

2025
Media Kit

plate

Connect with
Industry Pros
in Plate



obote



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An Essential Resource for Industry Pros

Plate drives meaningful connections and helps build beneficial relationships.

We provide a practical, honest, and engaging platform to connect a community of industry pros through the lens of food.

We meet our audience where they are, highlight the best of what they do, amplify their voices, and serve as a comprehensive resource to encourage learning and growth. Our audience sees themselves in our content.

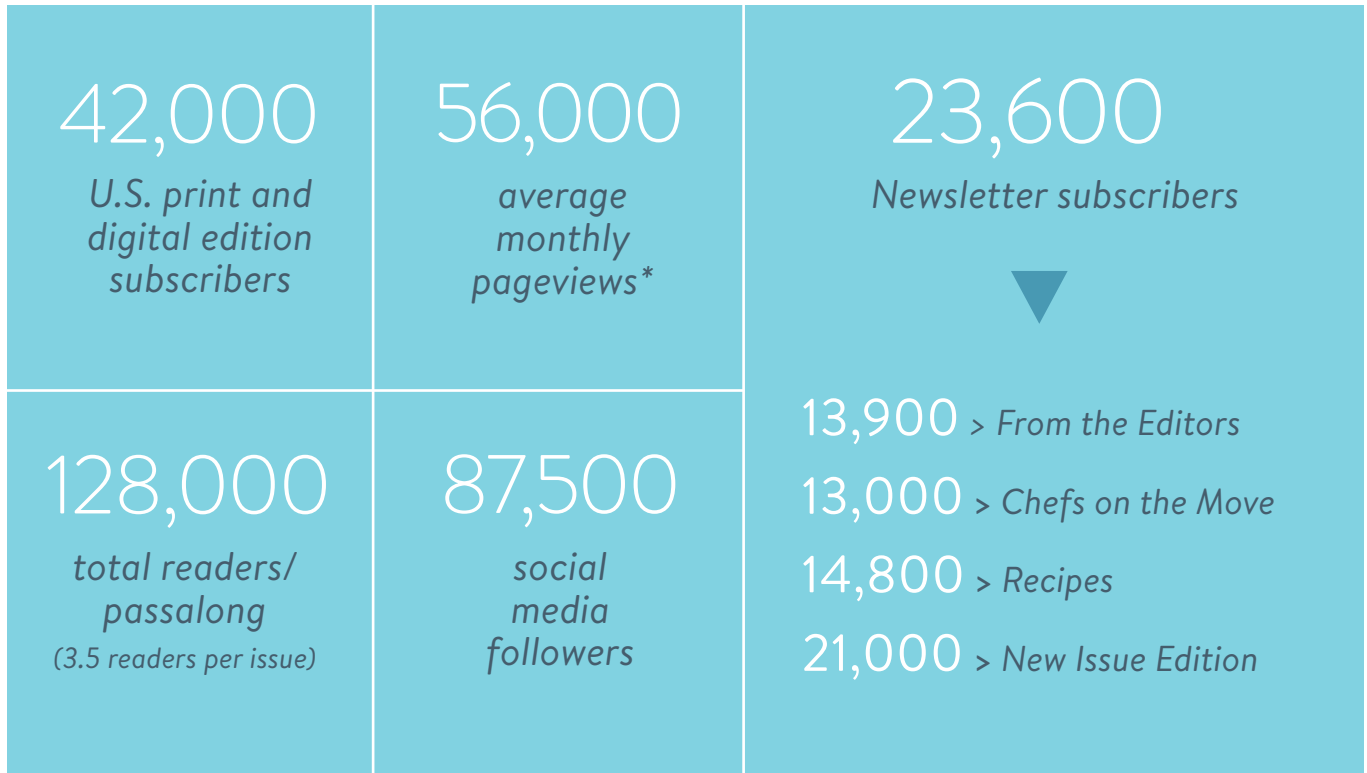
It inspires them to become better operators, leaders, and chefs.

From menu ideas and operations tips to new cooking techniques and mental health support, we're here for operators every step of the way. We address their challenges and open windows of opportunity for our advertising partners to engage with them. This creates an invaluable platform for our audience to connect and for like-minded advertising partners to reach these pros with their product offerings and solutions.

Audience



Reach Industry Pros Across Multiple Platforms



*Google Analytics

PLATE'S INFLUENCE

90% involved in purchasing decisions

80% have been influenced to try or buy a product after seeing it in Plate

64% think more highly about products advertised with Plate



Audience

Reach Decision-Makers with Purchasing Power



PLATE SUBSCRIBERS BY TITLE

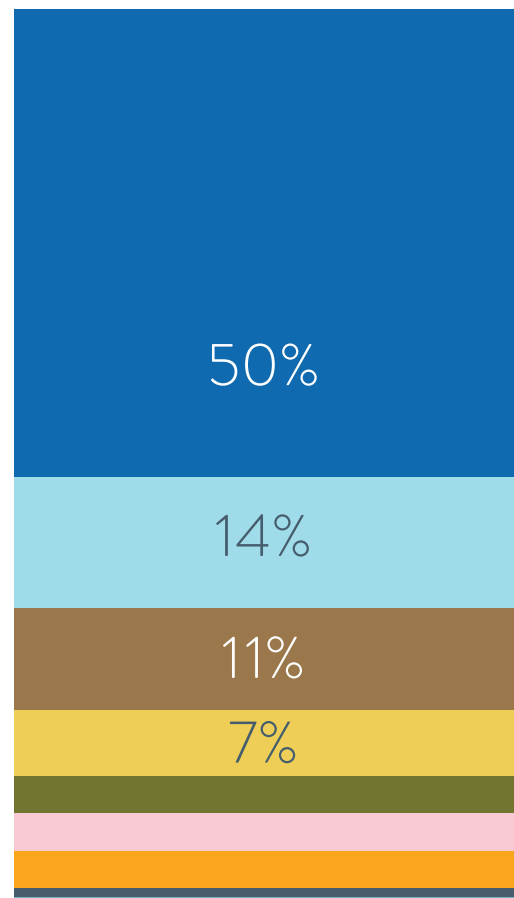


TOTAL:
42,000
PRINT AND DIGITAL
SUBSCRIBERS

Reach Decision-Makers
Across All Major Industry
Segments

LEGEND

- Casual 50%
- Upscale 14%
- Fast Casual or Quick Service (FSR/QSR) 11%
- Hotel Resort or Casino 7%
- Onsite Noncommercial (K-12, College and University) 4%
- Catering or Private Catering Firm 4%
- Other Foodservice (C-Stores, Cruise Lines) 4%
- Country Club or Private Club 1%
- Others Allied to Field 1%



Marketing Goals and Checklist



No matter what your brand goals are, we can tailor our wide-ranging tactics to achieve them. From a lead-gen program to thought leadership opportunities, let us help you execute a successful campaign.

