

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



4 Issues in the period
48,502 average circulation

PLATE E-NEWSLETTERS



5 E-Newsletters in the period
123 total issued in the period
See below for average per occurrence

PLATE APP



5,131 cumulative downloads

PLATE WEBSITE



6,722 average users

PLATE SOCIAL MEDIA



6,774 Twitter followers
5,510 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)	48,502	-	48,502
a. Print	39,360	-	39,360
b. Digital	12,969	-	12,969
1. Requested	3,521	-	3,521
2. Non-Requested	9,448	-	9,448
PLATE E-NEWSLETTERS			
a. Plats du Jour (25 issued in the period)	13,287	-	13,287
b. On the Fly (24 issued in the period)	14,026	-	14,026
c. Chefs on the Move (23 issued in the period)	13,626	-	13,626
d. The Weekly Recap (26 issued in the period)	21,562	-	21,562
e. From the Magazine (25 issued in the period)	13,331	-	13,331
PLATE APP			
b. Magazine App (cumulative downloads)	**5,131	-	**5,131
PLATE WEBSITE (Monthly Users with 49,877 average Pageviews)	6,722	-	6,722
PLATE SOCIAL MEDIA			
a. Twitter followers	**6,774	-	**6,774
b. Facebook likes	**5,510	-	**5,510

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

**App Downloads and 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	236
Advertiser and Agency	1,504
Allocated for Trade Shows and Conventions	-
All Other	654
TOTAL	2,394

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,502	100.0	48,502	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,502	100.0	48,502	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
July/August	40,013	12,032	48,501
September	38,660	13,447	48,504
October	39,144	13,359	48,502
November/December	39,624	13,038	48,502

*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 2017
 This issue is equal to 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	10,673	22.0	9,458	2,123	6,371	3,466	167	669
Casual Dining Restaurant	21,490	44.3	17,537	5,189	12,535	7,824	283	848
Midscale/Family Restaurant	2,346	4.8	1,803	703	1,032	1,159	54	101
Fast Casual/Fast Food/Quick Service Restaurant	2,110	4.3	1,097	1,143	571	1,372	92	75
Hotel/Resort/Casino/Country Club	5,849	12.1	4,747	1,801	3,957	1,412	145	335
Caterer/Catering Firm	1,775	3.7	1,562	565	1,446	259	23	47
College/University Foodservice	1,532	3.2	1,072	676	1,049	298	51	134
Business & Industry/Corporate Dining/Foodservice Management Firm	636	1.3	533	228	401	169	38	28
Culinary Schools	420	0.9	371	137	248	24	10	138
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, etc.)	1,671	3.4	1,444	473	962	444	75	190
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,502	100.0	39,624	13,038	28,572	16,427	938	2,565
PERCENT	100.0		81.7	26.9	58.9	33.9	1.9	5.3

*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	1,768	3.6
\$50,000,000 to \$99,999,999	912	1.9
\$10,000,000 to \$49,999,999	3,476	7.2
\$5,000,000 to \$9,999,999	3,198	6.6
\$3,000,000 to \$4,999,999	3,769	7.8
\$1,000,000 to \$2,999,999	9,713	20.0
Under \$1 Million	8,427	17.4
No Answer	17,239	35.5
TOTAL QUALIFIED CIRCULATION	48,502	100.0

