



2020 EDITORIAL CALENDAR

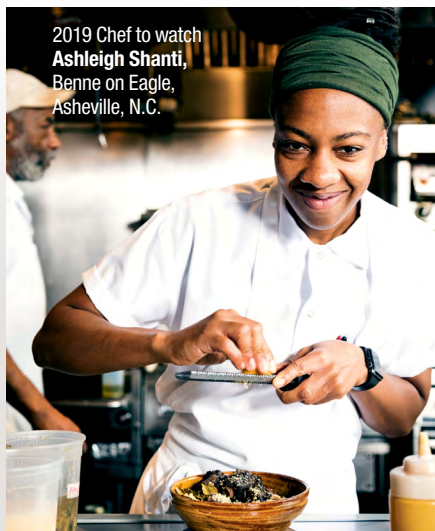


Plate Connects You to 48,500 influential chefs

Innovative and inquisitive, restaurant chefs are always on the lookout for ways to take food further. They travel the world, visit kitchens large and small, and taste everything to uncover appealing ways to enhance their menus. And, importantly, they're open to learning from and sharing with other innovative and passionate chefs.

Plate provides a platform for that learning and sharing. Our mission to take food further means connecting menu makers and enabling them to explore new techniques, products, flavors and more through chef-driven editorial and fabulous photography.

As a result, readers of all stripes, from limited-service street-food purveyors to university foodservice directors to upscale casual, restaurant operators, spend time with Plate and bring the lessons learned back to their own kitchens.

Connect with these industry influencers and decision-makers and align your brand with the forward-looking trends and ideas they are constantly seeking.

93% of Plate readers make or influence food and beverage purchasing decisions.

In each issue of Plate, we take a deep dive into what's next in a hot food trend, including the ingredients, techniques, unique marketing and business challenges, equipment innovations, new products and chefs who are leading the way.

For instance, in 2020, Plate will explore two global cuisines that are seeing an infusion of innovation and influencing menus across the board. Indian food is finally having its moment, thanks to a new generation of chefs who are adding a spark to the comfort foods they grew up with and changing the perception of the cuisine from buffet curries to a diverse and playful array of dishes. Similarly, Chinese cuisine is undergoing a renaissance, tapping both regional influences and consumers' desires for healthy, meatless, delicious dishes.

"Healthy" may also mean sustainable to consumers and chefs alike, so we'll take a close look at fish and seafood dishes that tap responsibly raised species and underused cuts, as well as new preparations (pizza, pasta, salads, boils) and inspirations (French, Spanish). And our issue focusing on special diets will discuss the challenges and opportunities of accommodating dietary requests like vegan or Paleo with alternative ingredients.

Our highly anticipated "Chefs to Watch" issue will uncover a new class of up-and-coming chefs who are exploring some of these what's-next trends and are ready to take the national stage. Many of Plate's Chefs to Watch have gone on to win the prestigious James Beard Award or Food & Wine's Best New Chefs Award.



78%

of readers say Plate is original and unlike any other magazine they receive

72

minutes on average is spent reading each issue

83%

of readers look forward to their next issue of Plate

91%

of readers say Plate inspires them to explore new ideas for their menus

75%

of readers say Plate is ahead of the curve in identifying new menu ideas and highlighting up-and-coming chefs

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January/February

The Modern Indian Issue

For too long, Indian food was thought to be nothing more than the array of brown curries on a buffet, perhaps served with samosas and mango chutney. Today, the next generation of Indian chefs has opened restaurants that show the incredible diversity of regional Indian food, from the eye-popping chaats that are served as snacks from beaches to train stations, to the coconut-inflected seafood from Kerala, to the tangy, crispy dosas that mark a South Indian breakfast. We'll explore all of those dishes and more as we talk to Indian chefs in America who have taken their food out of the curry house and into the mainstream.

BONUS DISTRIBUTION

COEX (Chain Operators Exchange)

March/April

The Sustainable Seafood Issue

Seafood dishes in restaurants have moved way beyond the basic lobster rolls and shrimp cocktail of the past. Today's menus feature an array of mollusks and crustaceans both in and out of the shell, not to mention a focus on sustainable species like mackerel and sardines, and lesser-used cuts like collars and fins. We're finding seafood on pizzas and in salads and pasta, talking with chefs inspired by Coastal French and Spanish cuisines, and diving into globally inspired crawfish boils, all of which are driven by the ethos to source responsibly fished seafood and celebrate it on the menu.

BONUS DISTRIBUTION

Research Chefs Association Culinology Expo
Women Chefs & Restaurateurs Conference

BONUS RESEARCH

Readex Advertising Effectiveness Study

AD CLOSE

December 11, 2019

MATERIALS DUE

December 24, 2019

AD CLOSE

February 3, 2020

MATERIALS DUE

February 14, 2020

2020 EDITORIAL CALENDAR



May/June

Special Dining Requests

It used to be that dietary requests from customers were a special thing, even a rarity. Today, you can bet someone at every six-top is going to ask for a dish that is gluten-free, vegan, Paleo or Whole 30 compliant. Chefs tell us that accommodating those requests are among the biggest challenges they face, and we are responding with an issue that educates readers on the differences between the various popular diets, and tells them the stories of chefs providing delicious alternative dishes, from vegan barbecue to low-sugar cocktails and dairy-free desserts.

BONUS DISTRIBUTION

Flavor Forays BBQ

NRA Marketing Executives Group

July/August

The New Chinese Issue

The number of Chinese restaurants in the United States has grown to about 45,000 since the first one opened in 1849 in San Francisco. And our understanding of Chinese food has expanded far past the neon pink, sugar-laden pineapple chicken and sweet-and-sour pork that exemplified the cuisine in the past. In this issue, we'll explore the difference between regional specialties from Peking to Sichuan, embrace vegan options on the menu, and talk to young Chinese-Americans who are having fun with the food of their heritage and sharing it with excited customers.

BONUS DISTRIBUTION

ACF National Convention

PMA Foodservice Conference

(AHF) Association of Healthcare Foodservice Management

(SHFM) Society for Hospitality & Foodservice Management

BONUS RESEARCH

Readex Advertising Effectiveness Study

AD CLOSE

April 2, 2020

MATERIALS DUE

April 17, 2020

AD CLOSE

June 5, 2020

MATERIALS DUE

June 18, 2020

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Francis Guzmán
Vianda, San Juan, P.R.



Kyo Pang
Kopitiam, New York city



Justin Carlisle
Ardent, Milwaukee



Erin Swanson
Executive Pastry Chef,
University of Wisconsin, Milwaukee

September/October

Chefs to Watch

Each year, we travel the country to find those up-and-coming chefs who are attracting industry attention in their home cities and are ripe for the national culinary stage. Our highly anticipated Chefs to Watch issue celebrates the influential game-changing chefs coming up around the country.

BONUS DISTRIBUTION

CIA Worlds of Flavor Conference

Les Dames d'Escoffier Annual Conference

PMA Fresh Summit

November/December

Plating Your Food

In this issue, we'll confer with photographers, chefs, prop stylists, and food stylists to talk about the best way to plate a dish, learn about lighting and other considerations for photography and social applications, and discuss how to balance the chef's point of view with that of the camera and the guest.

AD CLOSE

August 5, 2020

MATERIALS DUE

August 18, 2020

AD CLOSE

October 21, 2020

MATERIALS DUE

November 3, 2020



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To learn how Plate can increase your innovation footprint,
drive product adoption and grow sales,

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