MARKETING GOALS

WHAT WE OFFER		Brand Awareness	Thought Leadership	Lead Generation	Speaking Opportunities
TACTICS	Print Advertising*	●			
	Digital Edition Sponsorship	●		●	
	Newsletter Advertising	●		●	
	Digital Display Ads	●		●	
	Email Marketing*	●		●	
	Sponsored Content or Sponsored Video*	●	●		
	At the Table with Plate Webinars	●	●	●	●
	PlateTalks Webinars	●	●	●	
	PlateConnects	●	●	●	●
	Social Media	●		●	
	White Label Marketing	●		●	
	Of the Week Series	●		●	

* CUSTOM CONTENT OPTION AVAILABLE. CONTACT PUBLISHER (RWALKER@PLATEONLINE.COM) FOR DETAILS.

Print Advertising

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Reach more than 42,000 chefs, owners and foodservice operators with each issue of *Plate*. Published six times per year with an expanded content focus, we highlight who chefs are, not just what they put on the plate. In addition to focusing on creative and inspirational food ideas, each issue goes beyond a single culinary topic, focusing on what's most important for operators' success. Chefs use food and their restaurants to connect with and serve their customers so we amplify their stories by digging a little deeper into what drives and inspires them. It's a vital touchpoint to reach the widest national audience of forward-thinking foodservice operators.

AUDIENCE: 42,000

FREQUENCY: 6x

PRINT ADVERTISING RATES

SIZE	1-3X INSERTION	4-6X INSERTION
Full Page	\$9,340	\$8,885
Spread	\$16,345	\$15,545
Half-page	\$6,070	\$5,770
Third-page	\$4,485	\$4,265
Quarter-page	\$3,295	\$2,935

PREMIUM COVER POSITIONS

1x Inside Front/C2	\$11,280
1x Inside Back/C3	\$10,745
1x Outside Back/C4	\$11,280

ALL PRICING NET UNLESS QUOTED OTHERWISE.
FOR PROGRAMS EXCEEDING 6X+ INSERTIONS OR FOR CUSTOM INSERTIONS OR SUPPLEMENTS, PLEASE CONSULT THE PUBLISHER.
RATES INCLUDE 4C BLEED.



85% of our audience prefer the experience of print



2025 Editorial Calendar

plate

JANUARY / FEBRUARY

The Imperfection Issue

This issue celebrates industry pros who embrace imperfection. They learn, rather than hide, from their mistakes, and know the perfect dish, the perfect restaurant, the perfect team, the perfect ingredient doesn't exist. We will talk about unexpected substitutions that pan out better than the original plan—be it a space, dish, or team—and feature essays from chefs who learned from their failures. In the age of social media perfection, we'll show some love for the “ugly” dishes, along with produce seconds and the role these bruised and dented vegetables can play on a menu. We'll look at how some chefs have given “imperfect” employees like formerly incarcerated workers a second chance, and well as the imperfect system of tipping and service charges.

Ad Closing: December 3 | Materials Due: December 16

MARCH / APRIL

The Salty Issue

For better or worse, it's time to get salty! We'll bring you all the hot takes worth debating and the old salty characters who have left their mark on the industry. We'll report on what's new in the world of savory pastries, saline cocktails, and salt-based cooking techniques chefs love the most. We'll dive into the ingredient itself, including the best varieties for specific applications. We'll also look at the role MSG and other ingredients play as salt alternatives. What can we learn from salt-of-the-earth chefs and teams, and what lessons should be taken with a grain of salt?

Readex Ad Study Issue

Ad Closing: February 3 | Materials Due: February 13

MAY / JUNE

The Style Issue

From stylish chefs and uniforms to design trends, this issue is about kitchen style of all kinds. We'll feature stunning interiors in foodservice operations around the country and hear the stories behind chefs who take their style seriously. We will talk about various cooking styles, and how style plays a role in everything from equipment to plateware and presentation. What can chefs learn from food stylists, and how does plating style affect everything from how a dish tastes to how it sells? What does it mean to go from one cooking style to another over the course of a career, or operate restaurants that showcase various cooking styles?

Ad Closing: March 26 | Materials Due: April 9



CLICK TO HEAR
PLATE EDITORS
DISCUSS THE
2025 CALENDAR.

2025 Editorial Calendar

plate

JULY / AUGUST

The After Dark Issue

This issue is about everything that happens after dark—from late-night industry happy hours (and how to pull them off) to night markets. How have restaurants figured out the best lighting from patios to tabletops and how do lamps and lighting play into the success of a restaurant space? We'll feature new and interesting angles and techniques about everything that happens in the kitchen (or parking lot) overnight, from BBQ to sous vide cooking and baking. Expect all the best bar/club cocktail programs and drink coverage, and five noteworthy bartenders worth a profile. We'll also get into the more unfortunate realities of what happens "after dark," from preventing break-ins to tips for letting your late-night staff close up safely. We'll also continue to share stories from sober chefs about how they've adopted healthier end-of-shift habits.

