



*"I'm not going to get rich off this joint; that's not why I'm here. At the end of the day, it's about your customers and your staff. This is family for me."*

*—Justin Carlisle, Ardent, Milwaukee*



PlateNight

*"PlateNight is one of the bigger industry functions during the NRA Show that attracts all of the heavy-hitters."*

*—Chris Thompson, The Lamb Co-Operative*



*"I always want a certain amount of fearlessness to drive this place."*

*—Alex Chang  
Vagabond, Miami*

*"We rely on our instincts. Genevieve always tastes something I make and vice versa. Then we come up with ideas together."*

*—Ori Menashe and Genevieve Gergis  
Bestia, Los Angeles*



*"We strive to present our dishes with an air of familiarity coupled with flavors and techniques that are new and exciting."*

*—Andrew Le, The Pig and the Lady, Honolulu*



**Chef's Tables**

*"All of us in this business love to entertain, and we speak the language of food through our cooking."*

*-Bill Kim, Belly Q, Chicago*



*"We're not saving lives. It's just dinner. Calm down. We're here to have fun."*

*-Nick Erven, Saint Martha, Los Angeles*



*"I view cooking as a lifestyle choice. If you're on fire about it, it's going to treat you really well."*

*-Andrew Little  
Josephine, Nashville*



**PlateNight**

*"PlateNight is the party everyone goes to!"*

*-Kevin Ryan, Director  
International Corporate Chefs Association*

# Grow your brand.

With Plate, you'll gain access to thought-leaders and decision-makers of the foodservice industry. Two-thirds of our readers are chefs, executive chefs or chef-owners of restaurants, making us unique in our niche. Reach this influential audience to expand and elevate your brand.



**48,500**  
CIRCULATION



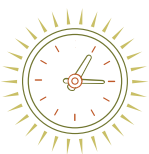
**35,000**  
PROFESSIONAL CHEFS



**20%** ANNUAL  
CIRCULATION GROWTH



**3.5**  
READERS PER COPY



**78** MINUTES  
AVERAGE READING TIME



**85%** ADAPT  
RECIPES TO MENUS



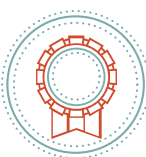
**94%** INVOLVED IN  
PURCHASING DECISIONS



**\$227** BILLION IN  
FOOD & BEVERAGE SALES



**8,000**  
CHEF-AUTHORED RECIPES



**18** MAJOR  
EDITORIAL AWARDS

# Making connections.



Plate puts content in front of chefs and restaurateurs via print, digital and social media channels, connecting and engaging subscribers on their terms – whether it's in the kitchen or on the go.



# Rave reviews.



*Folio: Magazine Gold Winner for Editorial (Epicurian)*

• The Burnt Issue



*Custom Content Council Gold Winner*

• Idaho Potato Calendar



*American Business Media Jesse H. Neal Award*

• The Chocolate Issue



*Association of Food Journalists*

• Project: Blackbird

*“Every time I pick up Plate, I find out about a couple of young chefs coming up in the industry I need to know.”*

– Chef/Owner Edward Lee, 610 Magnolia, Louisville

*“Plate has helped me rethink and reinvent my whole way of cooking.”*

– Felix Maietta, Chef/Owner  
Union Gourmet Market and Café, Philadelphia

# Our front & back of house.

The Plate team is steeped in food and the foodservice industry. Most of us have been in the industry our entire professional careers. In fact, our editor is a CIA-trained chef. We live and breathe food and restaurants.



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Looking forward.

***2016 Editorial Calendar***

Every issue takes a “deep dive” into a singular culinary theme.

***PlateNight at the NRA Show***

The premier all-industry networking event of the year.

***PlateOnline and e-Newsletters***

An all new, mobile friendly, seamless brand experience.

***Annual “Chefs to Watch” Special Issue***

A celebration of chefs – the heroes of our story.

Let's talk.

Contact us for more information and advertising rates.

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