

twenty two
media group



foodism[🍁] media kit

twenty two media who we are

We are an independent, woman-owned, proudly Canadian that operates as a one-stop content partner, bringing your brand’s mission to life. Creating engaging content and driving audiences to it is our forte.

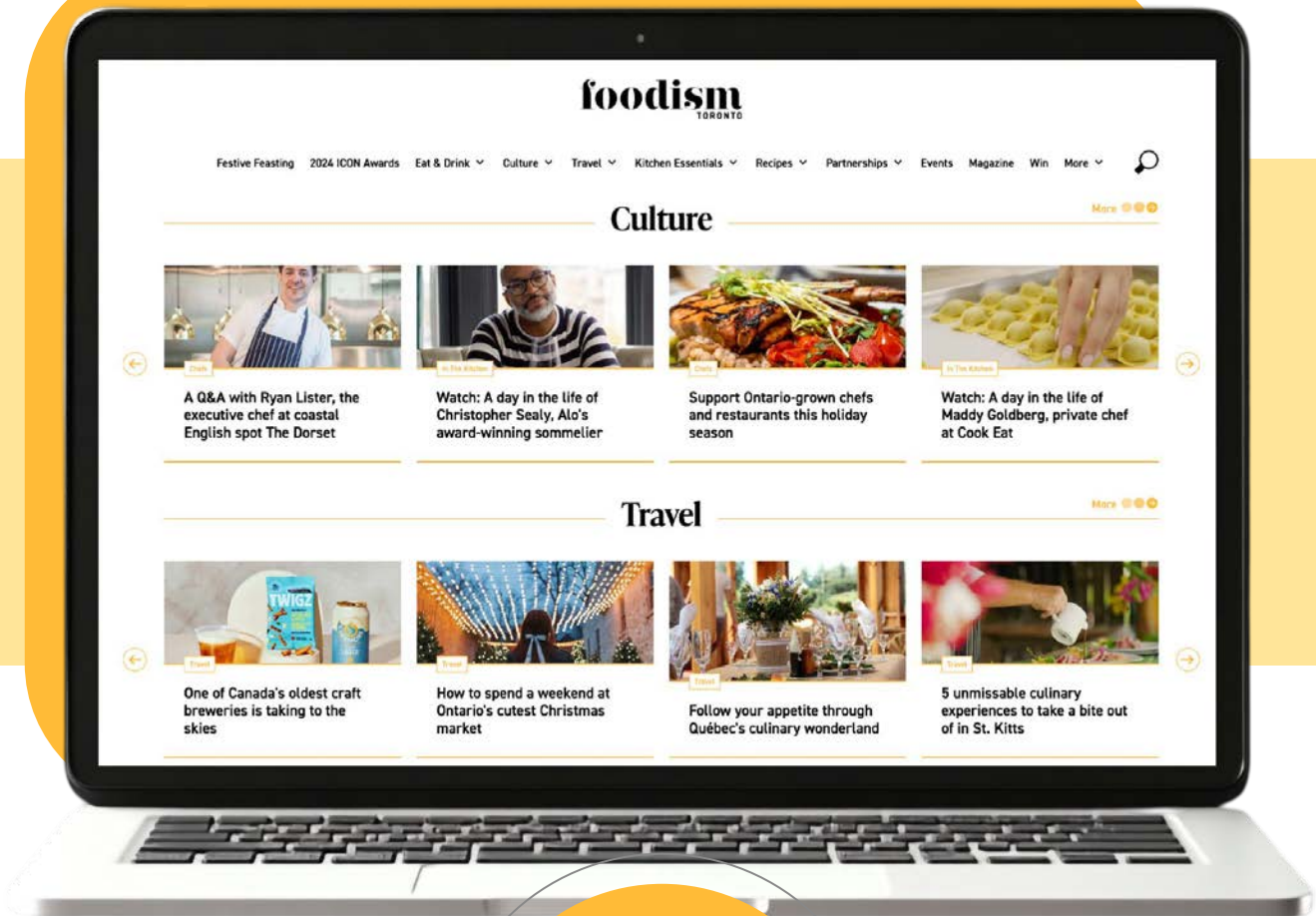
foodism is a leading multi-platform food, drink and travel resource that delivers trusted content to discerning food and drink lovers.