Bonus Distribution: MISE F&B Conference in August; Atlanta, GA

Ad Closing: May 28 | Materials Due: June 11

SEPTEMBER / OCTOBER

Chefs to Watch

Our signature Chefs to Watch issue, curated in-house by editors, features stories about 15 up-and-coming chefs. More than profiles, our writers dig into what makes each of their restaurants extra special. Whether it's food, labor practices, business acumen, or community building, *Plate's* Chefs to Watch have something to teach the national restaurant community. *Plate's* Chefs to Watch has been a highly anticipated edition, elevating chefs for 11 years.

Bonus Distribution: CIA's Worlds of Flavor Conference in November; Napa, CA

Ad Closing: July 30 | Materials Due: August 13

NOVEMBER / DECEMBER

The Trim Issue

It's the end of the year, which means it's time for chefs to evaluate their COGs. We will find out where it pays to trim—labor, food costs, menu items, or time. What are the latest ways to reuse trim of all kinds (from animals to produce), as well as new techniques using scraps and fermentation. Trim can pertain to anything from great haircuts to dapper looks, so we'll feature chefs setting a stylish tone in their cities. We'll feature plants, living walls, and all sorts of greenery that need trimming in the restaurant space, and break down the yuletide numbers at NYC's Le Rock and what goes into maintaining that iconic tree. And the key to every chef's arsenal? The perfect knife will be the focus of our essential ingredient.

Ad Closing: October 1 | Materials Due: October 15



CLICK TO HEAR
PLATE EDITORS
DISCUSS THE
2025 CALENDAR.

Website Advertising

With an authenticated audience of foodservice buyers and operators, Plate’s website is the go-to source for the most interesting food, drink, chef and restaurant content—from recipes to chef interviews, essays to inspiration.

In addition to having your messages integrated with our content, you’ll receive two levels of brand value: total impressions, and out of those impressions, contact information on qualified leads, all while driving traffic to your website. Choose from a variety of ad unit sizes and positions, or we can recommend a configuration based on your goals and creative executions.

TOP 5 INTEREST AREAS FOR THE PLATE AUDIENCE

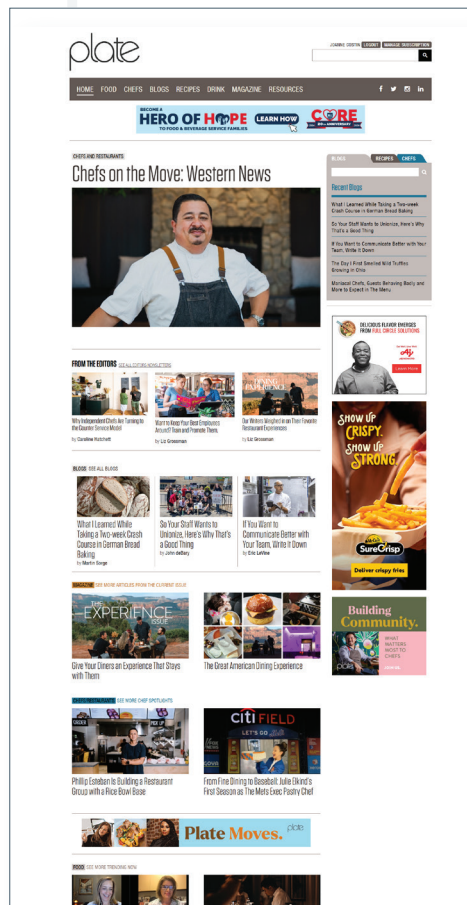
1. New cooking techniques and tips
2. Innovative food and beverage ideas
3. Learning about global cultures and cuisines
4. Business and operations ideas
5. Finding new chef-authored recipes

DIGITAL DISPLAY ADVERTISING RATES

AD UNIT	DIMENSION IN PIXELS	RATE
Leaderboard	728 x 90	\$1,075
Right Sidebar	300 x 250	\$875
In-Article	300 x 250	\$1,175
Half-Page	300 x 600	\$1,345
Right Sidebar		
Sponsored Video Ad	300 x 250	\$1,175
Billboard	970 x 250	\$1,595
Filmstrip	300 x 600 (scrolls to 3000)	\$1,595
Sponsored Recipe Ad		\$450

This ad appears on the recipe search page results if terms match. Ad units include recipe name, company name, logo, and recipe image.

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Track impressions and qualified leads



Digital Edition Sponsorship

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Be the exclusive sponsor of the digital edition of *Plate*, reaching 18,000 operators who've elected to receive a digital copy. A sponsorship includes branding in the distribution email for the issue, sole sponsorship of the New Issue launch newsletter reaching 21,000 subscribers, ads throughout the digital edition and on our website to drive viewers to the issue. This is a great brand-awareness driver, as well as a proven lead-generation tactic that leverages the impact of our editorial experience within the digital environment. Digital metrics will be provided for the full program, including lead information for the operators that engage with the banner on the email and web ads. A digital edition sponsorship includes:

IN THE DIGITAL EDITION

- 2 Banner Ads (728 x 90 px) on editorial pages
- 1 Interstitial page within the digital edition
- 1 presentation page (9 x 10.75") opposite the cover on the left
- 4-8 Tower Edge/Margin Ads (120 x 396 px)
These will be opposite editorial pages

We recommend at least 4 creative versions and can accommodate up to 8. Ads will be placed throughout the digital edition.

ON THE WEBSITE

- 300 x 250 px custom web ad driver for two months (need sponsor logo to create it)

IN THE NEW ISSUE NEWSLETTER

- 468 x 90 px banner ad at the top and a sponsored text ad or banner ad at the bottom

DIGITAL EDITION SPONSORSHIP RATES

Banner Ads, Eblast, Interstitial Pages, Margin/Tower Ads and Web Driver Ads **\$8,500**



Exclusive sponsorship builds your brand




Newsletter Portfolio


plate

Maintaining a direct digital connection to chefs and operators through our suite of weekly newsletters is a valuable part of a program in *Plate* and a key way to not only drive awareness but also traffic, impressions and lead-generation opportunities. We have four newsletter options to align your brand message with our engaging content.

Ad zones accommodate a 468 x 90 px banner plus URL OR a Sponsored Recipe Ad Unit (logo, product image, copy and headline).

plate | recipes





5 crunchy and fresh lettuce wrap recipes

With fillings from crispy rice with sour pork to seared lemongrass duck and soft-shell crab with avocado-lime crema, these lettuce wrap recipes are crunchy, fresh, and patio-ready.

