

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
46,338 average circulation

PLATE E-NEWSLETTERS



3 E-Newsletters in the period
71 total issued in the period
See below for average per occurrence

PLATE WEBSITE



18,948 average users

PLATE SOCIAL MEDIA



7,210 Twitter followers
7,169 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLATE MAGAZINE (3 issues in the period)	46,338	-	46,338
(See Paragraph 3b for Format Type and Source)			
PLATE E-NEWSLETTERS			
a. Plate Newsletter (47 issued in the period)	24,753	-	24,753
b. Plate Recipes (13 issued in the period)	11,884	-	11,884
c. Plate Chefs on the Move (11 issued in the period)	16,273	-	16,273
PLATE WEBSITE (Monthly Users with 71,697 average Pageviews)	18,948	-	18,948
PLATE SOCIAL MEDIA			
a. Twitter followers	*7,210	-	*7,210
b. Facebook likes	*7,169	-	*7,169

*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/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	82
Advertiser and Agency	826
Allocated for Trade Shows and Conventions	-
All Other	925
TOTAL	1,833

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,338	100.0	46,338	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,338	100.0	46,338	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January/February	36,606	17,272	48,504
March/April	35,408	18,386	48,500
May/June	34,502	11,846	42,009

*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 2020
This issue is 13.4% or 6,493 copies below 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/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	28,852	68.7	24,293	6,701	14,730	12,493	400	1,229	
Upscale Restaurant	10,056	23.9	8,411	2,490	5,359	4,164	141	392	
Casual Restaurant	18,796	44.8	15,882	4,211	9,371	8,329	259	837	
Midscale Restaurant	1,580	3.8	1,304	489	758	683	47	92	
Fast Casual/Fast Food/Quick Service Restaurant	3,211	7.7	2,050	1,361	638	2,330	145	98	
Hotel/Resort/Casino/Country Club	3,832	9.1	3,051	1,374	2,692	804	113	223	
Caterer/Catering Firm	1,347	3.2	1,176	580	1,117	179	11	40	
College/University Foodservice	814	1.9	693	308	554	166	26	68	
Business & Industry/Corporate Dining/Foodservice Management Firm	668	1.6	510	313	426	174	36	32	
Culinary Schools	391	0.9	306	221	223	26	7	135	
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, Etc.)	1,010	2.4	828	453	713	169	42	86	
Others Allied to the Field	304	0.7	291	46	110	130	8	56	
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,009	100.0	34,502	11,846	21,961	17,154	835	2,059	
PERCENT	100.0		82.1	28.2	52.3	40.8	2.0	4.9	

*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	4,430	10.6
\$50,000,000 to \$99,999,999	1,054	2.5
\$10,000,000 to \$49,999,999	3,879	9.2
\$5,000,000 to \$9,999,999	3,083	7.3
\$3,000,000 to \$4,999,999	3,355	8.0
\$1,000,000 to \$2,999,999	8,811	21.0
Under \$1 Million	6,224	14.8
No Answer	11,173	26.6
TOTAL QUALIFIED CIRCULATION	42,009	100.0

