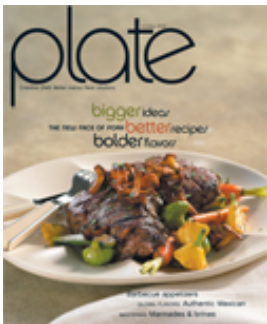




KOREAN



POULTRY



PORK



FISH & SEAFOOD

OVERVIEW

79% of Plate readers **modify or adapt recipes**

or ideas from the magazine to their own menus.

and in-depth, from appetizers to desserts. This unique approach surprises and delights the reader, and makes every issue a “keeper.”

■ **RELEVANT:** Plate reaches menu decision-makers and engages them in the all-important process of thinking about their menus; it puts them in a frame of mind where they are receptive to new product and brand messages. Readers say ads are “better looking” and “more relevant” in Plate.

■ **ACTIONABLE:** Plate provides recipes and menu ideas that can be modified or adapted to fit the needs of any foodservice operation. According to Readex Research, 79% of Plate readers take recipes or ideas from the magazine and apply them to their own menus.*

PLATE ONLINE

■ **AUTHENTICATED:** PlateOnline qualifies its membership by requiring full registration and opt-in by foodservice operators.

■ **CONTEXTUAL:** PlateOnline gives you the opportunity to feature your ads within the context of specific recipe search criteria and/or ingredients, which means you are targeting foodservice operators who are most likely to be interested in your products.

■ **MEASURABLE:** We provide accountability to advertisers in the form of monthly reports detailing the names, titles, company names and locations of all foodservice operators who view your ads, click through to your website, and/or respond to your offers. Full contact information enables you and your sales team to follow up on leads more quickly and effectively than ever before.

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Plate is by, for and about chefs. We connect chefs to the larger community of foodservice professionals and share the best menu ideas and innovations. With our print magazine, our website and live events, we are driving the conversation in all things culinary. In each medium, we provide the best possible environment for the most effective foodservice advertising.

PLATE MAGAZINE

■ **FOCUSED:** Plate is 100% about food and the menu. Each issue focuses on a single culinary theme or trend. It is comprehensive



“I have been a fan of Plate for years. It is the one ‘industry’ magazine that actually focuses on what is relevant to our industry.”

Tory Miller,
Executive Chef/Co-Owner,
L'Etoile Restaurant,
Madison, Wisc.



SOUP & SALAD

PLATE EVENTS

■ **HANDS-ON:** PlateCooks provides opportunities for leading chefs from around the country to actually taste, sample and work with your products in the kitchen as they apply real-life menu trends and collaborate with other chefs.

The Protein Innovation Summit attracts top culinary talent to collaborate with processing partners and explore trends and opportunities for new center-of-the plate product development.

■ **GRASSROOTS:** Chef's Tables are highly customized events that provide sponsorship and networking opportunities with influential, local independent restaurant chefs in select cities around the country.

■ **CUTTING EDGE:** PlateNight and other Plate events gather the industry's best and brightest leaders from all segments of the foodservice industry to network, enjoy, and exchange ideas on culinary trends and innovations.

*SOURCE: READEX RESEARCH JAN/FEB 2011