Crispy Rice Ball Salad (Nam Khao Tod)
 Chef/Owner James Syhabout | Hawker Fare, San Francisco, Calif. [RECIPE](#)


Duck Laab
 Chef/Owner Yia Yang | Union Hmong Kitchen and Vinal, Minneapolis, Minn. [RECIPE](#)

Pork and Vermicelli Lettuce Wrap
 Chef de Cuisine Quoc Luong | Le Colonial, Chicago, Ill. [RECIPE](#)

Lettuce Wraps with Honey Soy-Glazed Chicken
 Executive Chef Jeff Leidy | San Diego Convention Center, San Diego, Calif. [RECIPE](#)

Soft-Shell Crab Lettuce Wraps with Pickled Vegetables and Avocado-Lime Leaf Crema
 Chef de Cuisine Clint Wangness | Zengo, Denver, Colo. [RECIPE](#)


Sponsored Content



Get the crispy fry effect

The quality of your fries reflects your business. And when your fry-loving customers get their fix of McCain® SureCrisp® fries, they're sure to come back for more. [Click here to see our range of delivery fries.](#)

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plate | from the editors



Chef Eric LeVine Says Your Team Needs and Wants Written Instructions



Eric LeVine isn't the only chef who keeps a little notebook handy at all times. But the writer, speaker, and restaurateur has a notebook for each of his projects. One might even say he's a little obsessed with note taking. And since his early days in line cook, jotting down recipes and ideas, he's evolved into an owner who says clear, [written communications are key to expressing his vision](#) and making sure there's zero room for interpretation. In this week's featured blog, LeVine shares templates for writing professional recipes, prep list descriptions, specials, hyper-specific SOPs, and more. Our clean up crew keeps missing the same spots every week, so cooks run out of prep, [don't miss this how-to](#).



Caroline Hatchett

Senior Editor

Like what you're reading?

Plate has an incredible archive of [chef blogs](#) on subjects including [how pastry chefs are evolving to mental health challenges](#) and how to [build a personal chef business](#). [Click here \(for free\)](#) to access these articles written by your peers.

What else are we into this week?

I love contemplating the puzzle that is expediting a dish. What equipment do restaurants have? How many touches do you put on a dish? What's the architecture of the plating? For Wasted issue, I talked to [Amarys and Jordan Henderson](#) of Orleans' [Palm & Pine](#) about [how they get carissa \(Texas answer to tartare ... with cheese!\) onto the plate in three flat](#).

Spanish chefs love to make what's old new again, and this week, writer [Carrie Honaker](#) dives into updating a la Gallega. At [La Minerva](#) in Cáceres, Spain, Chef [Jose Miguel Rubio](#) adds a few modernist touches to the dish, including a crunchy violet ode to the octopus' tentacles. [Read about it](#).

This is your last chance to enter to win three cookbooks from this spring's round-up (I'd personally pick "Connaught Bar," "Bethlehem," and "Ho Jiak," where I got in January, but it's your call!). [See the full list here](#), and [up to win](#).






plate | chefs on the move



A Top Philly Chef Plans Expansion, a Barbecue Icon Moves to His Hometown, and More News

Plus recipes for Kaspian potato, laarb, and sesame-ginger fried tofu from this week's chefs on the move



NICOLE GAJADHAR (Photo: Karlie Louise)

Chefs on the Move: Northeast News

In New York City, [Jon Neidich](#) and [Golden Age Hospitality](#) plan a Parisian wine bar, [Elvis](#), this fall for NoHo; [2022 Plate Chef to Watch Nicole Gajadhar](#) curates a menu of small plates. [Le Veau d'Or](#) reopened under [Riad Nasr](#) and [Lee Hanson](#) (both [Frenchette](#)), and [Contra](#) re-emerged as a cocktail spot. [Bar Contra](#). [Psarakis](#) brought Greek cuisine to the Brooklyn waterfront. [Jose Luis Chavez](#) and [Brice Mastroluca](#) expanded [Mission Ceviche](#) to Union Square. [Julie Reiner](#) branched out next door from [Clover Club](#) with [The Saloon at Clover Club](#).

In Philadelphia, New York City's [Essex Squeeze](#) cafe landed in Northern Liberties. [Michael Solomonov](#) expands his empire this fall with an Israeli seafood and oyster bar, [Jaffa Bar](#), in Kensington.

In Washington, D.C., [Immigrant Food](#) opened a location in Arlington. Italian, Lebanese, and Spanish cuisines converged at Georgetown's newly minted [River Club](#). [El Mercat Bar De Tapas](#) expands to Arlington early 2025.


In Maine, [Lavano's](#) served up Italian cuisine in Bangor.

In Vermont, [Outbound Hotels](#) unveiled [Outbound Stowe](#), with [Eastside](#) restaurant slated to arrive later in August; [Matthews Merges](#) ([Billy Sunday](#)) curated the menu.

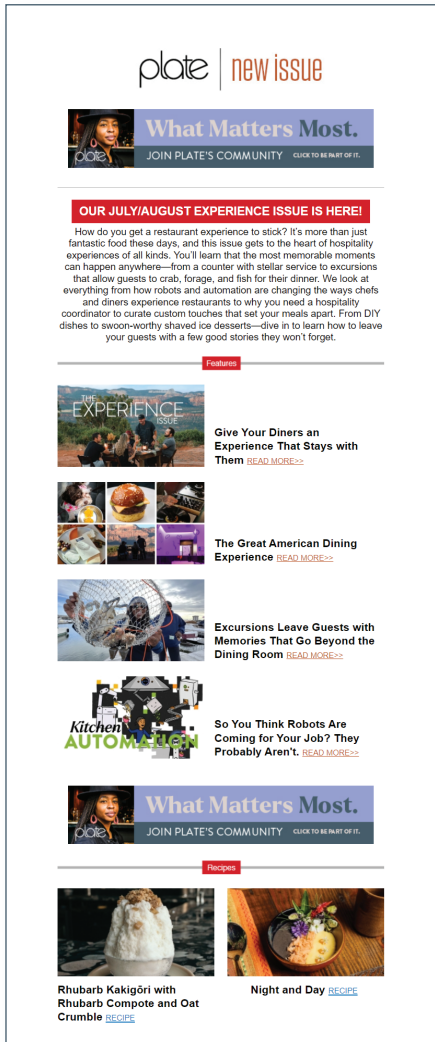
In Providence, [Diego Alcantar](#) ([Tuxpan Taqueria](#)) is working on [Cielito Mexican Kitchen](#) in the former [Oberlin](#) space.

