

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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PLATE targets chefs, restaurant owners and executives in all segments of the foodservice industry, including independent restaurants and restaurant chains, hotels, resorts, casinos, clubs, caterers, contract feeders, colleges and universities, business and industry, and healthcare. The mission of Plate is to take food further. Plate magazine features chef interviews, recipes and original food photography focused around select culinary themes or trends. The website, PlateOnline.com, features a searchable database of professional chef recipes as well as chef demos, videos, and news. Two e-newsletters, Plats du Jour and On the Fly, feature recipes of the week and chef and food news. Digital editions feature all the content of the magazine plus additional interactive content available only electronically. Plate also hosts a national event, PlateNight, during the National Restaurant Association Show in Chicago.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

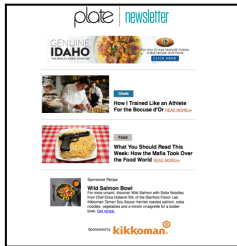
CHANNELS

PLATE MAGAZINE



4 issues in the period
48,505 average circulation

PLATE E-NEWSLETTERS




4 E-Newsletters in the period
110 total issued in the period
See below for average per occurrence

PLATE WEBSITE



10,191 average users

PLATE SOCIAL MEDIA



6,964 Twitter followers
5,853 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PLATE MAGAZINE Unique Total* (4 issues in the period)	48,505	-	48,505
a. Print	39,976	-	39,976
b. Digital	12,950	-	12,950
1. Requested	7,011	-	7,011
2. Non-Requested	5,939	-	5,939
PLATE E-NEWSLETTERS			
a. Plate Newsletter (60 issued in the period)	25,518	-	25,518
b. Plate Recipes (24 issued in the period)	11,505	-	11,505
c. Plate Chefs on the Move (24 issued in the period)	15,229	-	15,229
d. Plate Spotlight (2 issued in the period)	38,027	-	38,027
PLATE WEBSITE (Monthly Users with 61,132 average Pageviews)	10,191	-	10,191
PLATE SOCIAL MEDIA			
a. Twitter followers	**6,964	-	**6,964
b. Facebook likes	**5,853	-	**5,853

*Unique Total represents unique recipients, not the sum of Print and Digital.

**Social Media claims are cumulative figures, not averages.

FIELD SERVED

PLATE serves the following types of establishments: Fine Dining, Casual Dining, Midscale/Family Restaurant, Fast Casual/Fast Food/Quick Service Restaurant, Hotel/Resort/Casino/Country Club, Caterer/Catering Firm, College/University Foodservice, Business & Industry/Corporate Dining/Foodservice Management Firm, Culinary Schools and Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, etc.).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Chef/Owners, Executive Chefs, Pastry Chef, Sommelier, Other Chefs, Food & Beverage Management, Research & Development, Menu Development, Senior Management (Owner/Partner), General Management, Marketing, Purchasing, other functions and functions unknown.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	97
Advertiser and Agency	1,084
Allocated for Trade Shows and Conventions	-
All Other	756
TOTAL	1,937

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,505	100.0	48,505	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,505	100.0	48,505	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
July/August	39,487	13,483	48,507
September	39,581	13,373	48,505
October	40,342	12,485	48,504
November/December	40,493	12,460	48,503

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018
 This issue is -% or 2 copies below the average of the other 3 issues reported in Paragraph 2.

