

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.

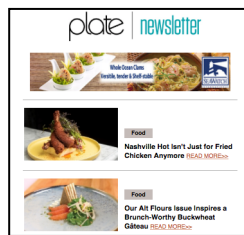
**CHANNELS**

**PLATE  
MAGAZINE**



3 issues in the period  
45,191 average circulation

**PLATE  
E-NEWSLETTERS**



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

**PLATE  
WEBSITE**



10,773 average users

**PLATE  
SOCIAL MEDIA**



7,084 Twitter followers  
6,075 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PLATE MAGAZINE</b> Unique Total* (3 issues in the period)	45,191	-	45,191
a. Print	36,893	-	36,893
b. Digital	11,774	-	11,774
1. Requested	3,459	-	3,459
2. Non-Requested	8,315	-	8,315
<b>PLATE E-NEWSLETTERS</b>			
a. Plate Newsletter (48 issued in the period)	26,021	-	26,021
b. Plate Recipes (20 issued in the period)	10,820	-	10,820
c. Plate Chefs on the Move (25 issued in the period)	16,367	-	16,367
d. Plate Spotlight (5 issued in the period)	36,111	-	36,111
<b>PLATE WEBSITE</b> (Monthly Users with 53,987 average Pageviews)	10,773	-	10,773
<b>PLATE SOCIAL MEDIA</b>			
a. Twitter followers	**7,084	-	**7,084
b. Facebook likes	**6,075	-	**6,075

\*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: 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, Other Chefs, Food & Beverage Management, Research & Development, Menu 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	85
Advertiser and Agency	980
Allocated for Trade Shows and Conventions	-
All Other	4,134
<b>TOTAL</b>	<b>5,199</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	45,191	100.0	45,191	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,191</b>	<b>100.0</b>	<b>45,191</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Print	Digital	Unique Total Qualified*
January/February	37,564	-	37,564
March/April	38,127	16,029	49,500
May/June	34,987	19,293	48,509

\*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 2019**  
 This issue is **11.4%** or **4,977** copies above the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

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	28,631	59.0	22,225	9,431	14,018	12,127	915	1,571
Upscale Restaurant	8,911	18.4	7,831	2,269	4,995	3,186	195	535
Casual Restaurant	19,720	40.6	14,394	7,162	9,023	8,941	720	1,036
Midscale Restaurant	2,358	4.9	1,816	828	1,047	1,110	102	99
Fast Casual/Fast Food/Quick Service Restaurant	5,645	11.6	1,738	4,146	706	4,211	623	105
Hotel/Resort/Casino/Country Club	5,920	12.2	4,366	2,428	3,700	1,641	304	275
Caterer/Catering Firm	1,775	3.6	1,438	799	1,486	225	17	47
College/University Foodservice	997	2.1	858	351	664	208	38	87
Business & Industry/Corporate Dining/Foodservice Management Firm	1,080	2.2	711	549	627	381	48	24
Culinary Schools	420	0.9	370	194	244	25	8	143
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, Etc.)	1,166	2.4	977	467	839	210	43	74
Others Allied to the Field	517	1.1	488	100	199	204	20	94
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>48,509</b>	<b>100.0</b>	<b>34,987</b>	<b>19,293</b>	<b>23,530</b>	<b>20,342</b>	<b>2,118</b>	<b>2,519</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.1</b>	<b>39.8</b>	<b>48.5</b>	<b>41.9</b>	<b>4.4</b>	<b>5.2</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	2,901	6.0
\$50,000,000 to \$99,999,999	1,091	2.2
\$10,000,000 to \$49,999,999	4,028	8.3
\$5,000,000 to \$9,999,999	3,135	6.5
\$3,000,000 to \$4,999,999	3,251	6.7
\$1,000,000 to \$2,999,999	7,580	15.6
Under \$1 Million	8,192	16.9
No Answer	18,331	37.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,509</b>	<b>100.0</b>

Classification by Number of Units	Total Qualified	Percent
100 or More Units	3,733	7.7
50-99 Units	1,383	2.9
20-49 Units	2,628	5.4
10-19 Units	2,673	5.5
2-9 Units	12,474	25.7
Single Units	19,718	40.6
No Answer	5,900	12.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,509</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019**

