

# escapism media kit

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

# brand overview

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## Website

URL: [escapism.to](https://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](mailto:hello@twentytwomedia.ca)



# print: overview

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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

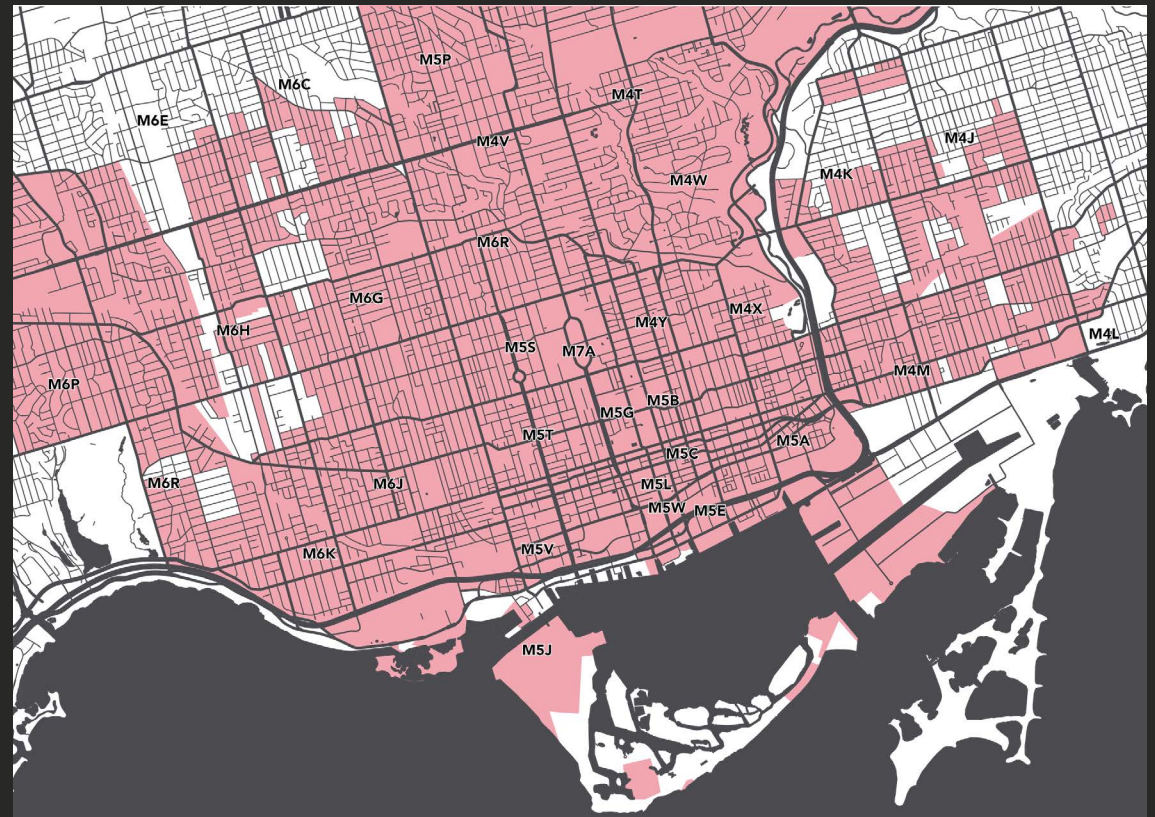
**30,000**, with a split of **25,000** copies to homes and **5,000** to condos/apartments

**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

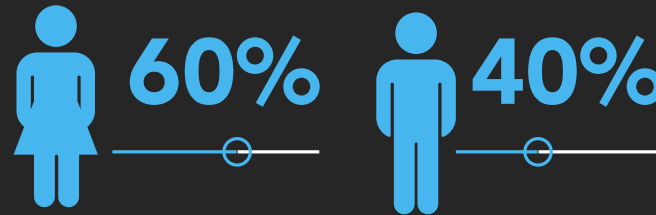
Our engaged audience of travel lovers is comprised of older millennials who live and work in Canada's largest travel hub.

### The average escapism reader:

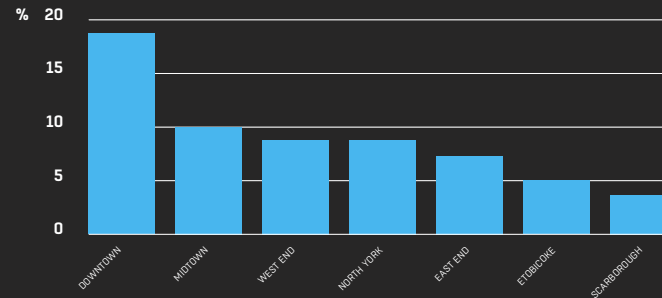
- is between 25-40 YOA (71%)
- lives in GTA
- has a dual-income households
- has an average HHI of \$100k+
- prefers weekend getaways as their most popular vacation duration (over two-thirds)
- loves to read about culinary experiences as their #1 topic (73%)

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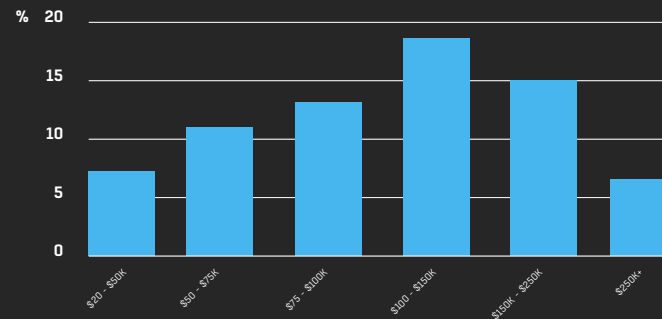
## Demographics



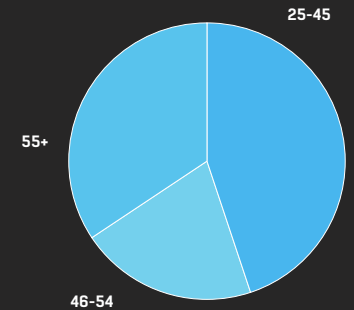
## Where our readers live



## 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]	<b>\$40,000</b>
Double Page Spread	<b>\$15,000</b>
DPS Advertorial or Contest Package [includes online article + solus mailer]	<b>\$15,000</b>
Full Page Ad	<b>\$8,500</b>



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# digital: overview

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

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# foodism escapism calendar: 2025

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Issue	Material Deadline	Publishing Date	Issue Theme
foodism 45 escapism 18	March 21	April 8	<b>The Farm-to-Table Issue</b> 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	<b>The Outdoor Dining Issue</b> 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 21	September 9	<b>The Comfort Food Issue</b> 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	<b>The Entertaining Issue</b> 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.