



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2021



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  
146 Crichton Lane  
Inverness, IL 60067  
Tel. No.: (312) 274-2215  
www.plateline.com

**PLATE** is about chefs and food culture, featuring insights into the personalities, inspiration and community that make restaurants important in our society. Plate targets chefs, restaurant owners and executives in all segments of the foodservice industry, including independent restaurants and emerging restaurant chains, hotels, resorts, casinos, clubs, caterers, and other onsite foodservice entities. Plate covers a breadth of topics including chefs and restaurants, food, drink, essays, and regular features such as our chef interview series. The website, PlateOnline.com, also features a searchable database of professional chef recipes, exclusive editorial content, as well as chef demos, videos, and current news. Three e-newsletters, Plate Newsletter, Chefs on the Move and Plate Recipes, feature recipes of the week, chef, industry, and food news. Digital editions feature all the content of the magazine plus additional interactive elements.

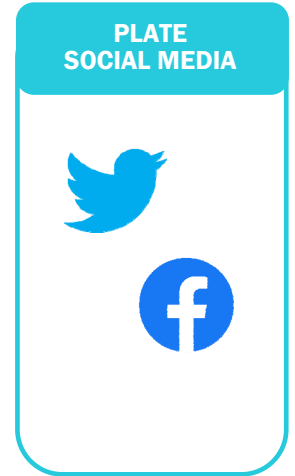
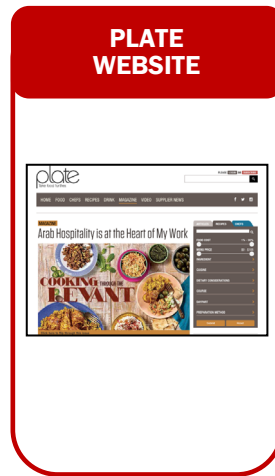
### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**PLATE** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

### 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



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PLATE PRINT AND DIGITAL MAGAZINE</b> Unique Total* (3 issues in the period)	41,902	-	41,902
a. Print	33,030	-	33,030
b. Digital	12,802	-	12,802
(See Paragraph 3b for Source)			
<b>PLATE E-NEWSLETTERS</b>			
a. Plate Newsletter/From the Editors** (40 issued in the period)	17,557	-	17,557
b. Plate Recipes (26 issued in the period)	11,836	-	11,836
c. Plate Chefs on the Move (26 issued in the period)	11,687	-	11,687
<b>PLATE WEBSITE</b> (Monthly Users with 57,376 average Pageviews)	12,798	-	12,798
<b>PLATE SOCIAL MEDIA</b>			
a. Twitter followers	***7,414	-	***7,414
b. Facebook likes	***7,356	-	***7,356

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

\*\*The name of the Plate Newsletter was changed to From the Editors the week of April 16, 2021.

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

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.**

No attempt has been made to identify or eliminate duplication that may exist across media channels.

**FIELD SERVED**

**PLATE** serves the following types of establishments: Upscale Restaurant, Casual Restaurant, Midscale 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, Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, etc.), and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Chef/owners, Executive Chefs, Pastry Chef, Sommelier/Bartender/Mixologist, Other Chefs, F&B Director/Management, Research & Development, Menu/Concept Development, Senior Management (Owner/Partner, Not Chef), Executive Management (President/VP/CEO), General Management, Marketing, Purchasing, other functions and functions unknown.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	79
Advertiser and Agency	536
Allocated for Trade Shows and Conventions	-
All Other	465
<b>TOTAL</b>	<b>1,080</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,902	100.0	41,902	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,902</b>	<b>100.0</b>	<b>41,902</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Print	Digital	Unique Total Qualified*
January/February	32,345	13,548	41,699
March/April	33,431	12,364	42,000
May/June	33,314	12,493	42,006

