

2016

Editorial Calendar



How Plate Engages its Chef Audience

Every issue of Plate takes a deep dive into a singular culinary theme or trend, surprising its readers with something new and different, something not found in other publications. Plate's exceptional ingenuity comes directly from the chefs themselves. More than 50 chefs contribute their recipes and ideas to each issue of Plate. We recreate their dishes in our kitchen studio and take stunning, original photographs to feature in every issue.

Whether chefs are menuing a dish today, planning to add it tomorrow, or simply learning more about their craft, Plate inspires chefs to think creatively about their own menus, innovations and opportunities for growth. No other magazine effectively engages chefs, or puts them in the right frame of mind to respond positively to your brand's advertising message.

Plate knows what it takes to engage an audience of chefs and goes to the extraordinary lengths to do so.

The impressive results:

87% of Plate readers read at least five of six issues

91% read half or more of each issue

76.5 minutes on average is spent reading each issue

87% of readers have modified or adapted a recipe from Plate for their own menus

January/February 2016

From Discarded to Delicious

Dan Barber calls it a cultural change; we think it's just the next logical step. As chefs continue to focus on sourcing quality ingredients, they want to use every little bit. And as we consider the extreme food waste crisis in our country, not throwing out the peels, stems, bones, and trim from fruit, vegetables, meat and seafood becomes an ethos and not just a business decision. The preparations like carrot top pesto, kale stem fries, whey gelato and oven-roasted fish collars in this issue show that using every part of your ingredients is as good for the palate as it is for the environment and the bottom line.

Bonus distribution

Research Chefs Association
Culinology Expo

Ad close date

December 8, 2015

Materials due

December 18, 2015

March/April 2016

Filipino Cuisine

We've all explored Vietnamese, Chinese, Indian, Thai and many other Southeast Asian cultures, but Filipino cuisine has flown under the radar for many years. As the Filipino-American population in the U.S. has grown to over 3.4 million, we are learning more about this culture and its food, which embraces influences from China, Portugal, Spain, Indonesia, and Malaysia, among other countries. There's much to learn—and love—about Filipino food, which is full of flavor and welcomes families and restaurant guests with its communal style of eating.

Bonus distribution

Women Chefs & Restaurateurs
CIA Worlds of Flavor Conference

Bonus research

Readex Advertising
Effectiveness Study

Ad close date

February 4, 2016

Materials due

February 16, 2016

May/June 2016

Reinvented Diners and Diner Food

You can spend the night plating perfect compositions, but after work, where does everyone go? To the diner, where a club sandwich, tuna melt, or bagel with a schmear —the antithesis of the three-tweezer salad—is exactly what we crave. This issue of Plate explores American diner culture, the Italian, Mexican, Jewish and Greek forebearers, and how diners and other casual spots have evolved as Americans eat out more often than ever.

Bonus distribution

NRA Marketing Executives Group
PlateNight

Ad close date

April 5, 2016

Materials due

April 18, 2016

July/August 2016

Adding Vegan to Menus

Vegan eating used to be a political statement reserved for the alfalfa sprout crowd, but as meatless Mondays, cleanses and food allergies become the norm, more and more guests are looking for vegan dining options. Chefs are responding, creating vegan options in even the most mainstream operations. This issue turns one of the biggest requests chefs face into a menu of dishes that are every bit as flavorful as their meaty counterparts.

Bonus distribution

Produce Marketing Association
Foodservice Expo

CIA Flavor, Quality & American
Menus Conference

Ad close date

June 6, 2016

Materials due

June 20, 2016

September/October 2016

Innovation vs. Authenticity

America is comprised of immigrants, whether recent or from generations ago, but what happens to a cuisine when its people are displaced, either voluntarily or under duress? We've created regional American cuisines based on an amalgamation of many other cuisines, made with ingredients available here. But how do more recent immigrants do it, and how does America respond to their attempts? And what does authenticity mean when it comes to food? This issue of Plate goes deeper into the question of what comprises American food by investigating how a culture's diaspora impacts its cuisine.

Bonus distribution

CIA Craft Beer & Food Summit

Bonus research

Readex Advertising
Effectiveness Study

Ad close date

August 4, 2016

Materials due

August 18, 2016

Special Issue

3rd Annual "30 Chefs to Watch"

We'll once again criss-cross the country to find the rising star chefs who are making names for themselves by taking food further in their own kitchens and restaurants. Don't miss the most anticipated issue of the year and Plate's picks for the best Chefs to Watch this year.

Ad close date

September 12, 2016

Materials due

September 27, 2016

November/December 2016

The New French Revolution

Chefs in America were traditionally trained on classic French cuisine, but then challenged to create American food. Many are now turning back to those early lessons, to investigate what mother sauces, fricassees, and kouign-amann mean to them as chefs today. They're playing with French classics in everything from bakeries to casual bistros to fine dining temples, and the results are sometimes traditional, sometimes completely modern, and always delicious.

Ad close date

October 18, 2016

Materials due

November 1, 2016



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