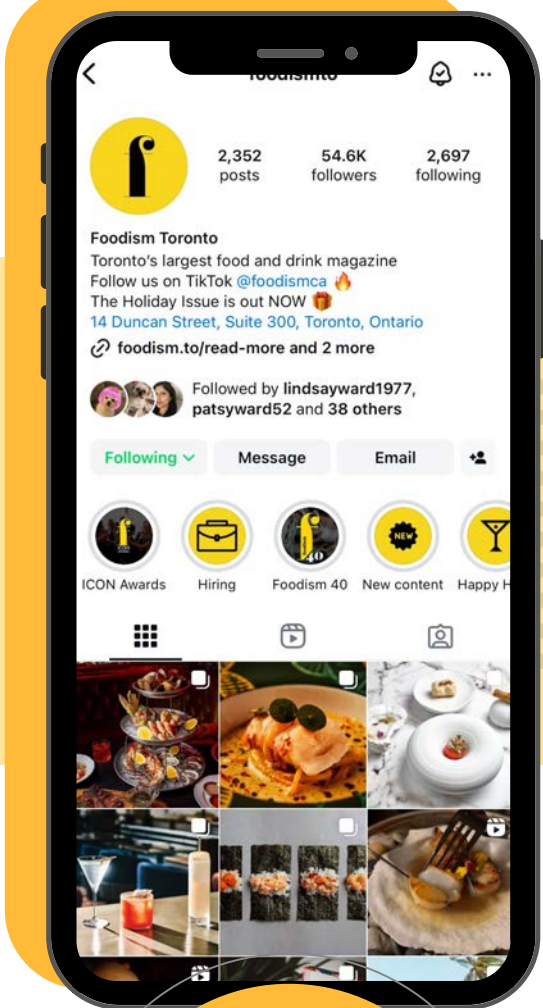
PRINT

Circulation: **50,000**
Readership: **200,000**



DIGITAL

Unique visitors per month: **55,000**
Newsletter database: **11,600**
Average Open rate: **38%**



SOCIAL

Combined followers
(Facebook + Instagram): **60,500**
Average campaign impressions: **1 million**

readership

Our audience is made up of individuals in the GTA who are deeply interested in the latest trends in food, drink and travel.

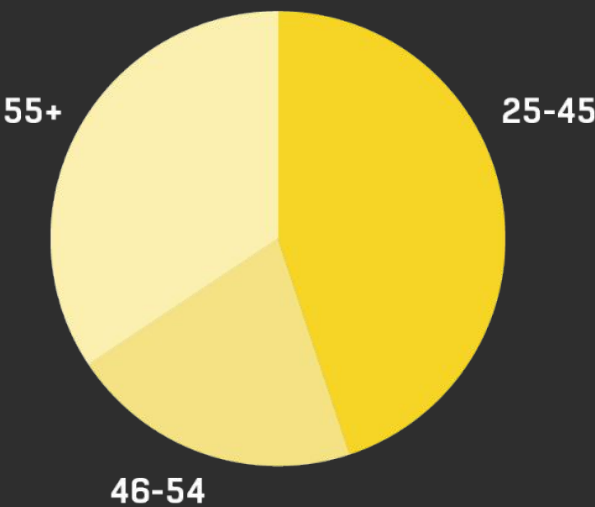
The average foodism reader:

- between 25-40 YOA (71%)
- lives in the GTA
- a double-income household
- the primary household shopper
- has an average HHI of \$120k+
- would try a new restaurant, drink or product seen in foodism (70%)
- consumes alcoholic beverages at least once a week (85%)
- has made a food or cocktail recipe featured in the magazine (54%)
- strongly agrees that our advertorial content is educational and informative (71%)

