

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 two days a week (Tuesday and Thursday).

Reach 25,000 Chefs and Menu Development Subscribers

The Plate Newsletter is streamlined for our mobile readers and features a top display advertising unit, a second display or text ad and a sponsored recipe position. 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 sponsors with 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 complete articles, recipes, demonstrations and more.

Circulation: 25,000

Frequency: 2x weekly

Distribution: Tuesday and 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 <i>(or text ad)</i>	\$978	\$863	\$805

Ad position #1 (Specs on back)

Ad position #2 (Specs on back)

Sponsored Recipe (Specs on back)

The screenshot displays the layout of the Plate Newsletter. At the top is the 'plate | newsletter' logo. Below it is a banner for 'CHOLULA FLAVOR OVER HEAT' with a 'GET RECIPES' button. The main content area features several articles, each with a food image and a 'Food' category tag. The articles include: 'Turnips and Rye Hit the Fire at The Charter Oak', 'California Chefs Bring Chicano Food Culture to the Table', 'From Picking to Grape-Stomping, Here's How to Make Merlot', 'Refine Your Chilaquiles with Doritos and Tostadas', and 'The Kouign-Amann Conquers America'. There is also a 'Sponsored Recipe' for 'Wood-Grilled Beef Tomahawk Steaks with Gorgonzola Butter' from Chef Steven Hayden, sponsored by Creakstone Farms. A 'BLENDED BURGER PROJECT™ Returns May 2018!' banner is also visible. At the bottom of the newsletter preview, there is a 'SUBSCRIBE TODAY' button and a social media bar with icons for Facebook, Twitter, Instagram, and LinkedIn.

The Plate Newsletter Portfolio

Plate recipes
Monday

Plate newsletter
Tuesday and
Thursday

Plate chefs on the move
Wednesday

Plate spotlight
Monthly

Plate newsletter

Specs

	Materials required
Ad position #1	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)
Ad position #2	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels) or text ad. Text ads have the same specifications as Sponsored Recipes, only are labeled "Sponsored Content."
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 ad. It features a photo of a burger on the left, a headline, body copy, and a sponsor logo at the bottom. Dimensions are indicated by arrows: the photo is 100 pixels wide and 100 pixels tall; the headline is 30 characters; the body copy is 300 characters; the sponsor logo is up to 220 pixels wide and up to 100 pixels tall; and the total ad width is 468 pixels.

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. Sponsorship includes a banner ad at the top of the newsletter and a sponsored recipe. Sponsorship of the Plate Recipes newsletter aligns your brand with innovation, generates solid leads and drives traffic to your website. Plate is able to provide sponsors with complete contact information for responding subscribers.

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
Single Sponsorship	\$2,694	\$2,494

Specs

Top Ad Position (Specs on back)

Sponsored Recipe (Specs on back)

plate | recipes

James Beard Foundation's
BLENDED BURGER PROJECT™
Returns May 2018! REGISTER TODAY!

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 rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! [Get inspired>>](#)

Sponsored by **BLENDED BURGER PROJECT**

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plate
THE MEXICAN
DISH

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The Plate Newsletter Portfolio

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recipes Newsletter

Specs

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Top Ad Position	GIF or JPEG 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. It features a 468-pixel-wide ad area. On the left, a 100x100 pixel photo of a burger is shown. To its right is the text: 'Sponsored Recipe', 'Try Stephanie IZARD's Blended Burger', and a paragraph of body copy. Below the text is a 'Sponsored by' logo for 'BLENDED BURGER PROJECT'. Dimensions and content specifications are indicated by arrows and text: 'Ad width 468 pixels wide' at the top, 'Photo 100 pixels wide 100 pixels tall' on the left, 'Headline: 30 characters' and 'Body copy 300 characters' on the right, and 'Sponsor Logo: Up to 220 pixels wide • Up to 100 pixels tall' at the bottom.

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. Each Wednesday, Plate Chefs on the Move offers a convenient recap.

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 Chefs 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 sponsors with 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 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

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Ad position #1	GIF or JPEG file (468 x 90 pixels or 468 x 60 pixels)
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plate | chefs on the move








Daniel Asher Goes Middle Eastern in Denver and More Chef News Out West [READ MORE>>](#)




Shaun Connolly Prepares a Charleston Wine Bar and More Chef News Down South [READ MORE>>](#)




Advancing Your Ambitions
 **CONVOTHERM**
 6.10 easyTouch combi oven







Peter Chang Branches Out in D.C. and More Chef News in the Northeast [READ MORE>>](#)



Daniel del Prado Gets Meaty in Minnesota and More Chef News in the Midwest [READ MORE>>](#)



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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.

Reach 36,000 Chefs and Menu Development Subscribers

Plate's Spotlight Newsletter can accommodate three advertising positions.

Reach 36,000 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 sponsors with 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: 36,000

Frequency: 1x monthly

Distribution day: TBA

Rates (Gross per issue)
\$7,475

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 is a banner for 'Kerrygold FROM FARM TO FRIDGE'. Below this is a section titled 'DIVE INTO MODERN IRISH CUISINE' with an introductory paragraph about Irish cuisine. This is followed by three featured articles, each with a small image and a 'READ MORE' link: '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'. A 'More Features' section includes 'What It's Like to Be an Irish Chef in Ethiopia'. The 'Recipes' section features four recipe cards: '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'. A 'More Recipes' section highlights 'Chocolate Guinness Cake With Irish Cream Sabayon' and 'Boxty'. A 'Sponsored Recipes' section features 'Irish Scones' with a description and a 'Get inspiration' link. At the bottom, there is a 'Sponsored by' logo for Kerrygold and a 'Sponsored Today' section showing a 'plate | HOLIDAY MEXICAN' newsletter cover. Social media icons for Facebook, Twitter, and LinkedIn are at the very bottom.

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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. <i>See layouts below.</i>
Sponsored Recipe	<p>The diagram shows a 468px wide ad. On the left is a 100px wide x 100px tall photo of a burger. To its right is the headline 'Try Stephanie Izard's Blended Burger' (30 characters) and body text: '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>>'. Below the text is the 'BLENDED BURGER PROJECT' logo (220px wide x 100px tall) with the text 'Sponsored by'. A note says 'Links to sponsor website or points to video hosted at sponsor website or channel.'</p>
Sponsored Video	<p>The diagram shows a 468px wide ad. On the left is a 100px wide x 100px tall photo of scones. To its right is the headline 'Irish Scones' (30 characters) and body text: 'These delicious baked goodies make a strong case for scones becoming part of a traditional Irish breakfast. Kerrygold Butter keeps them moist yet light. Topped with jam or preserves they could almost be a breakfast all on their own. Get inspired>> LINK TO VIDEO HERE'. Below the text is the 'Kerrygold' logo (220px wide x 100px tall) with the text 'Sponsored by'. A note says 'Links to sponsor website or points to video hosted at sponsor website or channel.'</p>

Reserve space in the Plate Spotlight Newsletter

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