Type of Establishment	Unique Total Qualified*	Percent of Total	Classification by Job Function						
			Print	Digital	Chef/Owners, Executive Chefs, Pastry Chef, Sommelier, Other Chefs, F&B Management, R&D, Menu Development	Senior Mgmt, (Owner/Partner, Not Chef), Executive Mgmt, (President/VP/CEO), General Management	Marketing, Purchasing	Other Functions and Functions Unknown	
Fine Dining Restaurant	9,334	19.3	8,344	1,890	5,323	3,324	170	517	
Casual Dining Restaurant	23,483	48.4	20,356	4,449	13,964	7,843	755	921	
Midscale/Family Restaurant	2,336	4.8	1,946	629	1,129	988	131	88	
Fast Casual/Fast Food/Quick Service Restaurant	3,358	6.9	1,527	2,012	681	1,944	655	78	
Hotel/Resort/Casino/Country Club	4,699	9.7	3,719	1,614	2,683	1,534	260	222	
Caterer/Catering Firm	1,530	3.2	1,415	520	1,245	235	18	32	
College/University Foodservice	1,014	2.1	869	331	679	219	43	73	
Business & Industry/Corporate Dining/Foodservice Management Firm	785	1.6	520	416	398	304	64	19	
Culinary Schools	402	0.8	359	175	236	27	7	132	
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, Etc.)	1,562	3.2	1,438	424	910	425	62	165	
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,503	100.0	40,493	12,460	27,248	16,843	2,165	2,247	
PERCENT	100.0		83.5	25.7	56.2	34.7	4.5	4.6	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Classification by Annual Sales Volume	Total Qualified	Percent
\$100,000,000 or More	2,690	5.5
\$50,000,000 to \$99,999,999	969	2.0
\$10,000,000 to \$49,999,999	3,589	7.4
\$5,000,000 to \$9,999,999	2,944	6.1
\$3,000,000 to \$4,999,999	3,363	6.9
\$1,000,000 to \$2,999,999	8,736	18.0
Under \$1 Million	7,366	15.2
No Answer	18,846	38.9
TOTAL QUALIFIED CIRCULATION	48,503	100.0