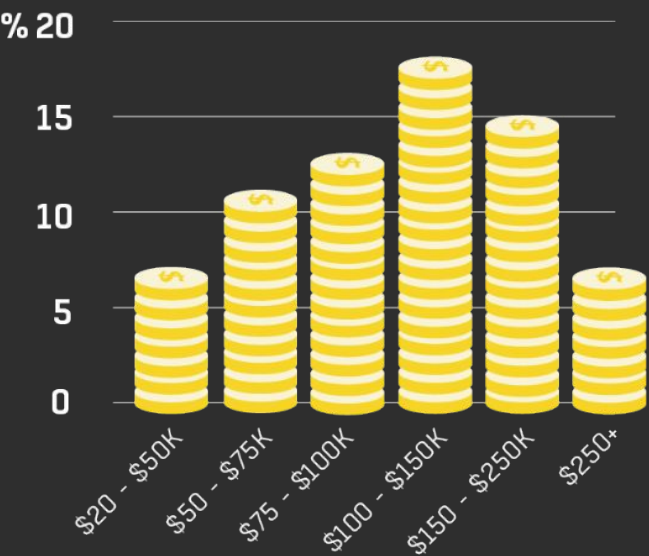
Demographics



Age groups



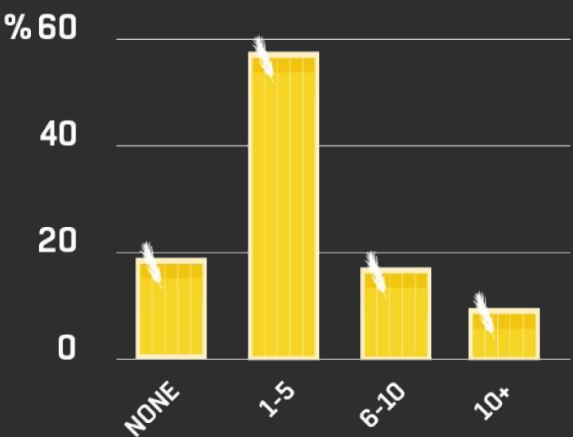
Annual household income



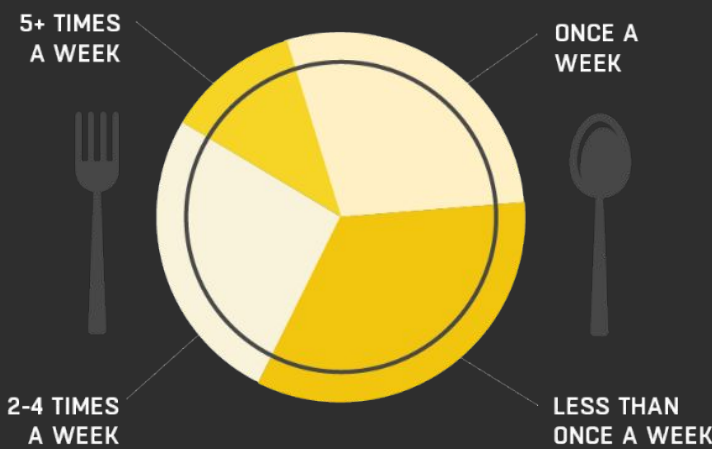
Where our readers live



Drinks consumed per week



Dine out per week



distribution

We distribute **50,000 copies per issue.**

23,000 copies delivered direct to homes and condos/apartments.

2,000 delivered direct to foodism subscribers

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

Distribution partners include:

- Loblaws
- Billy Bishop Airport
- St. Lawrence Market
- Charlie’s Burgers Wine Program
- The Drake Hotel
- The Cheese Boutique
- McEwan Fine Foods
- George Brown College / The Chef’s House
- Pusateri’s



WHERE TO FIND US

Direct to Home Locations

Targeted Coverage Areas
30,241 Homes
Coverage

reach an audience like no other

Through unique integrations across print, digital, social, and events, we connect your brand with an engaged and loyal audience of high spenders and decision-makers.

Our consultative, creative solutions leverage our trusted editorial voice and design expertise to ensure seamless brand integration and deliver measurable results.



foodism magazine

foodism is published four times a year, covering every season for our audience of food and drink lovers.



Editor's Note

Food media has never been bigger, and Toronto's appetite for food and drink is impossible to satisfy.

foodism cuts through the noise to deliver the best trends, products and untold stories of the city's vibrant culinary scene to our readership of informed older millennials. We know how to tell a brand's story and our audience of discerning food and drink lovers trust us to do so.

— **Katie Bridges,**
Foodism Editor

Graze

Graze invites readers to dip a toe into Toronto's buzzing food scene with a collection of bite-sized roundups, recipes and new openings.

Feast

The meatiest section of our magazine features interviews with top chefs and dives deep into our city's trending stories.

Quench

Quench your appetite with the latest booze news, plus a shot of distillery, winery and brewery insights.

Excess

The perfect palate cleanser, Excess offers a dose of travel inspo, whisking readers away to far-flung culinary adventures.



foodism*



escapism

escapism is a dedicated travel section inside **foodism** in our spring and fall issues.



Editor's Note

The appetite for travel continues apace, but our audience of thoughtful travellers has evolved to seek out bespoke and tailored experiences. Readers are booking vacations around sought-after dinner reservations, making wellness the main character, and immersing themselves culturally in homestays and cooking classes. Plus, they're carving out time to explore their own backyard with lots of local travel right here in Ontario.

— Katie Bridges,
Escapism Editor

Escapism 2026

Themes:

The Easy

Escapes Issue

In the Spring Issue, we explore close-to-home getaways and quick adventures that celebrate local flavour.

The Wanderlust Issue

Nestled inside **foodism's** Cozy Issue is a dose of escapism — winter-sun getaways and luxe retreats to look forward to when you're done hibernating.