\*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 2021**  
**This issue is 0.4% or 156 copies above 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/Bartender/Mixologist, Other Chefs, F&B Director/Management, R&D, Menu/Concept Development	Senior Mgmt, (Owner/Partner, Not Chef), Executive Mgmt, (President/VP/CEO), General Management	Marketing, Purchasing	Other Functions and Functions Unknown	
Upscale/Casual Restaurant	28,552	68.0	22,986	7,373	14,354	12,690	432	1,076	
Upscale Restaurant	9,768	23.3	8,109	2,339	4,410	4,813	194	351	
Casual Restaurant	18,784	44.7	14,877	5,034	9,944	7,877	238	725	
Midscale Restaurant	1,369	3.3	1,147	404	682	562	42	83	
Fast Casual/Fast Food/Quick Service Restaurant	3,497	8.3	2,392	1,286	668	2,628	115	86	
Hotel/Resort/Casino/Country Club	4,068	9.7	3,169	1,429	2,836	915	124	193	
Caterer/Catering Firm	1,354	3.2	1,128	605	1,140	163	13	38	
College/University Foodservice	779	1.9	645	306	534	154	23	68	
Business & Industry/Corporate Dining/Foodservice Management Firm	732	1.7	530	343	464	197	36	35	
Culinary Schools	398	0.9	300	217	226	26	7	139	
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, etc.)	1,013	2.4	785	491	721	155	45	92	
Others Allied to the Field	244	0.6	232	39	93	98	5	48	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>42,006</b>	<b>100.0</b>	<b>33,314</b>	<b>12,493</b>	<b>21,718</b>	<b>17,588</b>	<b>842</b>	<b>1,858</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>79.3</b>	<b>29.7</b>	<b>51.7</b>	<b>41.9</b>	<b>2.0</b>	<b>4.4</b>	

\*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	5,508	13.1
\$50,000,000 to \$99,999,999	1,126	2.7
\$10,000,000 to \$49,999,999	4,108	9.8
\$5,000,000 to \$9,999,999	3,093	7.3
\$3,000,000 to \$4,999,999	3,388	8.1
\$1,000,000 to \$2,999,999	8,824	21.0
Under \$1 Million	5,934	14.1
No Answer	10,025	23.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,006</b>	<b>100.0</b>

Classification by Number of Units	Total Qualified	Percent
100 or More Units	1,509	3.6
50-99 Units	897	2.1
20-49 Units	1,761	4.2
10-19 Units	2,547	6.1
2-9 Units	10,870	25.9
Single Units	18,129	43.1
No Answer	6,293	15.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,006</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021**

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	<b>21,230</b>	<b>5,422</b>	<b>22,851</b>	<b>54.4</b>
II. Request from recipient's company:	<b>132</b>	<b>68</b>	<b>200</b>	<b>0.5</b>
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	<b>193</b>	<b>1,592</b>	<b>1,785</b>	<b>4.2</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>11,759</b>	<b>5,411</b>	<b>17,170</b>	<b>40.9</b>
Association rosters and directories	-	-	-	-
**Business directories	8,691	3,807	12,498	29.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
**Other sources	3,068	1,604	4,672	11.1
VI. Single Copy Sales:	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>33,314</b>	<b>12,493</b>	<b>42,006</b>	<b>100.0</b>
<b>PERCENT</b>	<b>79.3</b>	<b>29.7</b>	<b>100.0</b>	

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

\*\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months.  
 4,325 of copies or 10.3% of Total Qualified circulation is 36+ to 48 months.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Unique Total Audit Average Qualified***:	48,505	45,191	48,503	46,338	42,001	41,902
Unique Qualified Non-Paid Total***:	48,505	45,191	48,503	46,338	42,001	41,902
Print:	39,976	36,893	35,525	35,506	31,914	33,030
Digital:	12,950	11,774	18,610	15,834	14,432	12,802
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 2020 – June 2021 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 2021\***