In Connecticut, [Rudy's Little Italy](#) folded in Rocky Hill.

In Pittsburgh, [Ariel Alexander](#) and [Cody Maze](#) landed a permanent Squigler Hill location for their food truck, [Stuntpig](#).



Newsletter Portfolio



FROM THE EDITORS

Sunday edition highlighting a feature story or blog chosen by *Plate*'s editors, plus their takes on the most interesting food, drink, people and industry happenings.

Distribution: 13,900

PLATE RECIPES

Monday edition featuring seasonal roundup of original, professional chef recipes; option to tie in an editorial theme to your brand.

Distribution: 14,800

CHEFS ON THE MOVE

Wednesday edition of all the chef moves, plus the latest restaurant openings and closings across the country.

Distribution: 13,000

NEW ISSUE EDITION

New Issue newsletter is deployed Fridays 6x a year and is the official launch for each new edition of *Plate*. It is typically packaged with the digital edition sponsorship.

Distribution: 21,000

NEWSLETTER RATES

NEWSLETTER	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ALL ZONES
<i>Plate Recipes</i> *	\$1,850	\$1,650	—	—	—	\$3,200
<i>Chefs on the Move</i>	\$1,275	\$1,075	\$375	\$275	\$175	\$2,850
<i>From the Editors</i>	\$1,750	\$1,575	—	—	—	\$3,000
<i>New Issue</i>	Typically packaged with the digital edition sponsorship. Contact publisher for rates and availability.					

* PLATE RECIPES IS \$4,500 FOR AN EDITORIAL CONTENT TIE-IN TO THE TOPIC. ALL NEWSLETTERS CAN BE SOLD INDIVIDUALLY BY ZONE OR HAVE AN EXCLUSIVE TAKEOVER PRICE FOR AN OVERALL SAVINGS.

Social Media and White Label Marketing

plate

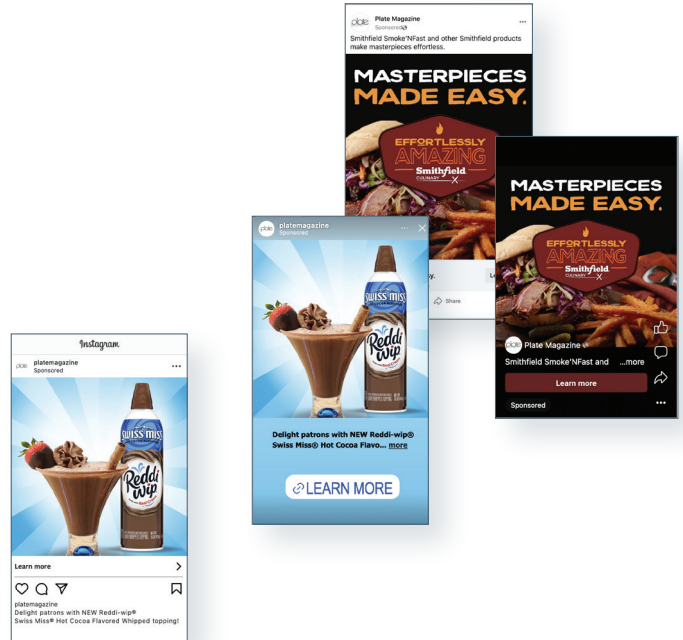
SOCIAL MEDIA

Achieve 100,000 impressions among foodservice pros in a one-month span across *Plate's* social audience extension program. Supply two different creatives per campaign (format can include video, carousels or a static image) and URL to drive traffic to your site. Ad creative will run on Facebook and Instagram in-feed, as well as on Instagram Stories (if desired) as a sponsored post by *Plate* and will benefit from our brand alignment to encourage awareness of and interest in your brand.

SOCIAL ADVERTISING RATES

\$55 Cost per thousand (CPM)