escapism
TORONTO

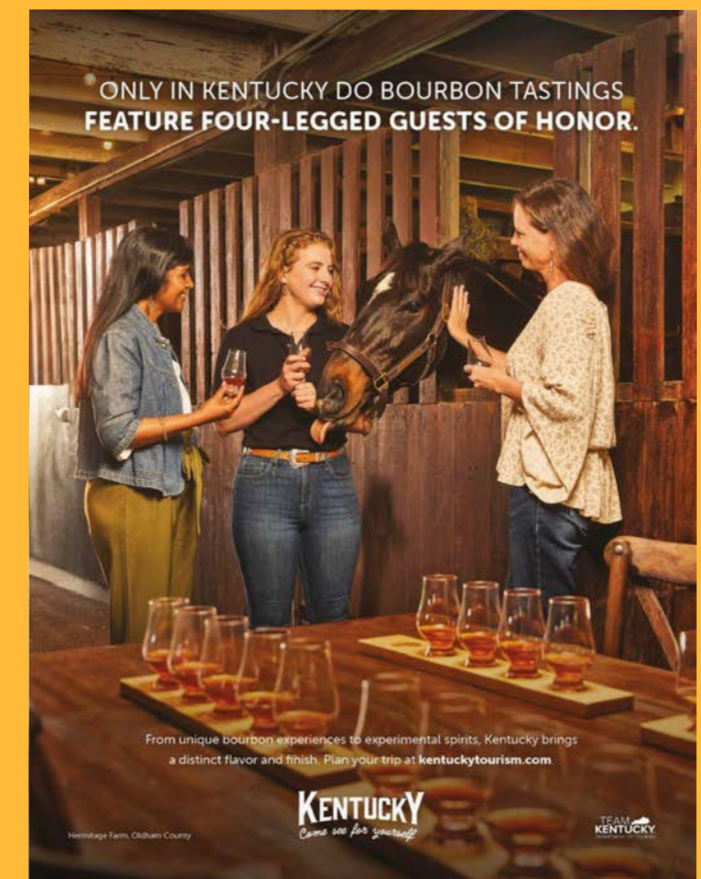


branded content opportunities

Cover Wrap

Our Integrated Cover Package is a custom solution that provides one brand with the strongest SOV across our most prominent and valuable pieces of real estate — including our front cover. The partner wraps the entire issue through ads across the inside/outside back covers and inside cover spread.

foodism*



branded content opportunities

Advertorial, Guides & Editorial sponsorship*

Guides - This integrated content piece will guarantee the largest content SOV within the issue, creating a mini-section dedicated to your brand.

Advertorials - We'll produce a bespoke and engaging piece that captivates readers and tell's your brand's story.

Editorial sponsorships - Our 'In Association with Features' are first-hand crafted stories by the foodism team. These limited opportunities are reserved for select brands and experiences that closely align with our values and content.

*All integrated solutions get full brand approval before publishing.



print rate card

The print incarnation of **foodism** is a high-quality, 100-page guide to the best of Toronto's food and drink scene. 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.

Print Rate Card

Integrated Cover Package [Outside Back Cover, Inside Back Cover, Inside Front Cover, Front Cover influence, 14-day Website Takeover, 4 Newsletter Ads]	\$62,500
Cover Wrap [Outside Back Cover, Inside Back Cover, Inside Front Cover, Front Cover influence]	\$50,000
Recipe Integration [2 x Full Page Framing Ads and Product box out]	\$20,000
Insider's Guide 4 / 6 / 8 pages [includes digital version and newsletter inclusion]	\$30,000 - \$40,000
DPS Advertorial / Contest Package	\$20,000
FP Advertorial / Contest Package	\$15,000
Double Page Ad	\$15,000
Full Page Ad	\$10,000
Creative Services	POA

