

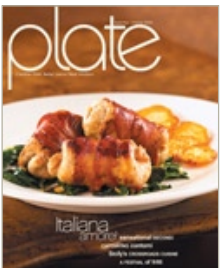
plate media kit



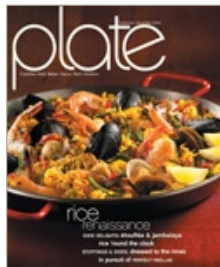
SOUTHERN



SAUCE



ITALIAN



RICE



INDIAN

EDITORIAL

Plate has won the prestigious **Neal Award**, six times -including two awards in 2010

Each issue of Plate is unique. We take a single culinary subject or theme and explore it in depth – from appetizers to desserts.

Plate speaks the language of chefs. It is by chefs, for chefs, and designed to be highly actionable – filled with recipes and new menu ideas that chefs can apply to their own menus.

We now have published more than 35 special issues of Plate and hosted more than 15 related PlateCooks events. The website PlateOnline currently features more than 3,300 recipes, making it the web's largest professional recipe database.

2010 EDITORIAL CALENDAR

JANUARY/FEBRUARY: JAPAN



Japanese chefs, techniques and ingredients are influencing restaurant menus throughout this country. Not only “Iron Chefs” Nobu and Morimoto, but home-grown American chefs such as Tyson Cole of Uchi in Austin, Texas and Marisa Baggett of Tsunami in Memphis, Tennessee are among those who are now exploring authentic Japanese cuisine and making it accessible to mainstream American diners. This issue will go well beyond sushi to include traditional Japanese barbecue, 24/7 noodle dishes, the “fifth taste” umami, and much, much more.

CLOSING DATE: DECEMBER 4, 2009
READEX AD PERCEPTION STUDY

MARCH/APRIL: SNACKS



Covering everything from munchies at the bar to small plates on the menu and global street food, this issue will focus on what has become for many the fourth meal of the day, estimated by NPD to represent 21% of all meals consumed away from home.

Glorified snack trucks are the latest rage on both coasts, and gourmet donut and hot dog stands are turning up all over the country. Dining in airports and ballparks is no longer an oxymoron. We'll explore this trend and interview the creative chefs who are making it happen, all in the March/April issue of Plate.

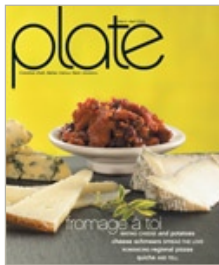
CLOSING DATE: FEBRUARY 5, 2010
WOMEN'S FOODSERVICE FORUM



“I think your magazine is awesome. It has helped me rethink and reinvent my whole way of cooking.”

Felix Maietta,
Chef-Proprietor,
Union Gourmet
Market & Café and
Executive Chef,
The Down Town Club,
Philadelphia

plate media kit



CHEESE

■ EDITORIAL (CONTINUED)

MAY/JUNE: VEGETABLES



Whether it's a creative side dish, a way to feature the bounty of the season or offer a vegetarian entrée, vegetables are playing a much larger role on American plates today, moving from the side to center stage.

Chefs like Annie Somerville of Greens in San Francisco, Shawn McClain of Green Zebra in Chicago, Amanda Cohen of Dirt Candy in New York and Jeremy Fox of Ubuntu in Napa are on the forefront of this movement, and farmers nationwide are joining them in making vegetables delicious and exciting again.

CLOSING DATE: APRIL 1, 2010
NRA MARKETING EXECUTIVES GROUP

JULY/AUGUST: MEDITERRANEAN COAST



American diners have shown an insatiable appetite for all things French, Italian, and Spanish. This issue will explore some of the lesser known cuisines of the Mediterranean coast, from Portugal to Greece and the islands in between. It will feature

appetizer traditions like petiscos, rich Portuguese stews full of sausage and seafood, the salty flavors of bacalao, olives and feta, whole grain salads, sherry and port, nuts and honey. Featured chefs will include Michael Psilakis of Anthos in New York who are redefining modern Greek cuisine.

CLOSING DATE: JUNE 4, 2010
READEX AD PERCEPTION STUDY

SEPTEMBER/OCTOBER: CHICKEN



Chicken is found on virtually every American menu, and chefs are constantly looking for ways to prepare and serve this ubiquitous protein in new and different ways. In this issue, we'll feature classics such as

Country French roast chicken, more exotic chicken dishes from North and West Africa, and fried chicken dishes from around the world. We'll look at rolled and stuffed chicken dishes, chicken burgers, chicken sausages and updated chicken salads — all ways to bring new excitement to menus, from fast food to fine dining.

CLOSING DATE: AUGUST 2, 2010
CIA WORLDS OF FLAVOR CONFERENCE
WOMEN CHEFS & RESTAURATEURS

■ EDITORIAL (CONTINUED)

NOVEMBER/DECEMBER: BREAD



From the first impression created by an upgraded bread basket to bread pudding making an exciting grand finale, we'll devote this entire issue to breads. Leading national chains such as Subway and Panera Bread have made better breads their signature. A growing number of chefs are baking their own breads. We'll include in this issue flatbreads that can be served from morning to night, tortillas and wrap sandwiches, croutons, bread salads and bread soups, French toast, Italian stromboli, Irish soda bread, whole grain and gluten-free breads — all diverse applications of this menu mainstay.

CLOSING DATE: OCTOBER 1, 2010
IFMA PRESIDENTS CONFERENCE