CLASSIFICATION BY NUMBER OF UNITS

	TOTAL QUALIFIED	PERCENT
100 or More Units	1,442	3.0
50-99 Units	827	1.7
20-49 Units	1,516	3.1
10-19 Units	1,985	4.1
5-9 Units	3,424	7.1
2-4 Units	9,406	19.4
Single Units	22,275	45.9
No Answer	7,627	15.7
TOTAL QUALIFIED CIRCULATION	48,502	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	26,397	9,570	-	32,287	7,840	35,967	74.2
II. Request from recipient's company:	-	6	-	6	-	6	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	12,529	-	-	7,331	5,198	12,529	25.8
**Association rosters and directories	21	-	-	-	21	21	-
**Business directories	7,131	-	-	2,371	4,760	7,131	14.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	5,377	-	-	4,960	417	5,377	11.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	38,926	9,576	-	39,624	13,038	48,502	100.0
PERCENT	80.3	19.7	-	81.7	26.9	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	Audited Data	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Unique Total Audit Average Qualified***:	42,476	45,738	48,503	48,503	48,506	48,502
Unique Qualified Non-Paid Total***:	42,476	45,738	48,503	48,503	48,506	48,502
Print:	37,837	39,899	41,209	40,199	39,324	39,360
Digital:	8,330	9,777	9,921	8,432	10,962	12,969
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 2017 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 2017**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	278	75	325		Kentucky	246	115	328	
New Hampshire	259	70	306		Tennessee	505	215	656	
Vermont	186	55	223		Alabama	268	73	315	
Massachusetts	1,600	421	1,895		Mississippi	113	35	138	
Rhode Island	278	94	346		EAST SO. CENTRAL	1,132	438	1,437	3.0
Connecticut	587	169	700		Arkansas	152	42	182	
NEW ENGLAND	3,188	884	3,795	7.8	Louisiana	485	120	574	
New York	3,158	1,006	3,815		Oklahoma	302	107	372	
New Jersey	1,347	342	1,540		Texas	2,556	883	3,188	
Pennsylvania	1,911	517	2,258		WEST SO. CENTRAL	3,495	1,152	4,316	8.9
MIDDLE ATLANTIC	6,416	1,865	7,613	15.7	Montana	155	36	174	
Ohio	1,001	374	1,284		Idaho	187	41	211	
Indiana	382	147	485		Wyoming	100	24	117	
Illinois	2,968	800	3,442		Colorado	1,144	335	1,372	
Michigan	705	281	900		New Mexico	212	48	236	
Wisconsin	764	176	864		Arizona	1,045	268	1,197	
EAST NO. CENTRAL	5,820	1,778	6,975	14.4	Utah	228	91	288	
Minnesota	1,135	249	1,289		Nevada	742	231	900	
Iowa	204	57	238		MOUNTAIN	3,813	1,074	4,495	9.2
Missouri	623	205	761		Alaska	67	29	88	
North Dakota	50	17	60		Washington	834	315	1,052	
South Dakota	85	21	102		Oregon	424	136	513	
Nebraska	167	63	215		California	5,289	1,776	6,527	
Kansas	235	78	283		Hawaii	316	93	357	
WEST NO. CENTRAL	2,499	690	2,948	6.1	PACIFIC	6,930	2,349	8,537	17.6
Delaware	199	61	247		UNITED STATES	39,589	12,872	48,311	99.6
Maryland	886	305	1,114		U.S. Territories	10	17	24	
Washington, DC	425	120	514		Canada	24	143	161	
Virginia	852	344	1,103		Mexico	-	-	-	
West Virginia	77	35	101		Other International	1	6	6	
North Carolina	811	339	1,049		APO/FPO	-	-	-	
South Carolina	415	129	505						
Georgia	676	375	960						
Florida	1,955	934	2,602						
SOUTH ATLANTIC	6,296	2,642	8,195	16.9					
UNIQUE TOTAL QUALIFIED CIRCULATION*						39,624	13,038	48,502	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2017	Plats du Jour	On the Fly	Chefs on the Move	The Weekly Recap	From the Magazine
JULY					
July 1	13,908	14,634	14,052	22,747	13,676
July 8	13,857	14,581	13,997	22,865	13,624
July 15	13,787	14,516	13,945	22,536	13,548
July 22	13,629	14,465	13,906	22,580	13,510
July 29	13,686	14,415	13,844	22,538	13,455
AUGUST					
August 5	13,604	14,354	13,783	21,891	13,390
August 12	13,566	14,297	13,749	22,055	13,346
August 19	13,511	14,229	13,705	22,132	13,299
August 26	13,451	14,172	13,689	22,017	13,256
SEPTEMBER					
September 2	13,392	14,124	13,659	21,673	13,481
September 9	13,348	14,074	13,615	21,727	13,326
September 16	13,299	14,031	13,572	21,783	13,300
September 23	13,244	13,979	-	21,341	13,243
September 30	13,213	13,937	13,517	21,298	13,206
OCTOBER					
October 7	13,092	13,889	13,531	21,223	13,504
October 14	13,144	13,846	13,490	21,727	13,387
October 21	13,079	13,796	13,443	21,382	13,327
October 28	13,041	13,789	13,395	21,090	13,311
NOVEMBER					
November 4	13,007	13,695	13,522	21,062	13,278
November 11	12,977	13,658	13,475	20,819	13,196
November 18	12,933	-	-	20,765	13,207
November 25	12,905	13,592	13,411	20,907	13,171
DECEMBER					
December 2	12,866	13,552	13,380	20,844	13,122
December 9	12,840	13,522	13,325	20,596	13,085
December 16	12,785	13,485	13,396	20,606	13,033
December 23	-	-	-	20,416	-
AVERAGE:	13,287	14,026	13,626	21,562	13,331

Plats du Jour (25 issued in the period)
 On the Fly (24 issued in the period)
 Chefs on the Move (23 issued in the period)
 The Weekly Recap (26 issued in the period)
 From the Magazine (25 issued in the period)

APP CHANNEL

MAGAZINE APP

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance		5,103
July	9	5,112
August	10	5,122
September	2	5,124
October	5	5,129
November	2	5,131
December	-	5,131

Cumulative downloads represents the aggregate number of downloads of the Plate Magazine Apps, not copies. Info regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

WEBSITE CHANNEL

WWW.PLATEONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	45,401	13,992	7,187	2:44
August	47,689	10,725	5,151	2:58
September	60,583	13,814	6,882	2:57
October	49,537	14,440	7,327	2:55
November	43,237	14,082	6,803	3:05
December	52,820	16,786	6,984	4:03
AVERAGE:	49,877	13,973	6,722	3:07

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Plate Social Media



Twitter followers*

<http://twitter.com/platemagazine>



Facebook likes

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

2017

	Twitter followers*	Facebook likes
Beginning Balance	6,636	5,224
July	6,680	5,268
August	6,731	5,309
September	6,753	5,379
October	6,764	5,401
November	6,774	5,472
December	-	5,510

*See Additional Data

ADDITIONAL DATA

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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

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.

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 21 copies or -%. Business directories include 1 source of circulation for quantity of 7,131 copies or 14.7%, including Chain Store Guide. Other sources include 1 source of circulation for a quantity of 5,377 copies or 11.1%, including OpenTable.

GEOGRAPHIC DISTRIBUTION:

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

SOCIAL MEDIA:

The media owner states that Twitter data for December 2017 was not available and therefore not reported herein.

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	January 31, 2018
State	Illinois
County	Cook
Received by BPA Worldwide	January 31, 2018
Type	BJ
ID Number	P514B0D7

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.