

escapism media kit

escapism is for
people who
want more than
just a vacation.

brand overview

Website

URL: escapism.to

Average unique visitors per month: **10,000**

Newsletter

Newsletter database size: **12,000**

Average open rate: **40%**

Average click rate (of opens): **8%**

Social

Instagram: **5,900**

To learn more and speak to our team,
email hello@twentytwomedia.ca



print: overview

The print incarnation of **escapism** is a high-quality, 32-page travel section inside **foodism** magazine. **escapism** will focus on travel inspiration, wellness, and culinary tourism with a healthy dose of local travel and lifestyle content.

A variety of high-impact advertising solutions and bespoke partnerships are available beyond the standard formats and can be created by our production and editorial teams where required.

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distribution

escapism is distributed with the spring and fall issues of its sister title, **foodism**, a quarterly premium food and drink publication informing Torontonians since 2016. With look-alike audiences, **escapism** benefits from the robust distribution model of **foodism** and the environments it lives in.

Current Foodism Distribution Model

30,000, with a split of **25,000** copies to homes and **5,000** to condos/apartments

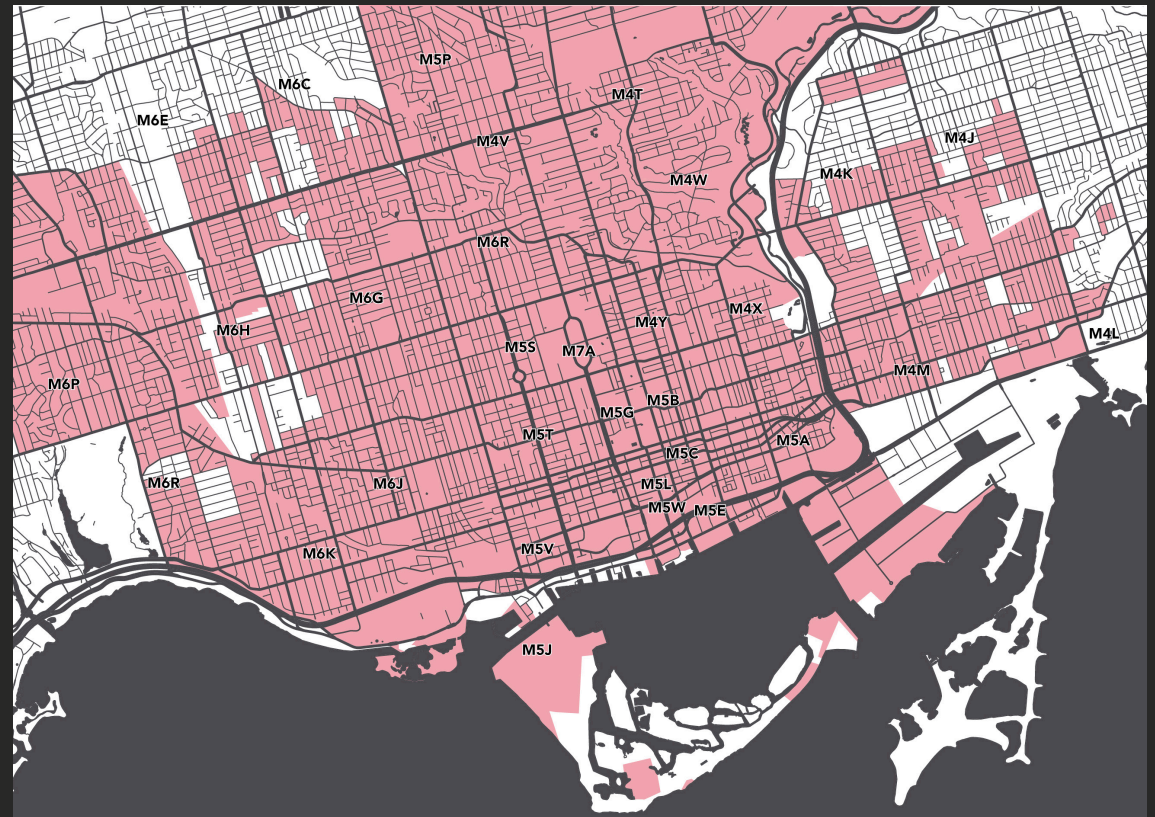
20,000 copies are distributed via our branded stands through select distribution partners.

*Custom distribution can be built into your campaign to target specific locations and are subject to additional costs

Direct to Home Locations
 Refer to map

Pusateri's
 The Cheese Boutique
 St. Lawrence Market
 Billy Bishop Airport
 George Brown College
 The Chef's House

Distribution Partners include
 Loblaws
 McEwan Fine Foods



Targeted Coverage Areas
 30,241 Homes
 Coverage

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readership

Audience

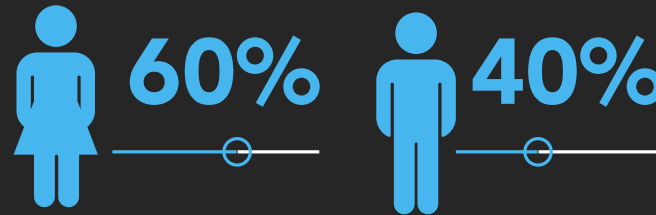
Our engaged audience of travel lovers is comprised of older millennials who live and work in Canada's largest travel hub.