Classification by Number of Units	Total Qualified	Percent
100 or More Units	1,486	3.5
50-99 Units	896	2.1
20-49 Units	1,784	4.3
10-19 Units	2,615	6.2
2-9 Units	11,426	27.2
Single Units	18,850	44.9
No Answer	4,952	11.8
TOTAL QUALIFIED CIRCULATION	42,009	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	6,982	11,404	8,031	24,793	5,963	26,417	62.9
II. Request from recipient's company:	160	-	-	61	99	160	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	937	-	-	-	937	937	2.2
V. TOTAL - Sources other than above (listed alphabetically):	14,495	-	-	9,648	4,847	14,495	34.5
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	11,119	-	-	6,933	4,186	11,119	26.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	3,376	-	-	2,715	661	3,376	8.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,574	11,404	8,031	34,502	11,846	42,009	100.0
PERCENT	53.7	27.2	19.1	82.1	28.2	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 BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*	January - June 2020*
Unique Total Audit Average Qualified***:	48,502	48,507	48,505	45,191	48,503	46,338
Unique Qualified Non-Paid Total***:	48,502	48,507	48,505	45,191	48,503	46,338
Print:	39,360	40,959	39,976	36,893	35,525	35,506
Digital:	12,969	12,180	12,950	11,774	18,610	15,834
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 2019 – June 2020 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 2020**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	231	86	289		Kentucky	255	76	310	
New Hampshire	218	69	251		Tennessee	548	191	671	
Vermont	161	40	182		Alabama	317	86	354	
Massachusetts	1,365	406	1,610		Mississippi	118	52	154	
Rhode Island	238	73	280		EAST SO. CENTRAL	1,238	405	1,489	3.5
Connecticut	525	168	615		Arkansas	140	50	174	
NEW ENGLAND	2,738	842	3,227	7.7	Louisiana	472	140	565	
New York	2,786	937	3,384		Oklahoma	226	77	280	
New Jersey	1,073	316	1,233		Texas	2,354	759	2,838	
Pennsylvania	1,687	474	1,990		WEST SO. CENTRAL	3,192	1,026	3,857	9.2
MIDDLE ATLANTIC	5,546	1,727	6,607	15.7	Montana	158	43	176	
Ohio	924	315	1,144		Idaho	191	51	212	
Indiana	398	144	489		Wyoming	93	22	108	
Illinois	2,549	831	3,027		Colorado	1,047	335	1,253	
Michigan	582	263	758		New Mexico	195	51	222	
Wisconsin	717	199	818		Arizona	1,047	261	1,186	
EAST NO. CENTRAL	5,170	1,752	6,236	14.9	Utah	210	71	252	
Minnesota	985	213	1,114		Nevada	911	261	1,093	
Iowa	193	59	229		MOUNTAIN	3,852	1,095	4,502	10.7
Missouri	519	177	630		Alaska	45	26	62	
North Dakota	54	17	62		Washington	652	321	889	
South Dakota	81	27	97		Oregon	338	149	437	
Nebraska	143	58	179		California	3,600	1,428	4,531	
Kansas	231	75	275		Hawaii	354	120	399	
WEST NO. CENTRAL	2,206	626	2,586	6.2	PACIFIC	4,989	2,044	6,318	15.0
Delaware	174	56	212		UNITED STATES	34,482	11,801	41,948	99.9
Maryland	695	230	842		U.S. Territories	20	22	38	
Washington, DC	308	111	391		Canada	-	-	-	
Virginia	614	269	796		Mexico	-	-	-	
West Virginia	68	27	89		Other International	-	-	-	
North Carolina	611	268	794		APO/FPO	-	-	-	
South Carolina	319	146	415		Email Only	-	23	23	
Georgia	736	341	1,006		UNIQUE TOTAL QUALIFIED CIRCULATION*	34,502	11,846	42,009	100.0
Florida	2,026	836	2,581						
SOUTH ATLANTIC	5,551	2,284	7,126	17.0					

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

**See Additional Data

E-NEWSLETTER CHANNEL

2020	Plate Newsletter	Plate Recipes	Plate Chefs on the Move
JANUARY			
January 1	24,955	-	-
January 8	24,891	11,851	16,349
January 15	24,873	11,741	16,337
January 22	24,817	11,908	16,244
January 29	24,771	11,969	16,325
FEBRUARY			
February 5	24,721	11,969	16,261
February 12	24,679	12,010	16,272
February 19	24,639	12,038	16,277
February 26	24,583	12,047	16,254
MARCH			
March 4	24,567	12,076	16,224
March 11	24,506	-	16,230
March 18	24,486	-	16,231
March 25	24,475	-	-
APRIL			
April 1	24,434	-	-
April 8	24,390	-	-
April 15	24,351	-	-
April 22	24,297	-	-
April 29	24,510	-	-
MAY			
May 6	24,293	-	-
May 13	24,478	6,085	-
May 20	24,632	13,310	-
JUNE			
June 3	26,556	-	-
June 10	26,331	14,608	-
June 17	25,647	12,886	-
June 24	24,035	-	-
AVERAGE:	24,753	11,884	16,273

Plate Newsletter (47 issued in the period)

Plate Recipes (13 issued in the period)

Plate Chefs on the Move (11 issued in the period)

WEBSITE CHANNEL

WWW.PLATEONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	76,904	26,286	16,072	2:23
February	73,434	26,465	17,158	2:08
March	69,169	31,354	20,397	2:18
April	63,064	31,779	20,858	2:45
May	75,640	32,527	21,940	2:26
June	71,974	26,713	17,266	2:38
AVERAGE:	71,697	29,187	18,948	2:26

January – June 2020 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>

2020

	Twitter followers	Facebook likes
Beginning Balance	7,191	6,343
January	7,208	7,037
February	7,216	7,064
March	7,232	7,088
April	7,237	7,104
May	7,233	7,155
June	7,210	7,169

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 3a:

The May/June 2020 issue is 13.4% or 6,493 copies below the average of the other 2 issues reported in Paragraph 2.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 11,119 copies or 26.5%, including Chain Store. Other sources include 1 source of circulation for a quantity of 3,376 copies or 8.0%.

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

(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

Received by BPA Worldwide

Type

ID Number

August 3, 2020

Illinois

Cook

August 3, 2020

BJ

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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.