

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.

MTG Media Group
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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



3 issues in the period
48,507 average circulation

PLATE E-NEWSLETTERS




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

PLATE WEBSITE



10,864 average users

PLATE SOCIAL MEDIA



6,913 Twitter followers
5,704 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reportedA

	Non-Paid	Paid	Average
PLATE MAGAZINE Unique Total* (3 issues in the period)	48,507	-	48,507
a. Print	40,959	-	40,959
b. Digital	12,180	-	12,180
1. Requested	8,077	-	8,077
2. Non-Requested	4,103	-	4,103
PLATE E-NEWSLETTERS			
a. Plate Newsletter (75 issued in the period)	25,326	-	25,326
b. Plate Recipes (26 issued in the period)	12,255	-	12,255
c. Plate Chefs on the Move (27 issued in the period)	13,877	-	13,877
d. Plate Spotlight (2 issued in the period)	40,569	-	40,569
PLATE WEBSITE (Monthly Users with 63,898 average Pageviews)	10,864	-	10,864
PLATE SOCIAL MEDIA			
a. Twitter followers	**6,913	-	**6,913
b. Facebook likes	**5,704	-	**5,704

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

**Social Media Claims are a cumulative figure, not an average.

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	240
Advertiser and Agency	1,087
Allocated for Trade Shows and Conventions	-
All Other	1,339
TOTAL	2,666

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,507	100.0	48,507	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,507	100.0	48,507	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	41,078	11,807	48,500
March/April	41,865	11,312	48,520
May/June	39,934	13,421	48,500

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
 This issue is -% or 10 copies below the average of the other 2 issues reported in Paragraph 2.

Type Of Establishment	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Job Function			
					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
Upscale/Casual Restaurant	31,517	65.0	26,696	7,349	16,516	12,361	1,124	1,516
Upscale Restaurant	10,136	20.9	8,968	2,211	5,751	3,652	189	544
Casual Restaurant	21,381	44.1	17,728	5,138	10,765	8,709	935	972
Midscale Restaurant	2,499	5.1	2,031	732	1,171	1,076	159	93
Fast Casual/Fast Food/Quick Service Restaurant	3,905	8.1	1,622	2,493	740	2,232	847	86
Hotel/Resort/Casino/Country Club	5,149	10.6	4,687	1,164	2,812	1,812	303	222
Caterer/Catering Firm	1,564	3.2	1,442	516	1,270	238	21	35
College/University Foodservice	1,053	2.2	895	357	698	228	45	82
Business & Industry/Corporate Dining/Foodservice Management Firm	848	1.7	773	222	390	361	79	18
Culinary Schools	384	0.8	340	158	227	29	7	121
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, etc.)	1,581	3.3	1,448	430	903	451	64	163
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,500	100.0	39,934	13,421	24,727	18,788	2,649	2,336
PERCENT	100.0		82.3	27.7	51.0	38.7	5.5	4.8

*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	3,195	6.6
\$50,000,000 to \$99,999,999	1,139	2.3
\$10,000,000 to \$49,999,999	3,971	8.2
\$5,000,000 to \$9,999,999	3,231	6.7
\$3,000,000 to \$4,999,999	3,647	7.5
\$1,000,000 to \$2,999,999	9,594	19.8
Under \$1 Million	7,634	15.7
No Answer	16,089	33.2
TOTAL QUALIFIED CIRCULATION	48,500	100.0

Classification by Number of Units	Total Qualified	Percent
100 or More Units	3,012	6.2
50-99 Units	1,198	2.5
20-49 Units	2,095	4.3
10-19 Units	2,341	4.8
2-9 Units	12,427	25.7
Single Units	22,324	46.0
No Answer	5,103	10.5
TOTAL QUALIFIED CIRCULATION	48,500	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,476	12,491	-	33,053	7,695	35,967	74.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	402	-	-	376	100	402	0.8
V. TOTAL - Sources other than above (listed alphabetically):	12,131	-	-	6,505	5,626	12,131	25.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	9,407	-	-	3,781	5,626	9,407	19.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,724	-	-	2,724	-	2,724	5.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	36,009	12,491	-	39,934	13,421	48,500	100.0
PERCENT	74.2	25.8	-	82.3	27.7	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 CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified***:	45,738	48,503	48,503	48,506	48,502	48,507
Unique Qualified Non-Paid Total***:	45,738	48,503	48,503	48,506	48,502	48,507
Print:	39,899	41,209	40,199	39,324	39,360	40,959
Digital:	9,777	9,921	8,432	10,962	12,969	12,180
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 2017 – June 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 MAY/JUNE 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	283	64	318		Kentucky	246	120	345	
New Hampshire	277	57	310		Tennessee	552	252	740	
Vermont	182	49	210		Alabama	301	97	363	
Massachusetts	1,688	486	2,005		Mississippi	124	43	152	
Rhode Island	278	62	310		EAST SO. CENTRAL	1,223	512	1,600	3.3
Connecticut	614	172	724		Arkansas	166	38	189	
NEW ENGLAND	3,322	890	3,877	8.0	Louisiana	521	144	628	
New York	3,157	930	3,683		Oklahoma	281	129	375	
New Jersey	1,295	343	1,459		Texas	2,699	984	3,349	
Pennsylvania	1,969	448	2,225		WEST SO. CENTRAL	3,667	1,295	4,541	9.4
MIDDLE ATLANTIC	6,421	1,721	7,367	15.2	Montana	153	28	166	
Ohio	910	390	1,193		Idaho	209	53	237	
Indiana	356	156	456		Wyoming	109	20	124	
Illinois	2,993	861	3,489		Colorado	1,225	386	1,466	
Michigan	656	295	861		New Mexico	211	60	240	
Wisconsin	845	199	946		Arizona	1,165	292	1,313	
EAST NO. CENTRAL	5,760	1,901	6,945	14.3	Utah	235	92	295	
Minnesota	1,182	297	1,358		Nevada	825	156	892	
Iowa	193	56	228		MOUNTAIN	4,132	1,087	4,733	9.8
Missouri	598	203	729		Alaska	58	19	68	
North Dakota	53	15	62		Washington	841	455	1,187	
South Dakota	95	29	115		Oregon	446	158	551	
Nebraska	162	68	214		California	4,707	1,696	5,796	
Kansas	252	90	310		Hawaii	382	98	424	
WEST NO. CENTRAL	2,535	758	3,016	6.2	PACIFIC	6,434	2,426	8,026	16.5
Delaware	190	57	229		UNITED STATES	39,791	13,165	48,123	99.2
Maryland	924	227	1,063		U.S. Territories	12	21	29	
Washington, DC	395	125	479		Canada	131	230	343	
Virginia	857	270	1,025		Mexico	-	1	1	
West Virginia	82	31	100		Other International	-	4	4	
North Carolina	796	344	1,025		APO/FPO	-	-	-	
South Carolina	375	149	476						
Georgia	730	435	1,063						
Florida	1,948	937	2,558						
SOUTH ATLANTIC	6,297	2,575	8,018	16.5					