Targeted Facebook & Instagram Campaigns



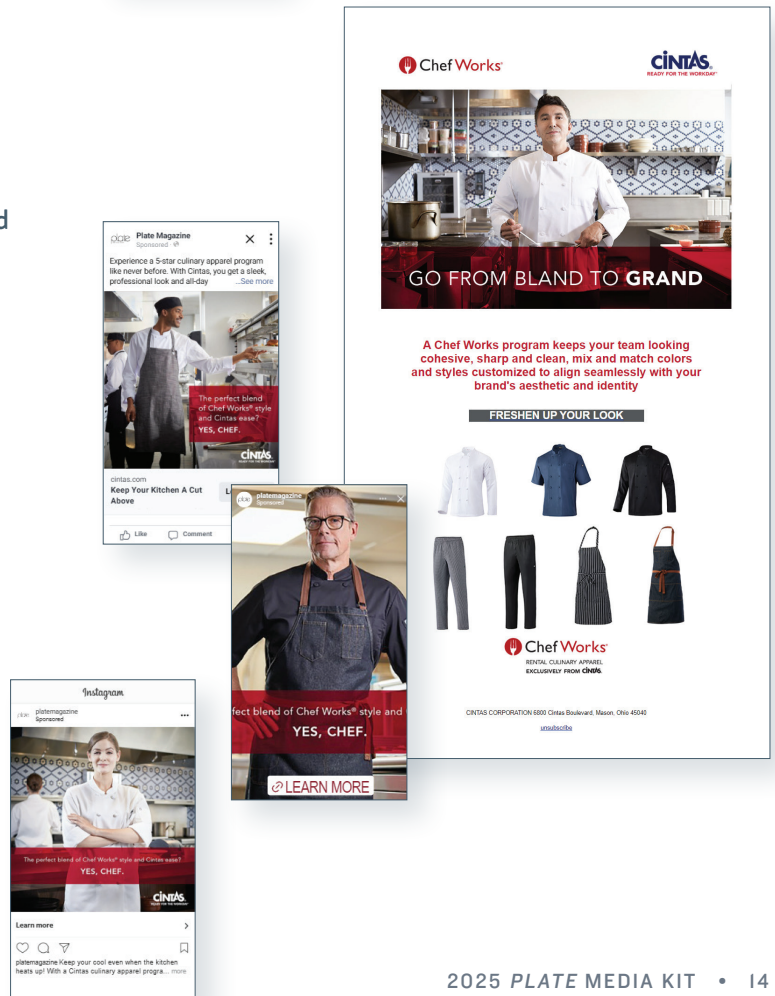
WHITE LABEL MARKETING

Employ a multi-step, fully integrated campaign to reach your target audience and move them along a path to consideration. An initial targeted audience selection from *Plate's* database will feed the starting audience pool and these select users will receive a series of emails, Google Adwords Ads, and social ads to reinforce awareness and encourage engagement. Once they engage or click through to your site, they're pulled out of the pool to focus on converting the remaining users. All materials are supplied from the advertiser and include:

- 2 Google AdWord Set
- + 25 Search Keywords
- 3 Unique HTMLs for the Emails
- 3 Social Media Ad Sets

WHITE LABEL MARKETING RATES

Contact Publisher



Email Marketing

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EMAIL MARKETING

Target chefs and operators directly with a supplied, dedicated email campaign that promotes your brand message, product or service offering. We pull lists from our database that are selected by specific criteria, including title, operation type, location and number of units to tailor the list to your intended target audiences and to reach your specific primary, secondary and even tertiary markets. Consult publisher for availability; we prefer supplier emails be part of a larger brand-awareness program and not a stand-alone execution.

EMAIL MARKETING RATES

\$650 Cost per thousand (CPM)

Includes two deployments with the second send going to anyone who did not click on the first email. HTML file must be supplied.

Generate leads and traffic to your website with a dedicated email marketing campaign.

Fontanini
WELCOME TO THE FAMIGLIA
FONTANINI® Premium Italian Meats are inspired by the authentic flavors, atmosphere and essence of the Italian countryside. Professionally crafted to bring your customers a perfected recipe, untouched for generations.
TASTE ITALIAN CRAFT

EXPERIENCE A WORLD OF DIFFERENCE

GO FISH!
Real in more guests serving Mrs. Friday's® Craft Beer Battered Wild Alaska Pollock 2-3 oz. Fillets.
WHOLE MUSCLE FILLET | BACK OF HOUSE LOOK | SUSTAINABLY SOURCED

Wild Alaska Pollock Good for You. Good for the Planet!
We're proud to partner with the Genuine Alaska Pollock Producers, a non-profit organization that promotes one of the most nutritious and sustainable proteins on the planet.
Did you know that the U.S. Pollock fishery off the coast of Alaska is the largest certified sustainable fishery in the world?
Did you know that Wild Alaska Pollock fillets have one of the lowest carbon footprints of any protein, including plant-based proteins?

Learn More About Wild Alaska Pollock

Mrs. Friday's® Craft Beer Battered™ Wild Alaska Pollock
Each whole-muscle fillet is dipped in a rich, signature batter featuring Samuel Adams Boston Lager®.
RFM and MSC certified Alaska pollock is sourced from U.S. waters off Alaska and one of the most sustainable fisheries in the world.

Learn More About the Product

TRY IT TODAY!
Get Wild, Try a Free Sample

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DON'T MISS OUR EMAILS!
Get menu ideas, food trends, insights, product news & more!
SIGN UP

FOLLOW US ON SOCIAL

Bite, Drink or Technique of the Week

plate



Plate's "Of the Week" series is a popular editorial series featuring industry pros' recipes right off their menus. We work with a sponsor to identify a bite, drink or cooking technique for each series that can align authentically to the sponsor's solution. Plate will then identify chefs or operators who can creatively showcase that ingredient or technique and produce a featured article on them. Program includes exclusive sponsorship of the content from the ads around the article to the ads in the newsletter promoting it.

- One featured article on Plate's website (1x)
- Page exclusive ads (3 units) on the article
- Featured in *What We're Into* for the newsletter section
- Detailed report of webinar engagement metrics and survey results
- Top and bottom ad zones/takeover for the *From the Editors* newsletter

BITE, DRINK OR TECHNIQUE OF THE WEEK RATES

Cost per Feature \$6,500

QUARTERLY PROGRAMS AVAILABLE WITH PACKAGE SAVINGS

Align a bite, drink or technique with your brand.

Sponsored Content or Sponsored Video



Engage chefs and operators through a sponsored-content program highlighting your brand's values and thought-leadership messages on *Plate's* website. *Plate* is the source for actionable ideas, insights and resources for chefs to help them operate sustainably, innovatively and creatively. A Sponsored Content package is for supplied creative/content only* and includes:

500-WORD ARTICLE** on *Plate's* website under our sponsored-content section Chef's Solutions, which is accessible from our navigation bar. Article must offer a valuable insight, tool, recipe or tactic for chefs and restaurateurs. Call to action in article can drive traffic to sponsor's website and includes:

300 X 250 PX RUN-OF-SITE AD on *Plate's* website, driving readers to article for one month (supplied)

3 SURROUNDING ADS on article page driving to sponsor's site:

- 728 x 90 px leaderboard
- 300 x 250 px right hand cube
- 300 x 600 px half-page right sidebar (supplied ads)

ZONE 2 SPONSORED-CONTENT TEXT AD (logo, headline, product image, copy and link) in one *Plate* newsletter to drive readers to article (newsletter edition TBD pending inventory; supplied ad copy and creative)

SPONSORED CONTENT RATES

Sponsored Content Package
in *Chef Solutions* Section **\$5,500**

* CONTACT PUBLISHER IF INTERESTED IN CREATING A CUSTOM SPONSORED CONTENT PACKAGE.