State	Print	Digital	Unique Total Qualified**	Percent	State	Print	Digital	Unique Total Qualified**	Percent
Maine	225	75	275		Kentucky	247	82	308	
New Hampshire	203	69	243		Tennessee	519	204	661	
Vermont	145	40	167		Alabama	308	88	351	
Massachusetts	1,214	420	1,509		Mississippi	113	51	153	
Rhode Island	215	69	256		EAST SO. CENTRAL	1,187	425	1,473	3.5
Connecticut	500	160	595		Arkansas	128	48	164	
NEW ENGLAND	2,502	833	3,045	7.3	Louisiana	446	163	555	
New York	2,625	1,101	3,440		Oklahoma	212	70	263	
New Jersey	987	335	1,181		Texas	2,231	809	2,790	
Pennsylvania	1,538	502	1,871		WEST SO. CENTRAL	3,017	1,090	3,772	9.0
MIDDLE ATLANTIC	5,150	1,938	6,492	15.5	Montana	164	62	199	
Ohio	923	316	1,155		Idaho	189	45	212	
Indiana	382	165	502		Wyoming	96	18	113	
Illinois	2,369	951	3,015		Colorado	1,050	346	1,285	
Michigan	605	264	787		New Mexico	183	54	217	
Wisconsin	659	194	774		Arizona	1,003	256	1,156	
EAST NO. CENTRAL	4,938	1,890	6,233	14.8	Utah	215	63	257	
Minnesota	898	199	1,034		Nevada	940	245	1,107	
Iowa	189	61	232		MOUNTAIN	3,840	1,089	4,546	10.8
Missouri	492	186	623		Alaska	46	33	69	
North Dakota	51	18	60		Washington	642	348	917	
South Dakota	76	29	94		Oregon	332	157	442	
Nebraska	137	58	174		California	3,555	1,508	4,632	
Kansas	226	80	281		Hawaii	361	120	413	
WEST NO. CENTRAL	2,069	631	2,498	5.9	PACIFIC	4,936	2,166	6,473	15.4
Delaware	188	42	213		UNITED STATES	33,290	12,413	41,905	99.8
Maryland	687	203	816		U.S. Territories	20	26	43	
Washington, DC	299	145	423		Canada	4	53	57	
Virginia	574	275	772		Mexico	-	1	1	
West Virginia	67	25	84		Other International	-	-	-	
North Carolina	594	259	777		AP0/FPO	-	-	-	
South Carolina	325	145	429						
Georgia	799	337	1,070						
Florida	2,118	920	2,789						
SOUTH ATLANTIC	5,651	2,351	7,373	17.6					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b>	<b>33,314</b>	<b>12,493</b>	<b>42,006</b>	<b>100.0</b>

\*See Additional Data

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

## E-NEWSLETTER CHANNEL

2021	Plate Newsletter/From the Editors*	Plate Recipes	Plate Chefs on the Move
<b>JANUARY</b>			
January 1	19,705	12,295	11,922
January 8	19,827	12,044	12,722
January 15	19,787	12,398	12,613
January 22	19,824	12,365	12,592
January 29	19,806	12,286	12,625
<b>FEBRUARY</b>			
February 5	19,414	11,718	12,036
February 12	19,398	11,982	12,332
February 19	19,455	12,021	12,582
February 26	19,400	12,026	12,313
<b>MARCH</b>			
March 5	-	11,994	-
March 12	19,370	11,975	12,305
March 19	19,341	12,105	12,384
March 26	19,467	11,948	12,407
<b>APRIL</b>			
April 2	19,588	12,244	12,706
April 9	19,583	12,262	12,412
April 16	12,814	12,190	12,393
April 23	12,789	12,219	12,454
April 30	12,820	12,211	12,399
<b>MAY</b>			
May 7	12,740	10,514	9,002
May 14	12,679	11,753	10,160
May 21	12,671	11,753	10,163
May 28	12,600	11,737	10,148
<b>JUNE</b>			
June 4	12,569	11,709	10,219
June 11	12,292	12,002	10,238
June 18	12,116	11,954	10,275
June 25	8,897	8,040	10,154
<b>AVERAGE:</b>	<b>17,557</b>	<b>11,836</b>	<b>11,687</b>

Plate Newsletter/From the Editors (40 issued in the period)  
 Plate Recipes (26 issued in the period)  
 Plate Chefs on the Move (26 issued in the period)

\*The name of the Plate Newsletter was changed to From the Editors the week of April 16, 2021.

## WEBSITE CHANNEL

### WWW.PLATEONLINE.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	64,702	21,111	14,562	2:47
February	45,925	17,855	11,885	2:39
March	56,630	19,631	12,636	2:50
April	63,821	20,415	13,863	2:40
May	54,485	19,289	12,874	2:46
June	58,696	16,199	10,969	3:03
<b>AVERAGE:</b>	<b>57,376</b>	<b>19,083</b>	<b>12,798</b>	<b>2:47</b>

January – June 2021 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>

2021

	Twitter followers	Facebook likes
Beginning Balance	7,289	7,280
January	7,293	7,281
February	7,304	7,315
March	7,349	7,337
April	7,348	7,344
May	7,363	7,330
June	7,414	7,356

## 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 12,498 copies or 29.8%, including Chain Store Guide. Other sources include 4 sources of circulation for quantities of 49 copies or 0.1% to 4,069 copies or 9.7%.

#### 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, 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 22, 2021

State

Illinois

County

Cook

Received by BPA Worldwide

July 22, 2021

Type

BJ

ID Number

P514B0J1

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

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