

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

Distribution Partners include

Loblaw

McEwan Fine Foods

Pusateri's

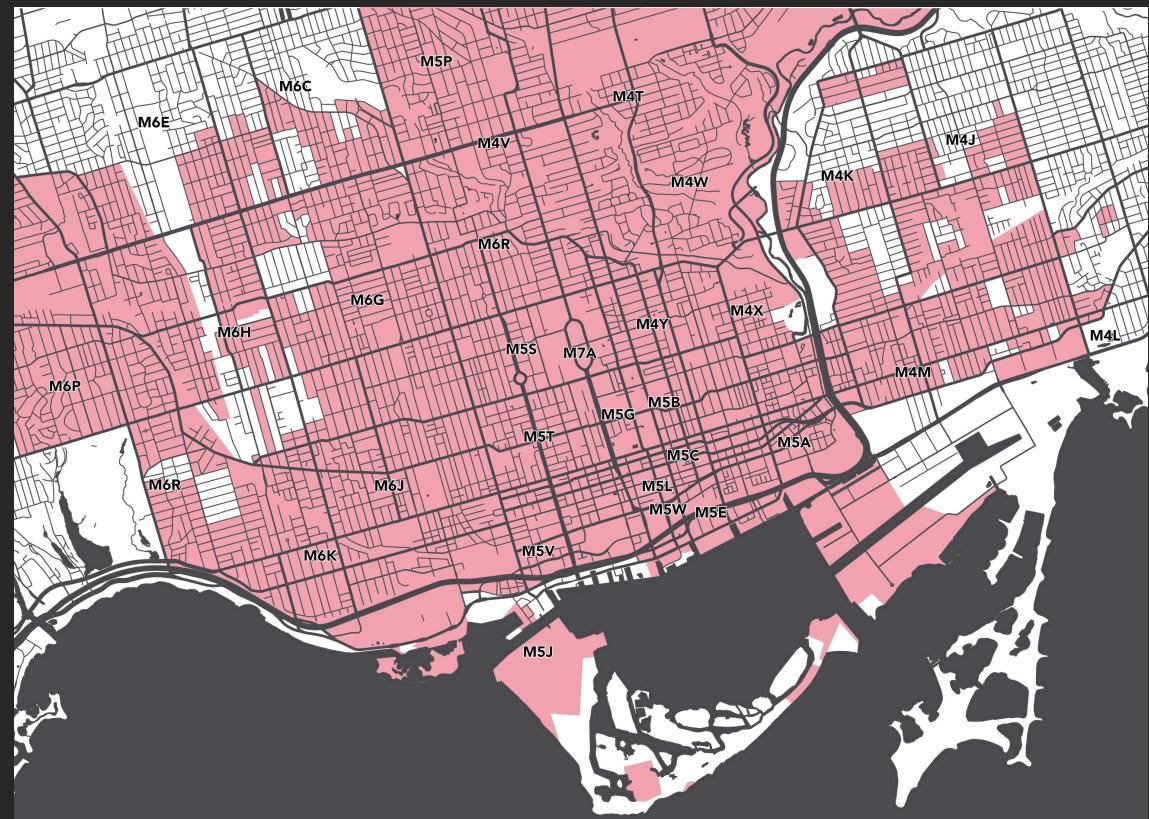
The Cheese Boutique

St. Lawrence Market

Billy Bishop Airport

George Brown Collection

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Targeted Coverage Areas

30,241 Homes

Coverage

readership

Audience

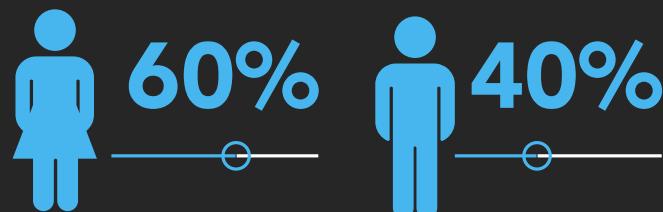
Our engaged audience of travel lovers is comprised of older millennials who live and work in Canada's largest travel hub.

The average escapism reader:

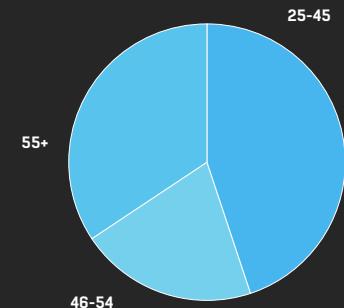
- is between 25-40 YOA (71%)
- lives in GTA
- has a dual-income households
- has an average HHI of \$100k+
- prefers weekend getaways as their most popular vacation duration (over two-thirds)
- loves to read about culinary experiences as their #1 topic (73%)

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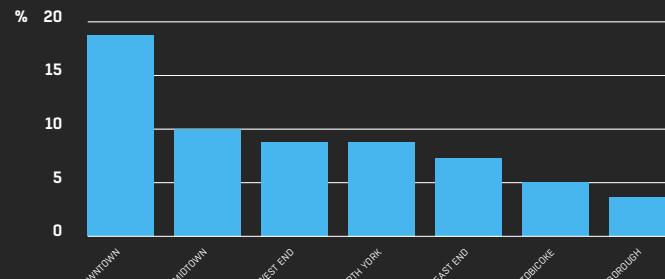
Demographics