** OPTION TO RUN SPONSORED VIDEO CONTENT IN LIEU OF AN ARTICLE.



Showcase your thought leadership with Sponsored Content.

Virtual and Live Events



Engage chefs and operators by sponsoring one of *Plate's* two types of virtual events, or a live event.

PlateTalks is moderated by one of *Plate's* editors and is based on an anchor feature from the current issue or another timely topic.

At the Table with Plate is led by *Plate's* publisher on a topic selected in partnership with the sponsor. The key difference is an *At the Table with Plate* sponsorship includes an opportunity to collaborate with *Plate's* sales and marketing team on the content and speakers, which can include representatives from your company.

PlateConnects is an intimate gathering of industry pros to showcase your thought leadership and product quality at a restaurant in your target market. Sponsorship includes the opportunity to collaborate with *Plate's* sales and marketing teams on the host chef and restaurant.

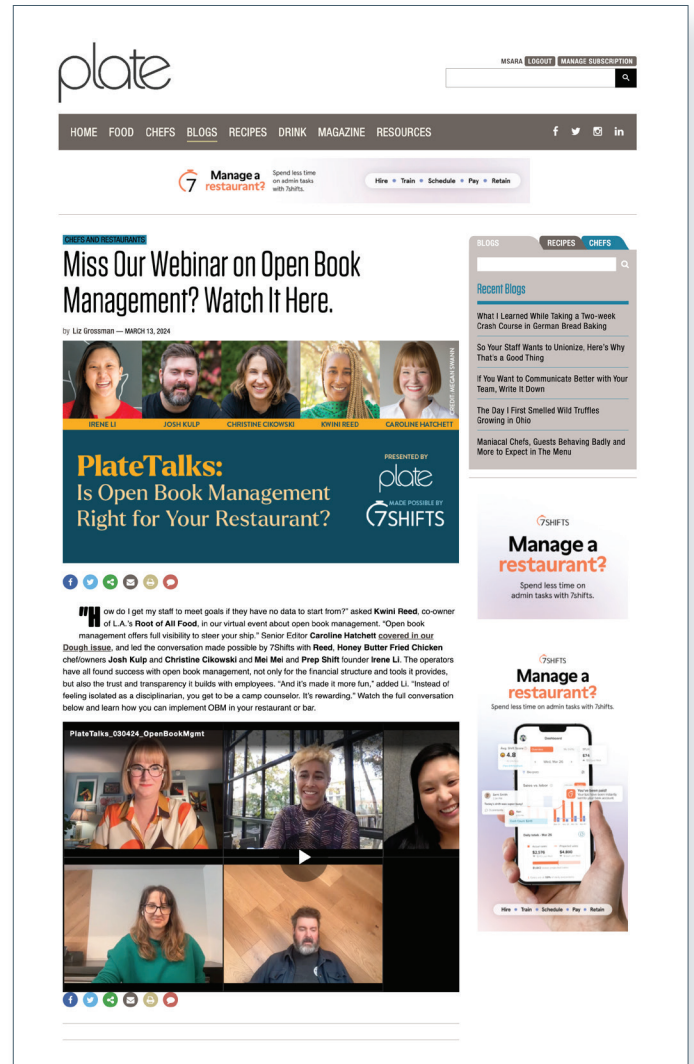
PLATETALKS

At these high-profile, virtual, one-hour events one to three panelists (operators or experts) will participate in an engaging and enlightening discussion with *Plate* editors, after which attendees can ask questions during a 15-minute Q&A. A recording (audio and video) will be made available after the event for registrants who aren't able to attend live.

BENEFITS FOR "PLATETALKS" SPONSORS

- Sponsor logo in all pre-virtual event promotion (email, web ads)
- Sponsor mention at start of webinar by editors ("made possible by ...")*
- Full registration and attendee contact information post-event
- Sponsor logo included in post-event web ad
- Detailed report of webinar engagement metrics and survey results
- Sponsorship includes all surrounding ads on recording page for event, for 30 days after it is posted. (takeover ad units) (supplied by sponsor)

300 x 600 px | 728 x 90 px | 300 x 250 px



PLATETALKS SPONSORSHIP RATE

\$9,500

Virtual and Live Events



AT THE TABLE WITH PLATE

Work with the Plate sales and marketing team to develop an engaging one-hour virtual program on a topic that aligns with your brand and will be of interest to readers. As a sponsor you select the speakers and/or panelists. They can be experts on your team or operators you ask to participate.

Most events include approximately 15-minutes for Q&A. A recording is made available for registrants who aren't able to attend the live event, and a recap article and video will also be posted online after the event.

You receive additional exposure for your brand with surround ads on the web page featuring the recording and recap.

BENEFITS FOR "AT THE TABLE WITH PLATE" SPONSORS

- Sponsor logo in all pre-virtual event promotion (email, web ads)
- Sponsor mention at start of webinar by publisher ("made possible by ...")*
- Full registration and attendee contact information post-event
- Detailed report of webinar engagement metrics and survey results
- The recording and recap article is hosted on the Plate website
- Collaborate with Plate sales & marketing team on topic and speakers
- Sponsors can be active participants—speakers, panelists or participants in Q&A
- Sponsorship includes all surrounding ads on recording page for event for 30 days after it is posted. (takeover ad units) (supplied by sponsor)

300 x 600 px | 728 x 90 px | 300 x 250 px

The screenshot shows a webpage for a virtual event titled "At the Table with Plate: Building Better Flavor Through Umami". The page features a video player with a play button, social media sharing icons, and a detailed article about umami. The article includes sections on the science and history of umami, its ubiquity in various cuisines, and the role of MSG. It also features a testimonial from Chef Chris and a section on salt reduction. The page is surrounded by various ads, including a "DELICIOUS FLAVOR EMERGES FROM FULL CIRCLE SOLUTIONS" ad and a "BRINGING GREAT TASTE AND NUTRITION FUEL CIRCLE" ad. The website header includes the Plate logo, navigation links, and a search bar.