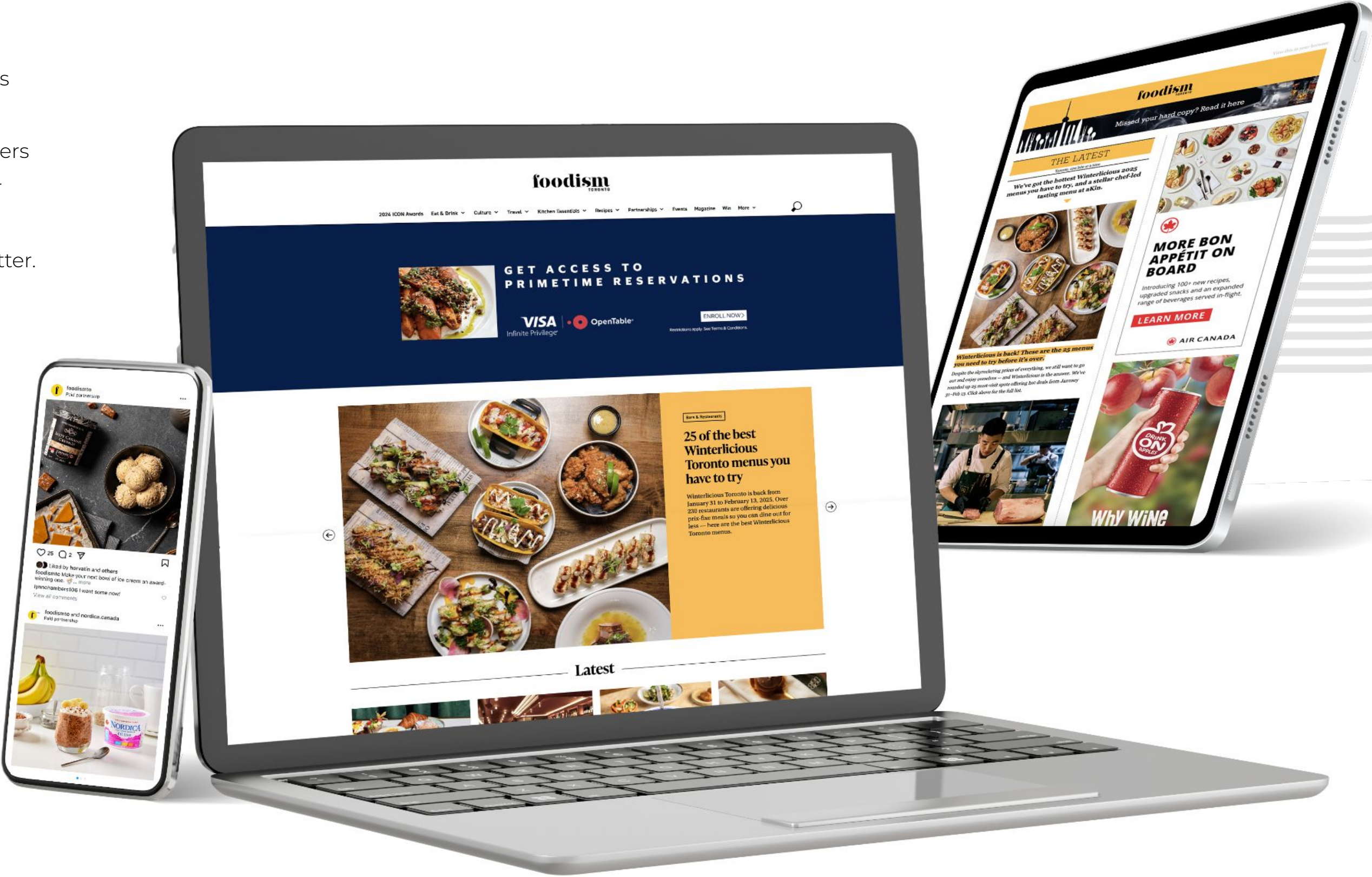


digital rate card

foodism’s online home is a bustling hub where readers can discover the latest movements and trends from Toronto’s food scene and beyond. Our newsletter delivers a weekly dose of food inspiration and contests into our readers’ inboxes. Both standard and rich media advertising can be integrated into the site and newsletter.

Digital Rate Card

30-day Website Takeover	\$20,000
14-day Website Takeover	\$10,000
Online Article & Newsletter Inclusion	\$7,000
Online Article	\$6,000
Solus Mailer & Online Article	\$8,000
Solus Mailer	\$5,000
Contest [landing page, Newsletter inclusion, data capture]	\$6,500
4 x Newsletter Ads	\$2,500
Newsletter Ad	\$700