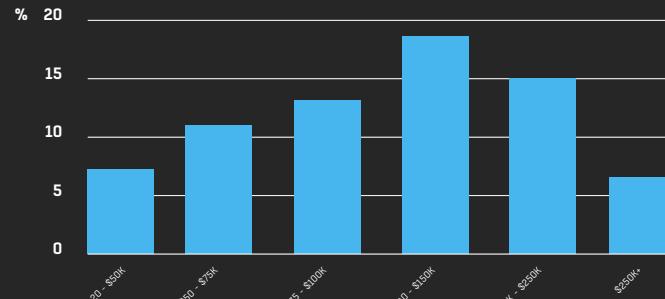
Age groups



Where our readers live



Annual household income



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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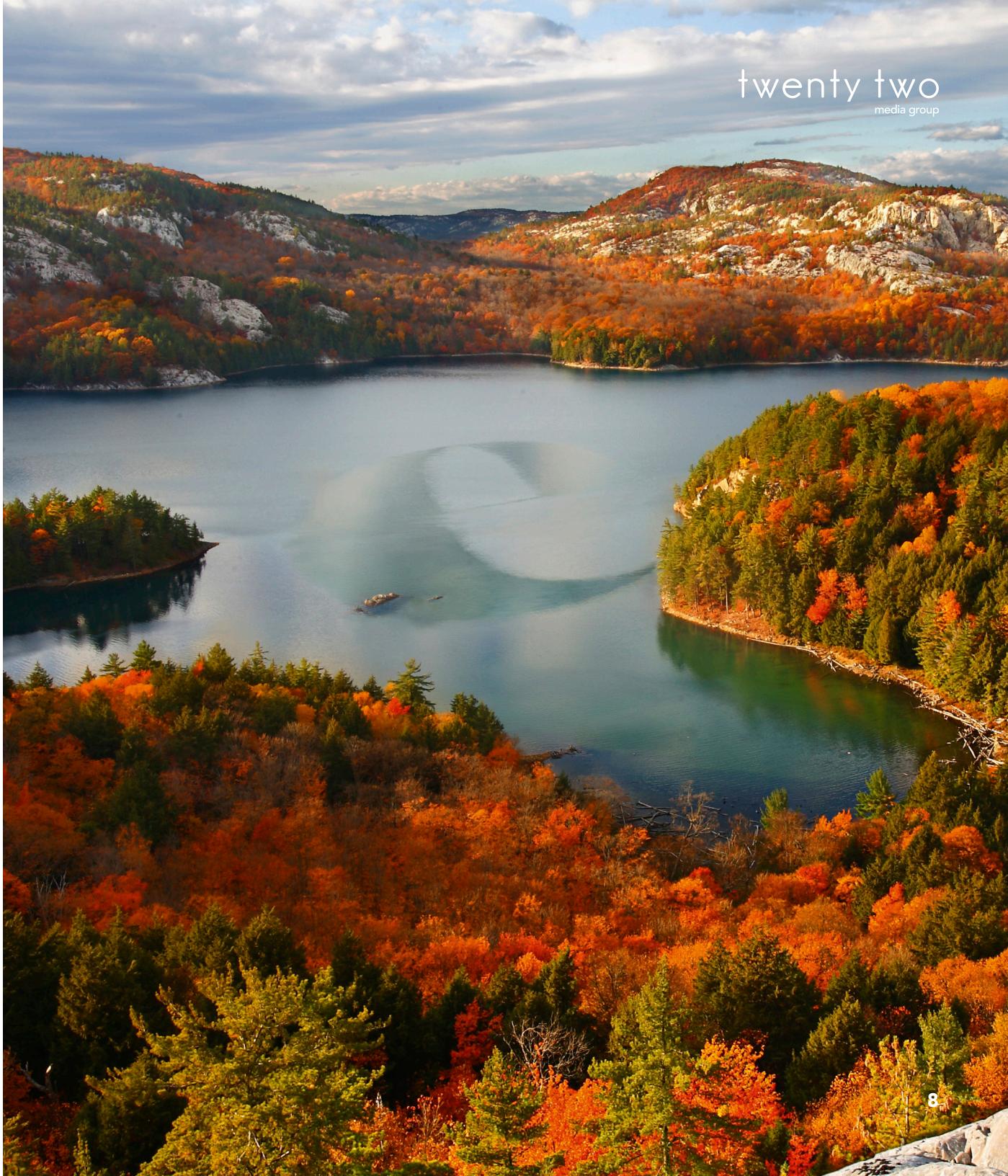


digital: rate card

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: 2026

Issue	Material Deadline	Publishing Date	Issue Theme
foodism 49 escapism 20	March 20	April 7	The Local Issue We dig into the flavours shaping Canada's most exciting dishes. We spotlight low-ABV drinks, local wines and the chefs championing seasonal cooking. In The Easy Escapes Issue, we explore food-forward getaways that share a connection to the land.
foodism 50	May 22	June 9	The 50th Issue Summer's short — so we're making it count. To celebrate our 50th issue, we're rounding up our fave finds from the last 50 issues alongside the ultimate warm-weather lineup: grilling inspo, frosty ice creams, crushable beers, chilled rosés and alfresco dishes.
foodism 51 escapism 21	August 28	September 15	The Cozy Issue This fall, we embrace comfort in all forms — from bowls of soup to dazzling dishes that demand an audience. We spotlight the city's top mixologists and fall cocktails, and lean into The Wanderlust Issue with winter-sun escapes and hideaways to dodge the chill.
foodism 52	October 30	November 17	The Celebration Issue From knockout cocktails to foolproof festive dishes, we're serving a lineup made for sharing. We share standout wines and whiskies, and our curated stocking-stuffer guide keeps your gifting game thoughtful. Plus, we reveal our 2026 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.

twenty two
media group