The average escapism reader:

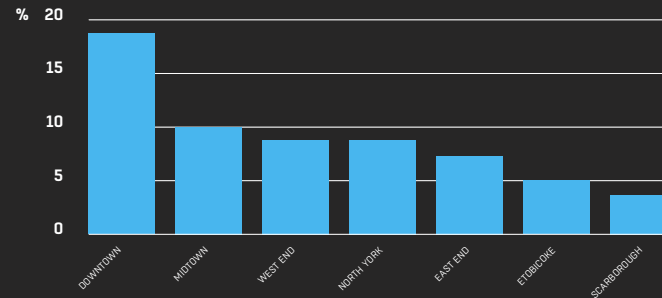
- is between 25-40 YOA (71%)
- lives in GTA
- has a dual-income households
- has an average HHI of \$100k+
- prefers weekend getaways as their most popular vacation duration (over two-thirds)
- loves to read about culinary experiences as their #1 topic (73%)

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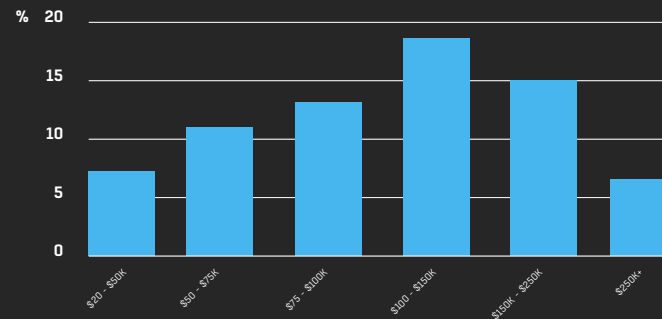
Demographics



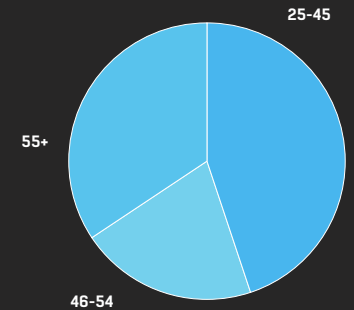
Where our readers live



Annual household income



Age groups



Toronto

63%

Outside GTA

37%

83%

travel outside of
Canada more than
once a year

89.7%

take one or more
trips within
Canada per year

print: rate card

Print Rate Card

SOV Package [opening DPS + FP, Month Takeover, Online Article + Solus, 2 x Newsletter Ads]	\$40,000
Double Page Spread	\$15,000
DPS Advertorial or Contest Package [includes online article + solus mailer]	\$15,000
Full Page Ad	\$8,500



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digital: overview

escapism.to is a bustling hub where readers can find wellness and travel inspiration locally and abroad. With engaging stories, travel guides and first-person reviews of products and experiences, it's an essential read for anyone who wants to travel off the beaten path or escape the everyday close to home. Our monthly newsletter delivers a dose of travel inspiration, wellness experiences, products and contests straight into our readers' inboxes. Both standard and rich media advertising can be integrated into the site and newsletter.

Stats:

Unique visitors per month: **10,000**

Newsletter active database: **12,000**

Newsletter open rate: **40%**

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digital: rate card

Digital Rate Card

Month Takeover	\$15,000
14-day Takeover	\$8,500
Meta Program	\$10,000
Online Article	\$4,000
Online Contest: entry landing page, homepage promo, solus mailer, data capture	\$5,000
Branded Guide + Solus Mailer	\$5,000
Solus Mailer	\$2,500
Instagram Grid Post or Story	\$4,000
Content Hub Package	\$40,000



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foodism escapism calendar: 2025

Issue	Material Deadline	Publishing Date	Issue Theme
foodism 45 escapism 18	March 21	April 8	The Farm-to-Table Issue From locally grown flavours and creative culinary ideas to at-home bartending, this issue brings fresh inspiration to the table. Plus, our Short Escapes travel section shares the best spots for a quick local getaway or a fun-filled layover.
foodism 46	May 23	June 10	The Outdoor Dining Issue Fire up your tastebuds with our guide to all things summer. Pair summer salads and BBQ classics with rosé, crisp aperitifs and the best beers and coolers. Whether you're chilling poolside or vibing on a Toronto patio, we've got you covered.
foodism 47 escapism 19	August 22	September 9	The Comfort Food Issue From hearty breakfasts to fall baking, this issue is all about indulgence. Sip on liqueurs, barrel-aged spirits and cozy red wines. When you're ready to get out of your comfort zone, explore luxury destinations in our travel section.
foodism 48	October 31	November 18	The Entertaining Issue From holiday feasting to hosting tips, we've got everything to make the season sparkle. Toast with champagne, vintage wines and single malt Scotch whisky. Plus, we unveil the ultimate gift guide and meet this year's foodism ICON winners.

Dates are subject to change to align with editorial content and campaigns.
The changes will never exceed 14 days from the original date.