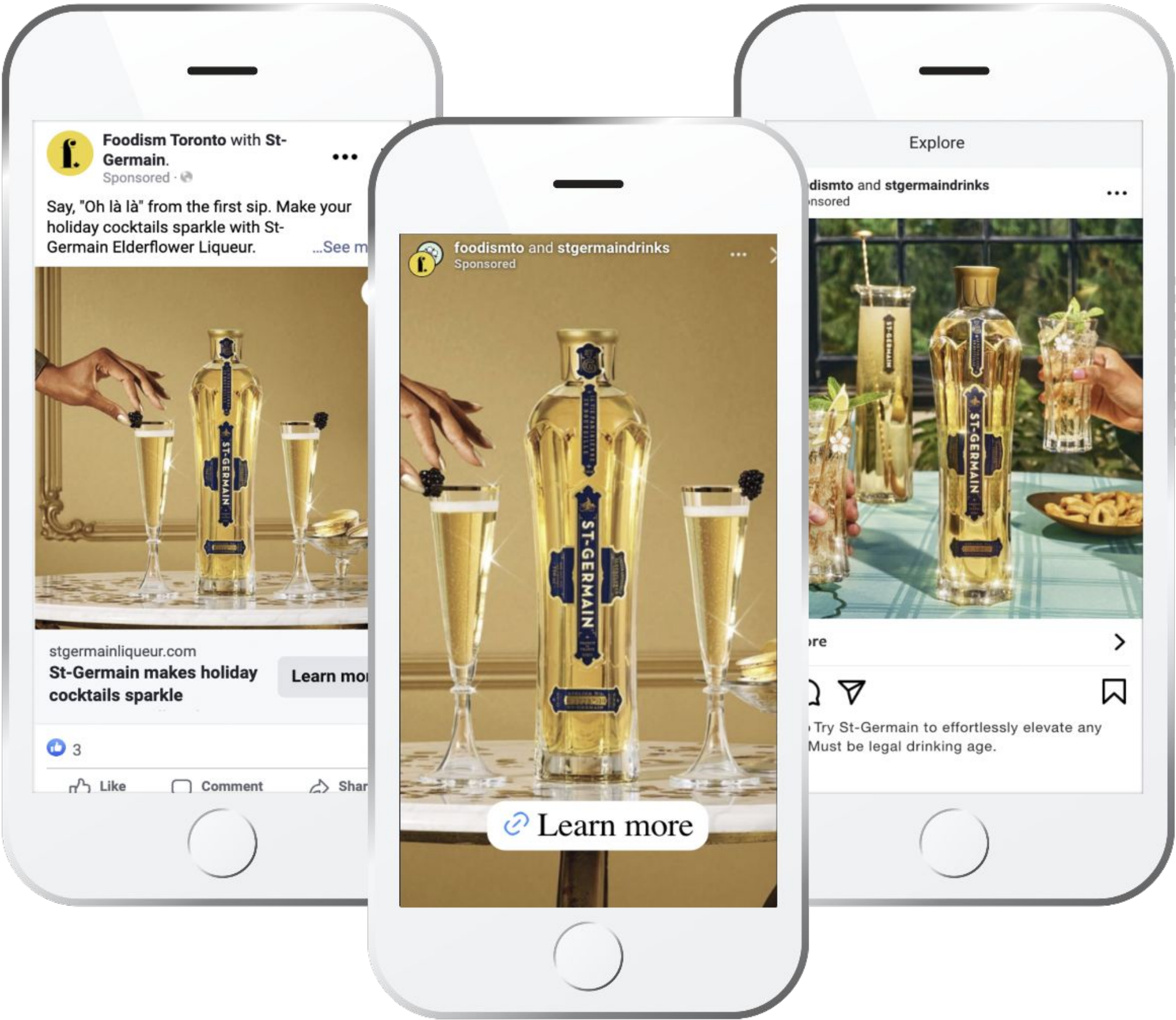


social rate card

foodism’s social accounts offer brands multiple ways to connect with engaged and targeted audiences. These programs use focused awareness or traffic campaigns to reach specific geographic areas and demographic groups. Created by our social and strategy teams, we can launch your campaign quickly and efficiently.

Social Rate Card

Foodism Fave’s Instagram Grid Takeover	\$15,000
Instagram Reel - produced in house or on location	\$10,000
Meta Ads across Facebook and Instagram	\$10,000
Instagram Grid Post with Ads	\$6,500
Instagram Ads	\$5,000

