

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

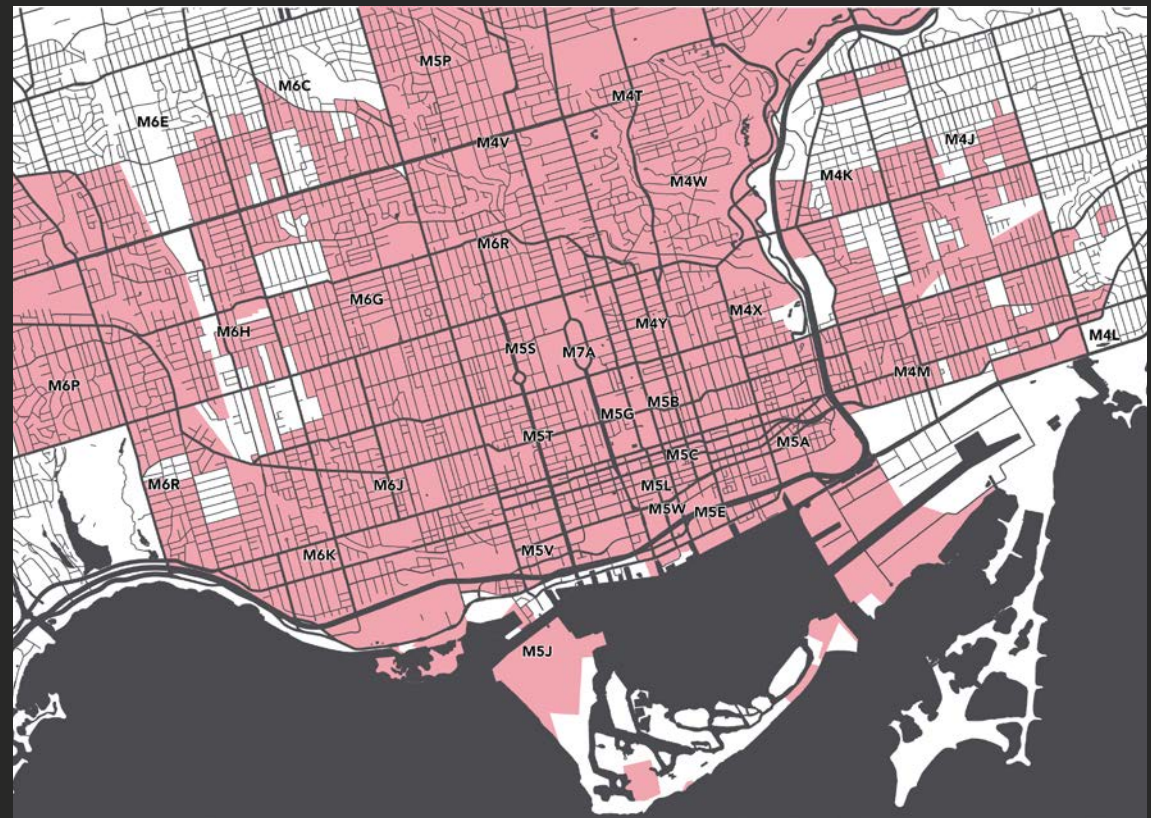
30,000, with a split of **25,000** copies to homes and **5,000** to condos/apartments


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	Pusateri's
Refer to map	The Cheese Boutique
	St. Lawrence Market
Distribution Partners include	Billy Bishop Airport
Loblaws	George Brown College
McEwan Fine Foods	The Chef's House

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Targeted Coverage Areas
 30,241 Homes
 Coverage

readership

Audience

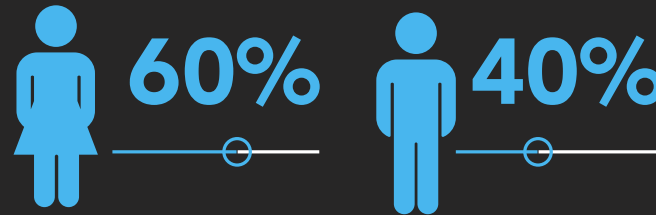
Our engaged audience of travel lovers is comprised of older millennials who live and work in Canada's largest travel hub.

The average escapism reader:

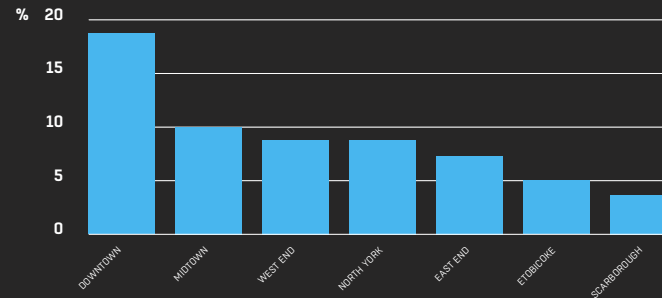
- is between 25-40 YOA (71%)
- lives in GTA
- has a dual-income households
- has an average HHI of \$100k+
- prefers weekend getaways as their most popular vacation duration (over two-thirds)
- loves to read about culinary experiences as their #1 topic (73%)

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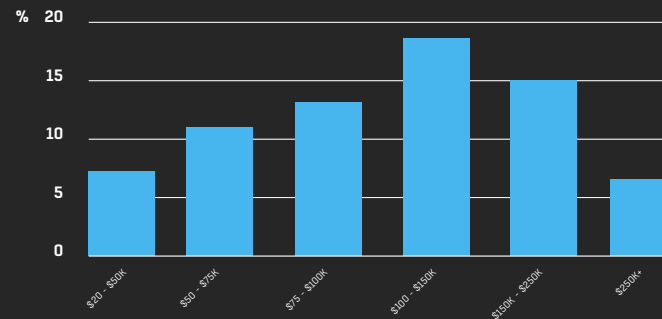
Demographics



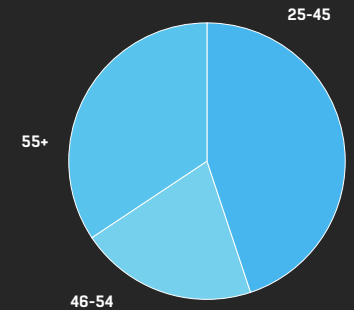
Where our readers live



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: 2024

Issue	Material Deadline	Publishing Date	Issue Theme
foodism 41 escapism 16	March 22	April 9	The Global Issue Hibernation is over. Get outside and explore: Drink global wine, travel to the world's tastiest cities or stay home and sample Indigenous cuisine in Canada.
foodism 42	May 24	June 11	The Summer Issue We squeeze every last drop out of summer with plenty of essential experiences and sips in the sunshine. From festivals and fine dining to BBQ and beer, we've got your summer sussed.
foodism 43 escapism 17	August 23	September 10	The Fall / Travel Issue Whether you're hosting or ghosting Toronto, it's time to get outside your comfort zone this fall. Invite people over, bundle up and enjoy, or get the heck out of here with a winter sun trip for the books.
foodism 44	November 1	November 19	The Holiday Issue Sprinkle some magic this festive season with our holiday handbook. We round up the best stocking stuffers and after dinner digestifs, plus we give you a peek inside our annual Foodism event.

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

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