](#)

Cucumber Sorbet
 Chef/Owner Matt Gennuso | Chez Pascal, Providence, R.I.
[RECIPE](#)

Wagyu With Cucumber, Honeydew, and Lime Sugar
 Chef Grant Achatz | Alinea, Chicago, Ill. [RECIPE](#)

Albacore Crudo, Spicy Pickled Lemon Cucumbers, Heirloom Melon, Caviar, Wild Fennel
 Executive Chef Bruce Kalman | Union, Pasadena, Calif.
[RECIPE](#)

Sponsored Recipe

Try Stephanie Izard's Blended Burger

Try top Chef Stephanie Izard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and mubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! [Get inspired>>](#)

Sponsored by



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Specs

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Top Ad Position	GIF, JPEG or PNG file (468 x 90 pixels or 468 x 60 pixels)
Sponsored Recipe	Logo (Up to 220 pixels wide x up to 100 pixels tall), photo (100 pixels x 100 pixels), 30 character headline and 300 characters of body text. Count does not include URL. Links to sponsor website or points to video hosted at sponsor website or channel. <i>See layout below.</i>

The diagram illustrates the layout of a sponsored recipe advertisement. The overall dimensions are 468 pixels wide and 90 pixels tall. On the left is a photo of a burger, labeled 'Photo 100 pixels wide 100 pixels tall'. To its right is the headline 'Try Stephanie Izzard's Blended Burger' (30 characters) and the body copy 'Try top Chef Stephanie Izzard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! [Get inspired>>](#)' (300 characters). Below the body copy is the sponsor logo for 'BLENDED BURGER PROJECT' (up to 220 pixels wide, up to 100 pixels tall). The text 'Sponsored by' is placed to the left of the logo. A link to the sponsor website or video is provided below the logo.

Reserve space in the Plate Recipes Newsletter

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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-development 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


Materials required

Ad position #1	GIF, JPEG or PNG file (468 x 90 pixels or 468 x 60 pixels)
Ad position #2	GIF, JPEG, PNG file (468 x 90 pixels or 468 x 60 pixels)








THE WHOLE LEG
INSPIRING CHEFS TO BE MORE CREATIVE USING THE WHOLE LEG OF PROSCIUTTO DI PARMA
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Rodney Scott Brings His Award-Winning Barbecue to Birmingham and More Chef News Down South [READ MORE>>](#)




Andrew Zimmern Goes Chinese in Minnesota and More Chef News in the Midwest [READ MORE>>](#)



Jessie Aron Works on a New Endeavor in Portland and More Chef News Out West [READ MORE>>](#)



A Williamsburg Market Debuts this Month and More Chef News in the Northeast and Overseas [READ MORE>>](#)



GET A WEEKLY DOSE OF SEASONAL RECIPES from some of the most innovative chefs in the country. [REGISTER TODAY](#) for our recipe newsletter or the entire Plate newsletter portfolio today.




plate
MEXICAN CUISINE

[f](#) [t](#) [in](#)

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Reserve space in Plate Chefs on the Move 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. 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 Suggested Spotlight Themes

Korean
Bread Baking
Beverage People to Watch
Breakfast

Mediterranean
Salads
Summer Cocktails
Southern Food

Steakhouses Reinvented
Whole Grains
Desserts

Reach 40,000 Chefs and Menu Development Subscribers

Plate's Spotlight Newsletter can accommodate three advertising positions.

Reach 40,000 chef and menu-development subscribers with each edition. 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: 40,000

Frequency: 1x monthly

Distribution day: TBA

Rates (Gross per issue)

Without custom sponsored content: \$3,500

With custom sponsored content: \$5,500

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Sponsored Recipe or Sponsored Video (Specs on back)

The screenshot displays the layout of the 'plate | spotlight' newsletter. At the top, there's a header with the 'plate | spotlight' logo. Below it is a featured article titled 'DIVE INTO MODERN IRISH CUISINE' by Kerrygold, with a sub-headline 'FROM FARM TO FRIDGE'. The article text discusses Ireland's cuisine and Irish chefs. Below the article are three 'Features' sections, each with a photo and a title: 'Corned Beef & Cabbage Won't Make Your Menu Irish', 'Irish Cooks Have Long Embraced Cooking with Seaweed', and 'Irish Whiskey Finds Its Place in Cocktails'. There are also 'More Features' and 'More Recipes' sections. The 'More Recipes' section includes 'Beer-Battered Burger and Curried Fries', 'Colcannon Croquettes', 'Fish and Chips With Tartar Sauce and Mushy Pea Fritters', and 'Stout Chocolate Chip Bread Pudding With Whiskey Caramel Sauce and Irish Cream Gelato'. At the bottom, there's a 'Sponsored Recipes' section for 'Irish Scones' and a 'Sponsored by' section for Kerrygold. The footer includes a 'SUBSCRIBE TODAY' button, a 'plate | spotlight' logo, and social media icons for Facebook, Twitter, Instagram, and LinkedIn.

The Plate Newsletter Portfolio

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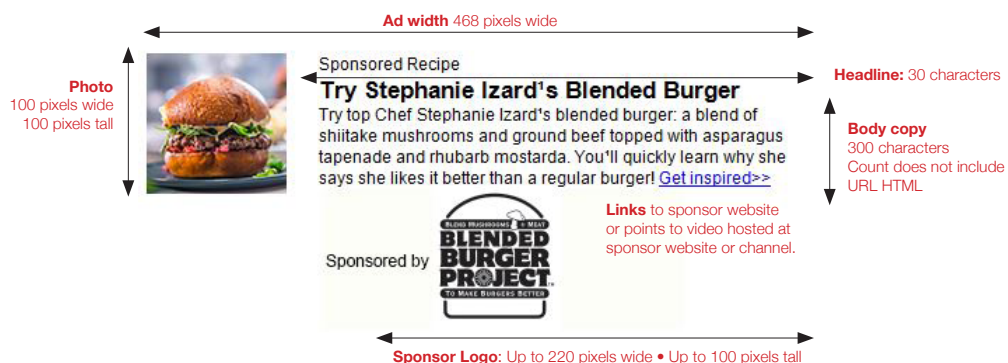
Plate spotlight
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spotlight Newsletter

Specs

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Ad position #2	GIF, JPEG, PNG file (468 x 90 pixels or 468 x 60 pixels)
Sponsored Recipe or Sponsored Video	Logo (Up to 220 pixels wide x up to 100 pixels tall), photo (100 pixels x 100 pixels), 30 character headline and 300 characters of body text. Count does not include URL. Links to sponsor website or points to video hosted at sponsor website or channel. See layouts below.

Sponsored Recipe



Sponsored Video



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