Classification by Number of Units	Total Qualified	Percent
100 or More Units	2,491	5.1
50-99 Units	1,016	2.1
20-49 Units	1,787	3.7
10-19 Units	2,097	4.3
2-9 Units	11,638	24.0
Single Units	20,778	42.9
No Answer	8,696	17.9
TOTAL QUALIFIED CIRCULATION	48,503	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,479	12,491	-	33,418	6,941	35,970	74.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	402	-	-	382	48	402	0.8
V. TOTAL - Sources other than above (listed alphabetically):	12,131	-	-	6,693	5,471	12,131	25.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	9,407	-	-	4,046	5,361	9,407	19.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,724	-	-	2,647	110	2,724	5.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	36,012	12,491	-	40,493	12,460	48,503	100.0
PERCENT	74.2	25.8	-	83.5	25.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Unique Total Audit Average Qualified***:	48,503	48,503	48,506	48,502	48,507	48,505
Unique Qualified Non-Paid Total***:	48,503	48,503	48,506	48,502	48,507	48,505
Print:	41,209	40,199	39,324	39,360	40,959	39,976
Digital:	9,921	8,432	10,962	12,969	12,180	12,950
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	274	63	311		Kentucky	227	97	306	
New Hampshire	264	55	296		Tennessee	552	230	722	
Vermont	170	45	193		Alabama	293	83	335	
Massachusetts	1,703	444	1,987		Mississippi	112	45	144	
Rhode Island	264	56	293		EAST SO. CENTRAL	1,184	455	1,507	3.1
Connecticut	546	178	657		Arkansas	160	32	177	
NEW ENGLAND	3,221	841	3,737	7.7	Louisiana	636	127	721	
New York	3,299	860	3,810		Oklahoma	266	114	348	
New Jersey	1,230	339	1,395		Texas	2,961	845	3,524	
Pennsylvania	1,978	461	2,250		WEST SO. CENTRAL	4,023	1,118	4,770	9.8
MIDDLE ATLANTIC	6,507	1,660	7,455	15.4	Montana	149	24	160	
Ohio	872	326	1,098		Idaho	190	52	215	
Indiana	328	156	430		Wyoming	88	19	102	
Illinois	3,020	743	3,432		Colorado	1,175	355	1,412	
Michigan	601	286	796		New Mexico	202	59	233	
Wisconsin	809	182	908		Arizona	1,094	260	1,224	
EAST NO. CENTRAL	5,630	1,693	6,664	13.7	Utah	211	81	265	
Minnesota	1,104	253	1,255		Nevada	754	219	893	
Iowa	190	48	219		MOUNTAIN	3,863	1,069	4,504	9.3
Missouri	552	191	681		Alaska	52	19	62	
North Dakota	52	14	61		Washington	937	414	1,246	
South Dakota	91	29	110		Oregon	582	148	672	
Nebraska	153	62	199		California	5,456	1,542	6,442	
Kansas	236	72	282		Hawaii	475	89	516	
WEST NO. CENTRAL	2,378	669	2,807	5.8	PACIFIC	7,502	2,212	8,938	18.4
Delaware	176	57	214		UNITED STATES	40,480	12,233	48,270	99.5
Maryland	816	254	994		U.S. Territories	11	20	26	
Washington, DC	452	101	522		Canada	-	202	202	
Virginia	771	317	989		Mexico	-	1	1	
West Virginia	75	32	95		Other International	2	4	4	
North Carolina	721	330	945		APO/FPO	-	-	-	
South Carolina	403	140	496						
Georgia	737	414	1,057						
Florida	2,021	871	2,576						
SOUTH ATLANTIC	6,172	2,516	7,888	16.3					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	40,493	12,460	48,503	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2018	Plate Newsletter	Plate Recipes	Plate Chefs on the Move	Plate Spotlight
JULY				
July 1	25,502	11,823	-	-
July 8	25,439	11,815	14,575	-
July 15	25,326	11,763	14,534	38,722
July 22	25,221	11,712	14,489	-
July 29	25,157	11,692	14,454	-
AUGUST				
August 5	25,193	11,656	14,573	-
August 12	25,235	11,639	14,622	-
August 19	25,222	11,616	14,642	-
August 26	25,218	11,599	14,681	-
SEPTEMBER				
September 2	25,373	11,542	14,925	-
September 9	25,445	11,521	15,066	-
September 16	25,505	11,497	15,234	-
September 23	25,600	11,478	15,329	-
September 30	25,638	11,448	15,358	-
OCTOBER				
October 7	25,582	11,425	15,386	-
October 14	25,747	11,395	15,537	-
October 21	25,801	11,373	15,612	-
October 28	25,815	11,354	15,640	-
NOVEMBER				
November 4	25,787	11,330	15,639	-
November 11	25,798	11,301	15,739	-
November 18	25,914	11,294	15,814	-
November 25	25,845	11,291	15,829	-
DECEMBER				
December 2	26,003	11,331	15,914	-
December 9	25,947	-	15,896	37,332
December 16	26,020	11,227	16,016	-
AVERAGE:	25,518	11,505	15,229	38,027

Plate Newsletter (60 issued in the period)
 Plate Recipes (24 issued in the period)
 Plate Chefs on the Move (24 issued in the period)
 Plate Spotlight (2 issued in the period)

WEBSITE CHANNEL

WWW.PLATEONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	61,307	20,323	9,927	3:08
August	62,794	19,360	8,973	3:21
September	64,848	20,435	10,048	3:23
October	74,381	23,818	13,542	2:44
November	51,169	18,251	9,561	3:08
December	52,293	17,532	9,099	2:56
AVERAGE:	61,132	19,953	10,191	3:06

July – December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Plate Social Media



Twitter followers

<http://twitter.com/platemagazine>



Facebook likes

<http://www.facebook.com/platemagazine>

2018

	Twitter followers	Facebook likes
Beginning Balance	6,913	5,704
July	6,917	5,754
August	6,840	5,772
September	6,917	5,787
October	6,969	5,806
November	6,950	5,820
December	6,964	5,853

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 198 copies or 0.4% to 3,817 copies or 7.9%. Other sources include 2 sources of circulation for quantities of 500 copies or 1.0% to 2,224 copies or 4.6%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website, and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jim Franklin, Chairman

Ed Wachholder, V.P./Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Revised

Type

ID Number

February 28, 2019

Illinois

Cook

February 28, 2019

BJ

P514B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.