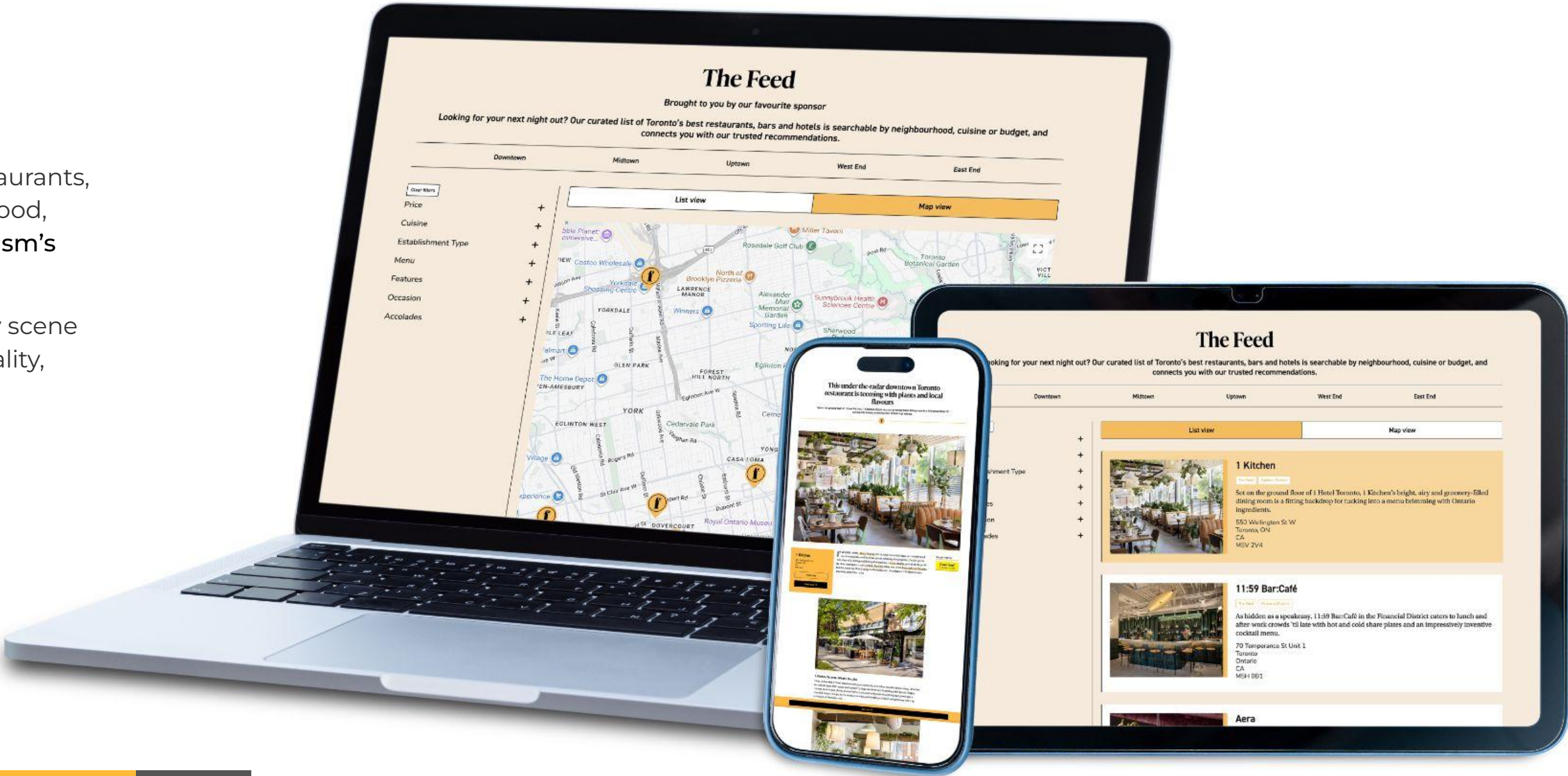


the feed

Our new digital tool curates Toronto’s best restaurants, bars and hotels. It is searchable by neighbourhood, cuisine or budget, and connects you with foodism’s trusted recommendations.

Users can navigate Toronto’s diverse hospitality scene with ease, thanks to bespoke filtering functionality, allowing users to filter by:

- Neighbourhood
- Price
- Cuisine
- Occasion
- Menu type



The Feed Rate Card

Restaurant Reviews 500 word article, 5 images, link to booking, website, social, promotion spot in newsletter. <i>2+ reviews = \$5,000 per restaurant</i>	\$6,000
Partnership Program (for BIA's, Reservation or Delivery Service platforms) Same package as above with listings for 5 restaurants or venues. Custom Book Now buttons and display ads on each listings page	\$15,000



ICON awards

The foodism ICON Awards is an annual awards program that recognizes the most innovative and impactful individuals in the local hospitality industry, across categories like sustainability, DEI, service and mentorship. Our sponsorship packages allow your brand to activate and be integrated into the event, and includes a high-value media program. Collectively, the program delivers over 2 million impressions.

- **Title Sponsorship** offers an exclusive opportunity to be the presenting partner with the largest share of visibility across event and media platforms.
- **Activation sponsorship** enables brand to integrate into the event and interact directly with attendees.
- **Award sponsorship** offers partners the opportunity to engage with the event on stage and align themselves with its mission.



foodism editorial calendar 2026



Spring - Foodism 49 / Escapism 20

The Local Issue

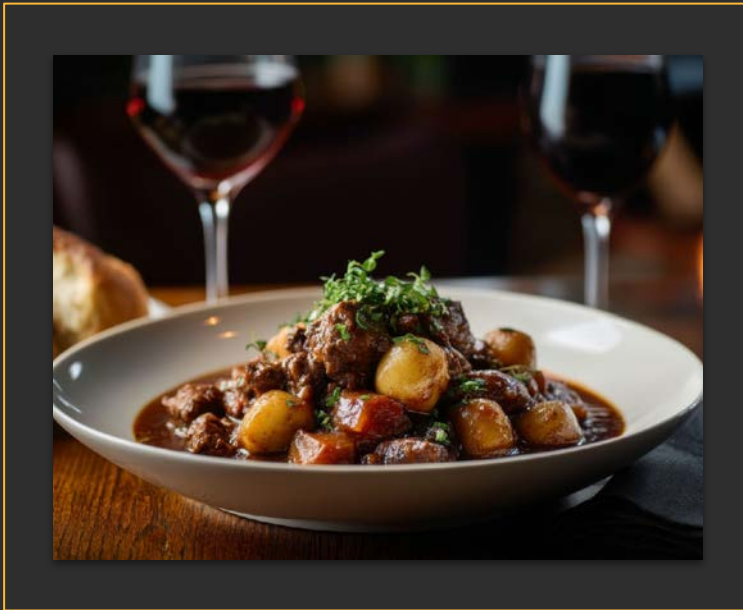
We dig into the flavours shaping Canada’s most exciting dishes. We spotlight low-ABV drinks, local wines and the chefs championing seasonal cooking. In The Easy Escapes Issue, we explore food-forward getaways that share a connection to the land.



