

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.

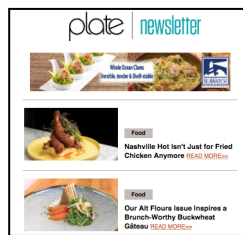
CHANNELS

PLATE MAGAZINE



3 issues in the period
48,503 average circulation

PLATE E-NEWSLETTERS



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

PLATE WEBSITE



15,800 average users

PLATE SOCIAL MEDIA



7,191 Twitter followers
6,343 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLATE MAGAZINE Unique Total* (3 issues in the period)	48,503	-	48,503
a. Print	35,525	-	35,525
b. Digital	18,610	-	18,610
1. Requested	2,601	-	2,601
2. Non-Requested	16,009	-	16,009
PLATE E-NEWSLETTERS			
a. Plate Newsletter (49 issued in the period)	25,470	-	25,470
b. Plate Recipes (22 issued in the period)	11,359	-	11,359
a. Plate Chefs on the Move (25 issued in the period)	16,534	-	16,534
b. Plate Spotlight (4 issued in the period)	30,248	-	30,248
PLATE WEBSITE (Monthly Users with 67,699 average Pageviews)	15,800	-	15,800
PLATE SOCIAL MEDIA			
a. Twitter followers	**7,191	-	**7,191
b. Facebook likes	**6,343	-	**6,343

*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/Bartender/Mixologist, 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	62
Advertiser and Agency	1,066
Allocated for Trade Shows and Conventions	-
All Other	999
TOTAL	2,127

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,503	100.0	48,503	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,503	100.0	48,503	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
July/August	34,987	19,293	48,509
September/October	34,983	19,309	48,500
November/December	36,604	17,230	48,500

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019
 This issue is -% or 5 copies below 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	28,679	59.1	22,995	8,407	14,160	12,050	914	1,555	
Upscale Restaurant	8,843	18.2	7,887	2,022	4,958	3,161	197	527	
Casual Restaurant	19,836	40.9	15,108	6,385	9,202	8,889	717	1,028	
Midscale Restaurant	2,342	4.8	1,845	759	1,036	1,107	102	97	
Fast Casual/Fast Food/Quick Service Restaurant	5,636	11.6	2,078	3,788	699	4,204	623	110	
Hotel/Resort/Casino/Country Club	5,884	12.1	4,634	2,049	3,677	1,628	302	277	
Caterer/Catering Firm	1,795	3.7	1,508	735	1,507	226	16	46	
College/University Foodservice	1,002	2.1	878	329	671	207	38	86	
Business & Industry/Corporate Dining/Foodservice Management Firm	1,058	2.2	795	441	603	381	49	25	
Culinary Schools	419	0.9	373	191	243	25	7	144	
Other Foodservice (Health Care, C-Stores, Supermarkets, Cruise Lines, Etc.)	1,178	2.4	1,019	439	847	211	43	77	
Others Allied to the Field	507	1.1	479	92	197	202	17	91	
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,500	100.0	36,604	17,230	23,640	20,241	2,111	2,508	
PERCENT	100.0		75.5	35.5	48.7	41.7	4.4	5.2	

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

Classification by Annual Sales Volume

Classification by Annual Sales Volume	Total Qualified	Percent
\$100,000,000 or More	3,089	6.4
\$50,000,000 to \$99,999,999	1,121	2.3
\$10,000,000 to \$49,999,999	4,024	8.3
\$5,000,000 to \$9,999,999	3,128	6.5
\$3,000,000 to \$4,999,999	3,242	6.7
\$1,000,000 to \$2,999,999	7,578	15.6
Under \$1 Million	8,170	16.8
No Answer	18,148	37.4
TOTAL QUALIFIED CIRCULATION	48,500	100.0

Classification by Number of Units

Classification by Number of Units	Total Qualified	Percent
100 or More Units	3,714	7.7
50-99 Units	1,378	2.8
20-49 Units	2,613	5.4
10-19 Units	2,657	5.5
2-9 Units	12,430	25.6
Single Units	19,640	40.5
No Answer	6,068	12.5
TOTAL QUALIFIED CIRCULATION	48,500	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,292	12,656	7,294	33,075	7,375	35,242	72.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	372	452	-	734	216	824	1.7
V. TOTAL - Sources other than above (listed alphabetically):	9,641	2,793	-	2,795	9,639	12,434	25.6
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	7,425	1,935	-	1,301	8,059	9,360	19.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,216	858	-	1,494	1,580	3,074	6.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,305	15,901	7,294	36,604	17,230	48,500	100.0
PERCENT	52.2	32.8	15.0	75.5	35.5	100.0	

*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
JULY				
July 1	25,931	10,732	16,564	-
July 8	25,883	10,737	16,570	-
July 15	25,929	10,855	16,709	31,010
July 22	25,844	-	16,695	30,893
July 29	25,831	11,133	16,689	-
AUGUST				
August 5	25,788	11,156	16,656	-
August 12	25,745	11,181	16,508	-
August 19	25,690	11,210	16,635	-
August 26	25,650	11,242	16,615	-
SEPTEMBER				
September 2	25,570	11,282	16,588	-
September 9	25,542	11,315	16,604	-
September 16	25,283	-	16,585	33,581
September 23	25,482	11,442	16,583	-
September 30	25,449	11,480	16,579	-
OCTOBER				
October 7	25,410	11,516	16,570	-
October 14	25,359	11,523	16,455	-
October 21	25,315	11,532	16,518	-
October 28	25,270	11,553	16,489	-
NOVEMBER				
November 4	25,261	11,617	16,499	-
November 11	25,193	11,647	16,477	-
November 18	25,158	11,663	16,445	-
November 25	25,085	11,660	16,416	-
DECEMBER				
December 2	25,045	11,670	16,393	-
December 9	24,884	-	16,185	25,506
December 16	24,977	11,744	16,332	-
AVERAGE:	25,470	11,359	16,534	30,248

Plate Newsletter (49 issued in the period)
 Plate Recipes (22 issued in the period)
 Plate Chefs on the Move (25 issued in the period)
 Plate Spotlight (4 issued in the period)

WEBSITE CHANNEL

WWW.PLATEONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	58,940	25,524	14,767	2:30
August	73,685	31,123	20,240	2:07
September	89,836	32,299	20,580	2:20
October	59,327	23,983	14,259	2:24
November	48,492	19,301	10,936	2:31
December	75,918	23,208	14,018	2:29
AVERAGE:	67,699	25,906	15,800	2:23

July – December 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	7,084	6,075
July	7,104	6,111
August	7,143	6,188
September	7,166	6,270
October	7,179	6,288
November	7,186	6,297
December	7,191	6,343

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 3b:

Business directories include 1 source of circulation for a quantity of 9,360 copies or 19.3%, including Chain Store. Other sources include 2 sources of circulation for quantities of 858 copies or 1.8% to 2,216 copies or 4.5%.

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, 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

January 29, 2020

State

Illinois

County

Cook

Received by BPA Worldwide

January 29, 2020

Type

BJ

ID Number

P514B0D9

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.