

More content.
More chefs.
More PlateOnline.com.



Our new website reflects the appeal of Plate magazine—inspiring food and drink ideas, original food photography, in-depth coverage of culinary topics and chef-to-chef conversations—while offering exclusive content just for our online audience.

Plate's award-winning content comes alive on the web with user-friendly, **responsive** design and **advanced search** functionality.

A robust audience development campaign is planned to dramatically **grow our web traffic** and social media engagement, providing more effective digital advertising opportunities.

More user-friendly.

Responsive design means PlateOnline is optimized for every format and device giving users a rich, seamless experience whether they are on a smartphone, tablet, laptop or desktop. For a better experience, all Plate content is connected and organized through simpler, intuitive navigation.

More value for you.

Reach this growing audience in very targeted, meaningful and measurable ways – with digital advertising and sponsored content, available only on PlateOnline.

Every month you will receive in-depth reporting that weeds out non-operators and shows actual names, titles, restaurant names and locations of operators who viewed and clicked on your ads. You will receive qualified sales leads with full contact information in real time.

For more information about the new PlateOnline, contact your Plate representative today.

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More exclusive content.

NEWSLETTERS

Original, innovative content that will engage our audience and drive traffic:

From the Magazine: Highlights from the latest issue

Plats du Jour: Seasonal themed recipes

Chef Spotlight: The most exciting chefs from restaurants around the country

On the Fly: A weekly dose of food culture and news

Chefs on the Move: The latest chef shuffles, openings and closings

The Week in Review: Keep readers up-to-date on current happenings

MAGAZINE ARCHIVES

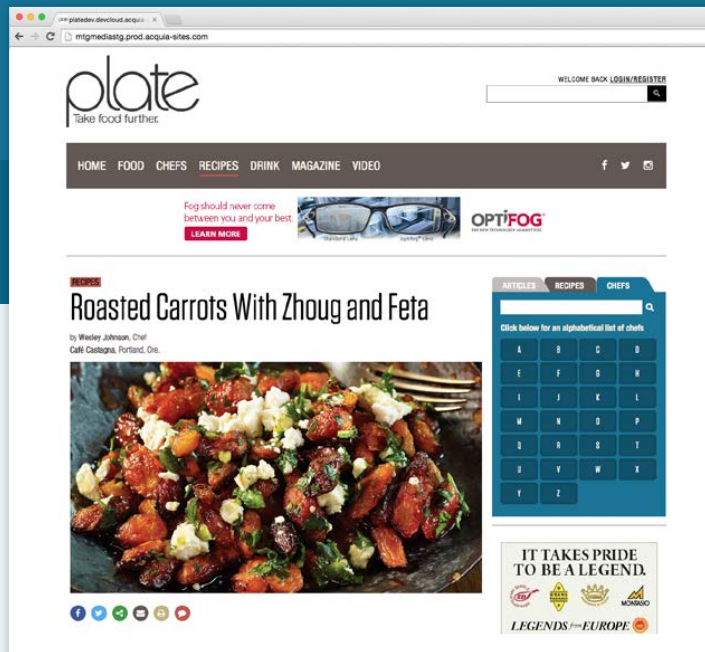
Complete archive of issues back to 2012, organized and cross-referenced with advanced search functions.

RECIPE DATABASE

More than 7,500 recipes by and for professional chefs are available with easier saving and sharing—and more user-generated ratings and comments. Sponsored recipes, linked directly to your own website, are one of the best ways to showcase your products and generate response.

IN-DEPTH JOURNALISM

We give readers substantive storytelling—such as the award-winning *Project: Blackbird*—that truly sets us apart.



More accessible.

An optimized user-experience through newly organized content and intuitive navigation.

FOOD

Feature stories, food blogs, chef interviews, book reviews and more.

DRINK

Mix it up with bartenders, mixologists and beverage managers.

CHEFS

The most innovative chefs who are taking food further and leading the industry.

RECIPES

A treasure trove of 7,500 professionally-created recipes, searchable by course, cuisine, ingredient, food cost, menu price and more.

VIDEO

Chef interviews, demos and how-to techniques that answer readers' burning questions.

MAGAZINE

The current magazine plus past issue archives, with the same in-depth stories, features and photography.