Summer - Foodism 50

The 50th Issue

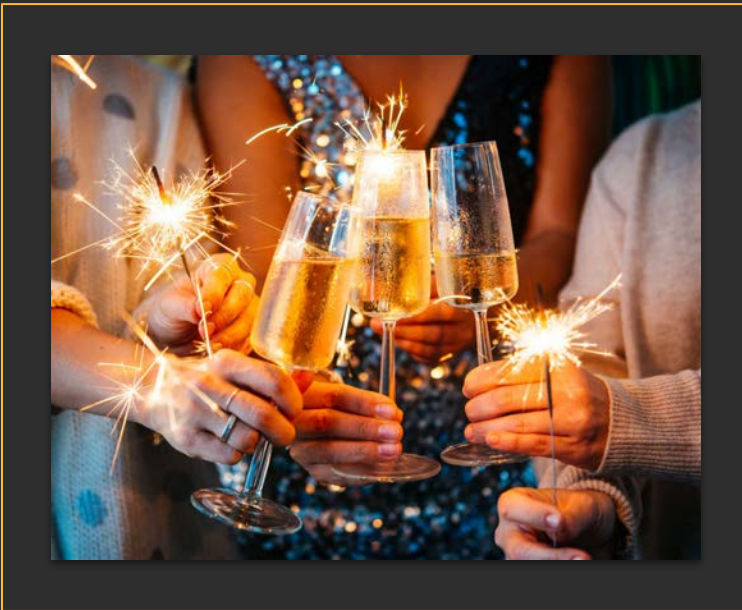
Summer’s short — so we’re making it count. To celebrate our 50th issue, we’re rounding up our fave finds from the last 50 issues alongside the ultimate warm-weather lineup: grilling inspo, frosty ice creams, crushable beers, chilled rosés and alfresco dishes.



Fall - Foodism 51 / Escapism 21

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.



Holiday - Foodism 52

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.

deadlines

Issue	Material	Publishing Date
The Local Issue	March 20	April 7
The 50th Issue	May 22	June 9
The Cozy Issue	August 28	September 15
The Celebration Issue	October 30	November 17

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

creative services

We're more than just a publishing house — we're the ultimate bridge between publishing and agency services. The creative services division of our business provides turnkey solutions that spark consumer interest and ensure brands are remembered.

Leveraging our core food and drink expertise, we uphold the same high standards of creativity and quality that define our magazines to craft marketing solutions that deeply resonate with audiences.

Services

POA

Product Photography

Restaurant Photography

Corporate Photography

Video Production

Menu Design

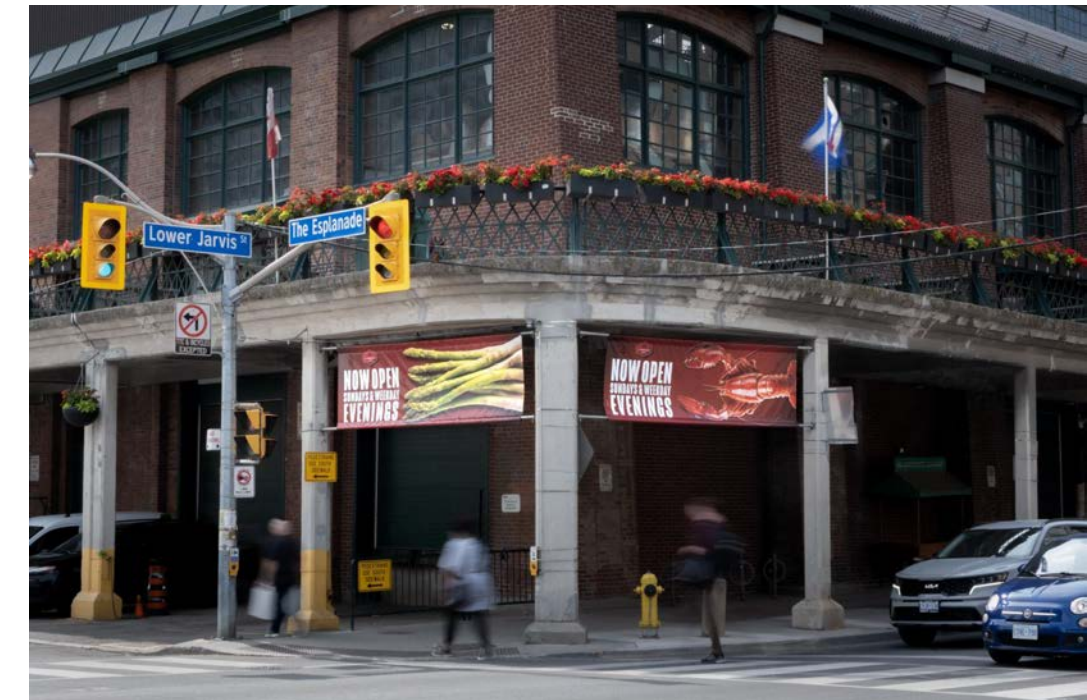
OOH Advertising

Web Design & Development

Print/Digital Ads

Copywriting

Marketing Collateral



for more information or inquiries, please contact **Krista Faist** or **Amy Ward**

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Founder and Publisher

amy.ward@twentytwomedia.ca
Art Director

our partners

Testimonial: Molson Coors Beverage Company

“The partnership with foodism was nothing short of incredible, and we consider ourselves fortunate to have collaborated with such a skilled and dedicated team. They crafted a cohesive content plan that not only elevated our brand but also effectively resonated with a new audience during the festive season.”

Maddie Gillmeister
Senior Marketing Manager, Molson™
Molson Coors Beverage Company



connect with us

From strategy to execution, **Twenty Two Media** is a trusted, high-quality publishing partner, leveraging our skills as best-in-class publishers of multi-platform content for your brand.

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

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