AT THE TABLE WITH PLATE SPONSORSHIP RATE

\$12,500

Virtual and Live Events

plate

PLATECONNECTS

PlateConnects is a 2-3 hour in-person menu sampling and demonstration event that showcases your product quality and expands your thought leadership.

Our event specialist works with you to secure a chef and restaurant in your target market and attendees who fit your customer prospecting efforts.

Our specialist works with you on the format, timing, date and time, as well as menu and product(s) to be showcased. Not only will you have the opportunity to address the group, but you'll also have the chance to mingle with attendees for quality one-on-one conversation.

You'll receive additional exposure from your surround ads on the web page featuring the post-event recap and pictures.

BENEFITS FOR "PLATECONNECTS" SPONSORS

- Host intimate chef-driven reception at a restaurant in your desired market
- Host chef will showcase your product in her/his menu for the event
- *Plate* will execute invitation efforts to attendees you wish to target
- *Plate* will coordinate all event logistics and details
- Sponsor will have a speaking spot at the event
- Sponsor logo in all pre-event invitations and marketing onsite
- Full contact list of attendees post-event
- Complete event recap in *Plate's* Resource section
- All surrounding ads on event recap page for 30 days after article is posted.

300 x 600 px | 728 x 90 px | 300 x 250 px

The screenshot shows the Plate website interface. At the top, there's a navigation bar with 'HOME', 'FOOD', 'CHEFS', 'BLOGS', 'RECIPES', 'DRINK', 'MAGAZINE', and 'RESOURCES'. Below that is a search bar and social media icons. A banner for 'CRAZY GOOD? It's LunaSEA.' is visible. The main content area features a sponsored article titled 'An Afternoon with James Beard Award-Winning Chef Ann Kim and Wild-Caught Seafood from Alaska'. The article includes a photo of Chef Ann Kim with a large salmon, a social media share button, and a 'Custom Event Recap by Plate on behalf of Alaska Seafood' section. To the right, there's a sidebar with 'Recent Blogs' and 'SEA IT TO BELIEVE IT.' featuring a burger image. Below the article, there are more photos of Chef Ann Kim and an Alaska Commercial Fisherman, along with a 'TACO'BOUT WILD.' image.

PLATECONNECTS SPONSORSHIP RATE

Contact Publisher

Our Team

We can't wait to work with you

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Working with Plate means you get to work with a diverse team of James Beard Award-nominated writers, savvy marketers, expert producers, culinary-trained editors and award-winning designers who live and breathe food and drink—and have a lot of fun doing it!



Rachel Walker

VP / PUBLISHER

Rachel stepped into the publisher's role with *Plate* after working alongside her mentor and *Plate*'s publisher emeritus, Jerry White. With over 15 years of experience on both the agency and publisher side, along with a master's in integrated marketing from Northwestern's Medill School, she understands how to engage audiences, connect with partners, and drive profitable growth. A Michigan native turned Chicagoan, Rachel loves to travel and dine out whenever possible. When not talking marketing or restaurants, you can find her heading to Northern Michigan for a long weekend, serving on the associate board for Share Our Spare, or her favorite job of all, chasing around her toddler Gabby. Feel free to connect with her on LinkedIn | 312-266-6183 | rwalker@plateonline.com



Liz Grossman

EDITOR

Liz took the reins as editor-in-chief in 2021 after serving as the managing editor of *Plate*. She has been a Chicago-based writer, editor and storyteller for 20 years. As co-founder of Between Bites, Liz is passionate about live lit and giving back to the Chicago food community. She's participated as a volunteer in fundraising events for Meals on Wheels Chicago and Culinary Care. She's also spoken about mental health initiatives for industry professionals at the Mise conference, and about healthy menu trends for the Culinary Institute of America in Hyde Park, N.Y. Throughout her career, her freelance writing has appeared in *Newsweek*, *Southwest Spirit*, *Robb Report*, *Chicago* magazine, and more. You can follow her foodie adventures on Instagram at [@elizabites_chi](https://www.instagram.com/elizabites_chi).

Our Team

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Caroline Hatchett

SENIOR EDITOR

Caroline is a restaurant industry junkie, who served as the editor of *StarChefs* for eight-plus years before joining the *Plate* team as senior editor. She worked as banquet prep cook while in college at the University of Georgia and attended Le Cordon Bleu Paris, but her real education has been interviewing hundreds of hospitality pros around the country. In addition to her work for *Plate*, Caroline writes for *Wine Enthusiast*, *Robb Report*, *Garden & Gun*, *Food52*, and more. She also serves on the board of nonprofit Restaurant Workers' Community Foundation.



Katie Wilson

MANAGING EDITOR

A Chicago-based editor for more than a decade, Katie got her start working on law manuals and other less-flavorful copy. When she found herself spending her free time reading cookbooks and food magazines, she decided to mix business with leisure and train her editor's eye on food. As the managing editor of *Plate*, she helps usher each unique issue of the magazine from vision to reality, including wrangling recipes from chefs, coordinating photo shoots, and proofreading every word from cover to cover.



Amy Carter

PRODUCTION MANAGER

Amy has more than two decades of experience in business-to-business publishing. She has lent her design and production prowess to MTG Media Group since 1996 in various capacities on a myriad of special projects and custom publications.

When not hard at work, Amy can be found with her two sons at their soccer practices and games. She enjoys spontaneous road trips and relaxing in her basement Tiki bar, sipping mai tais and dreaming of trips to Hawaii—past and future.

HOW CAN WE HELP YOU
MEET YOUR GOALS?

Let's talk

Whether you want to build awareness, generate leads or influence potential buyers through thought leadership or sponsored content, Plate can help. Every day we connect with industry pros on a variety of platforms. We know what drives them. With Plate, you can reach an audience that's actively looking for ways to take their business and food to the next level; an audience looking for solutions that will help them work smarter, not harder.

Contact

ADVERTISING@PLATEONLINE.COM TO LEARN MORE OR
SCHEDULE A CALL.