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,295	12,658	7,295	32,813	8,071	35,248	72.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	372	452	-	722	237	824	1.7
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>9,643</b>	<b>2,794</b>	<b>-</b>	<b>1,452</b>	<b>10,985</b>	<b>12,437</b>	<b>25.6</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	7,426	1,936	-	549	8,813	9,362	19.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,217	858	-	903	2,172	3,075	6.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,310</b>	<b>15,904</b>	<b>7,295</b>	<b>34,987</b>	<b>19,293</b>	<b>48,509</b>	<b>100.0</b>
<b>PERCENT</b>	<b>52.2</b>	<b>32.8</b>	<b>15.0</b>	<b>72.1</b>	<b>39.8</b>	<b>100.0</b>	

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

\*\*See Additional Data



## E-NEWSLETTER CHANNEL

2019	Plate Newsletter	Plate Recipes	Plate Chefs on the Move	Plate Spotlight
<b>JANUARY</b>				
January 1	26,089	11,185	16,086	-
January 8	26,135	11,152	16,155	-
January 15	26,115	11,132	16,176	-
January 22	26,129	-	16,221	36,093
January 29	26,173	11,091	16,292	-
<b>FEBRUARY</b>				
February 5	26,094	11,072	16,319	-
February 12	26,184	11,054	16,346	-
February 19	26,195	-	16,385	36,609
February 26	26,195	11,013	16,406	-
<b>MARCH</b>				
March 5	26,249	10,975	16,473	-
March 12	26,054	-	16,409	37,304
March 19	26,041	10,547	16,414	-
March 26	25,505	10,760	16,050	-
<b>APRIL</b>				
April 2	26,030	10,738	16,349	-
April 9	26,009	10,711	16,449	-
April 16	25,971	10,709	16,430	-
April 23	25,823	10,618	16,306	-
April 30	25,872	10,568	16,415	-
<b>MAY</b>				
May 7	25,743	10,552	16,216	35,269
May 14	25,911	-	16,487	35,282
May 21	26,041	10,572	16,592	-
May 28	26,087	-	-	-
<b>JUNE</b>				
June 4	25,902	10,510	16,518	-
June 11	25,833	10,720	16,500	-
June 18	26,078	10,722	16,601	-
June 25	26,014	-	16,580	-
<b>AVERAGE:</b>	<b>26,021</b>	<b>10,820</b>	<b>16,367</b>	<b>36,111</b>

Plate Newsletter (48 issued in the period)  
 Plate Recipes (20 issued in the period)  
 Plate Chefs on the Move (25 issued in the period)  
 Plate Spotlight (5 issued in the period)

## WEBSITE CHANNEL

### WWW.PLATEONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	65,735	21,686	11,550	3:05
February	46,948	17,256	9,000	2:53
March	44,808	19,686	10,577	2:34
April	42,885	19,214	9,859	2:36
May	70,159	21,785	11,584	2:48
June	53,392	21,625	12,068	2:33
<b>AVERAGE:</b>	<b>53,987</b>	<b>20,208</b>	<b>10,773</b>	<b>2:44</b>

January – June 2019 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>

2019

	Twitter followers	Facebook likes
Beginning Balance	6,964	5,853
January	6,991	5,910
February	6,994	5,935
March	7,045	5,960
April	7,052	5,990
May	7,074	6,033
June	7,084	6,075

## 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.

#### CHANGE IN FREQUENCY:

Effective in 2019, PLATE is changing its frequency from 7 to 6 issues per year. The issues to be released are: January/February, March/April, May/June, July/August, September/October and November/December.

#### PARAGRAPH 3a:

The May/June 2019 issue is 11.4% or 4,977 copies above the average of the other 2 issues reported in Paragraph 2.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 9,362 copies or 19.3%, including Chain Store. Other sources include 2 sources of circulation for quantities of 856 copies or 1.7% to 2,219 copies or 4.6%.

#### 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 2019 Brand Report dated October 1, 2019 replaces the previously released report dated August 6, 2019. Due to a clerical error, a report format change in Paragraph 3a was not carried forward from the previous report. The revised wording and 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, Chariman

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

State

County

Revised

Type

ID Number

August 6, 2019

Illinois

Cook

October 1, 2019

BJ

P514B0J9

#### 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.