

# 2018

# Editorial Calendar



## Chefs Find Inspiration in Plate

When you're a chef, your passion for food is what drives you. Chefs aren't satisfied with the status quo. They're always growing, learning and exploring. And where do chefs find new ideas and sources of inspiration? From other chefs, allies, people they've worked with in the trenches. And, from Plate.

Plate is where chefs find inspiration, fresh interpretations on culture and tradition, utility, need-to-have products and need-to-know techniques. It's where trends are incubated with their grittiness intact before going mainstream—where ideas are readied for bold implementation.

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Plate goes globe-trotting in 2018, inspiring with innovative, under-the-radar international cuisine and more. We'll explore the influence of the Japanese aesthetic on the front and back of house, Peruvian cuisine at play, and Jewish Ashkenazi and Sephardic fare across the continents. A Spirits issue highlights the rapid rise of the spirit bar, and our most highly anticipated issue of the year, the fifth annual "Chefs to Watch" list, introduces the up-and-coming chefs moving the needle right now.

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Plate satiates the curiosity of chefs and drives creativity and innovation in the kitchen every day.

Plate engages readers—

**71%** of Plate readers read six out of six issues

**88%** of Plate readers save their issues for future reference

**73** minutes on average is spent reading each issue

**84%** of readers have modified or adapted a recipe from Plate for their own menus

January/February 2018

## The Japanese Influence Issue

Sushi and ramen are all over American menus, but the hold Japanese culture has on chefs goes far beyond nigiri or tonkatsu. In this issue, we'll explore the deep influence Japanese plating, service and aesthetics have had on American fine dining, how izakayas have impacted bar food in America, why chefs are embracing mold, and the Japanese ingredients, tabletop pieces and techniques that have become an integral part of dining today.

### Bonus distribution

Women's Foodservice Forum  
COEX (Chain Operators Exchange)

### Ad close date

**December 8, 2017**

### Materials due

**December 20, 2017**

March/April 2018

## The Spirits Issue

Cocktail culture has ebbed and flowed over the years, but never have spirits captured the attention of chefs and beverage professionals like they do now. In this issue, we'll investigate why single spirit bars are popping up everywhere, we'll visit hotel bars that have made a comeback, and learn how chefs and bartenders are working together to create exciting new food and drink pairings and concepts.

### Bonus distribution

Research Chefs Association Culinology Expo  
Women Chefs & Restaurateurs Conference  
CIA Worlds of Flavor Conference

### Bonus research

Readex Advertising Effectiveness Study

### Ad close date

**February 2, 2018**

### Materials due

**February 14, 2018**

May/June 2018

## The Mexican Issue

Mexican food has come a long way in America—most menus have a Mexican-inspired appetizer, cocktail or entree. Tacos are practically their own food group and Mexican and American chefs take the cuisine to new heights, it's time to pay respect to a cuisine that has exceeded expectations.

### Bonus distribution

NRA Marketing Executives Group  
PlateNight

### Ad close date

**April 3, 2018**

### Materials due

**April 13, 2018**

July/August 2018

## Rice

Rice is perhaps the most ubiquitous food around the world, central to the cuisine and kitchens in cultures from Nepal to Spain to Minnesota. We'll visit restaurants around the country to understand how chefs are cooking rice, whether its stewed into porridge, seared to achieve the perfect crust, steamed, fried, baked, or ground into rice flour or even infused into cocktails.

### Bonus distribution

ACF National Convention

### Bonus research

Readex Advertising Effectiveness Study

### Ad close date

**May 30, 2018**

### Materials due

**June 11, 2018**

September 2018

## The Jewish Food Issue

The origins of what we think of as Jewish food stems from somewhere between Eastern Europe and Israel, but it can be found everywhere from India to Mexico to Argentina. Ashkenazi Jewish food thrives in New York delis, while Sephardic food reigns in the cafes of Los Angeles. This issue will explore what Jewish cuisine looks and tastes like in large cities and small communities around the world.

### Bonus distribution

Produce Marketing Association

### Ad close date

**July 18, 2018**

### Materials due

**July 25, 2018**

October Special Issue

## Chefs to Watch

Be the first to know who the new chefs are and what is inspiring their menus. This issue celebrates the heart and soul of today's most innovative and up-and-coming chefs. In this highly anticipated fourth annual edition, we'll unveil the newest rising stars of the industry, those who are innovating and elevating food to new heights, and those who will become tomorrow's big names.

### Ad close date

**September 5, 2018**

### Materials due

**September 17, 2018**

November/December 2018

## The Peruvian Issue

When we ask chefs about where they would like to cook and eat, Peru comes up, over and over again. With this type of response, it's time we all took a look at this diverse, exciting country. We'll look at the convergence of Japanese, Spanish, African and Chinese influences on the cuisine, the excitement of the dining scene in Lima, and the ideas American chefs are bringing home to their kitchens in an issue that explains why the food world is looking south for inspiration.

### Ad close date

**October 17, 2018**

### Materials due

**October 31, 2018**



To find out how Plate magazine can increase your innovation footprint, drive product adoption and sales, contact a Plate representative.

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