UNIQUE TOTAL QUALIFIED CIRCULATION* **39,934** **13,421** **48,500** **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
JANUARY				
January 1	25,484	12,726	13,244	-
January 8	25,370	12,659	13,231	-
January 15	25,232	12,622	13,217	-
January 22	25,080	12,573	13,183	40,909
January 29	25,063	12,537	13,208	-
FEVRUARY				
February 5	25,066	12,503	13,353	-
February 12	25,166	12,453	13,467	-
February 19	25,201	12,425	13,600	-
February 26	25,169	12,401	13,652	-
MARCH				
March 5	25,194	12,353	13,727	40,229
March 12	25,239	12,324	13,756	-
March 19	25,295	12,286	13,867	-
March 26	25,307	12,252	13,896	-
APRIL				
April 2	25,284	12,207	13,944	-
April 9	25,240	12,176	14,011	-
April 16	25,284	12,161	14,069	-
April 23	25,405	12,131	14,118	-
April 30	25,411	12,095	14,156	-
MAY				
May 7	25,411	12,067	14,179	-
May 14	25,437	12,046	14,223	-
May 21	25,461	12,015	14,307	-
May 28	25,520	11,987	14,388	-
JUNE				
June 4	25,563	11,959	14,462	-
June 11	25,558	11,925	14,525	-
June 18	25,547	11,892	14,551	-
June 25	25,504	11,860	14,581	-
AVERAGE:	25,326	12,255	13,877	40,569

Plate Newsletter (75 issued in the period)

Plate Recipes (26 issued in the period)

Plate Chefs on the Move (27 issued in the period)

Plate Spotlight (2 issued in the period)

WEBSITE CHANNEL

WWW.PLATEONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	69,749	31,564	15,719	2:41
February	69,470	21,863	9,276	3:41
March	66,336	23,167	10,683	2:57
April	57,052	20,624	9,429	2:38
May	59,325	20,943	9,305	2:49
June	61,459	20,999	10,773	3:10
AVERAGE:	63,898	23,193	10,864	2:59

January – June 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	6,774	5,510
January	6,836	5,569
February	6,842	5,611
March	6,859	5,637
April	6,887	5,653
May	6,915	5,673
June	6,913	5,704

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 1 source of circulation for a quantity of 9,407 copies or 19.4%, including Chain Store Guide.

Other sources include 2 sources of circulation for quantities of 839 copies or 1.7% to 1,885 copies or 3.9%, including OpenTable and Cheffeed.

GEOGRAPHIC DISTRIBUTION:

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

REVISED COPY:

This Revised June 2018 Brand Report dated September 13, 2018 replaces the previously released report dated July 12, 2018.

The following revisions have been made at the request of the publisher:

Paragraph 3a: "Fine Dining Restaurant" has been changed to "Upscale Restaurant"; "Casual Dining Restaurant" has been changed to "Casual Restaurant"; "Midscale/Family Restaurant" has been changed to "Midscale Restaurant." A subtotal of "Upscale Restaurants and Casual Restaurants" has been added.

Classification by Number of Units: has also been revised, combining the '2-4 Units' and the '5-9 Units' into a single line item, '2-9 Units'.

The revised figures now appear on page 3.

Please destroy all originally released copies of this report.

PUBLISHER'S AFFIDAVIT

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

Jim Franklin, Chairman

Ed Wachholder, Circulation Manager

(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

July 12, 2018

State

Illinois

County

Cook

Revised

September 13, 2018

Type

BJ

ID Number

P514B0J8

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.