



foodism media kit

food is a religion.
foodism is its
temple. come and
worship with us.

 foodismto
 foodismto
 foodismto

brand overview

Magazine

Circulation: **50,000**

Readership: **200,000**

Frequency: **Bi-monthly, 4 issues per year**

Website

URL: **foodism.to**

Average unique visitors per month: **100,000**

Newsletter

Average active database size per send:

12,130

Average open rate: **37%**

Average click rate (of opens): **17%**

Social

Instagram: **53,000**

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

twenty two
media group



print: overview

The print incarnation of **foodism** is a high-quality, 96-page guide to the best of Toronto's food and drink scene, with features, interviews, insiders' guides and tips for home cooks and hosts. 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.

Stats:

Circulation: **50,000**

Readership: **200,000**

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distribution

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.

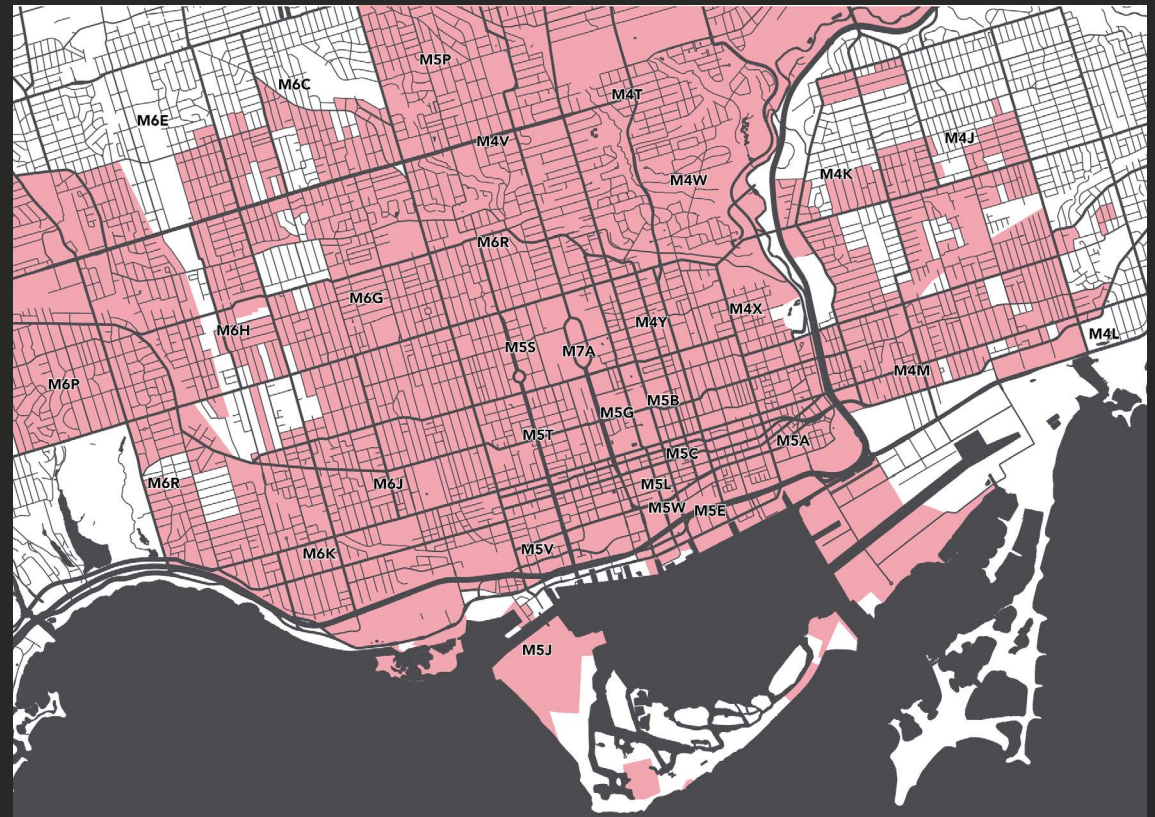
*Custom distribution can be built into your campaign to target specific locations and are subject to additional costs


Direct to Home Locations
Refer to map

Distribution Partners include

- Loblaws
- McEwan Fine Foods
- Pusateri's
- The Cheese Boutique
- St. Lawrence Market
- Billy Bishop Airport
- George Brown College
- The Chef's House
- Charlie's Burgers Wine Program [ON wide]

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Targeted Coverage Areas
30,241 Homes
 Coverage

readership

Audience

Our audience is comprised of older millennials, primarily in the GTA, interested in the latest trends in food and drink.

The average foodism reader:

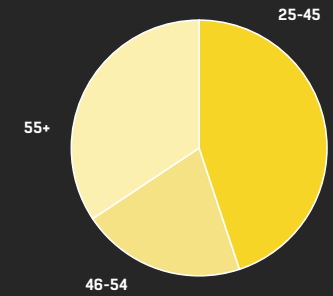
- is between 25-40 YOA (71%)
- lives in GTA
- double-income households
- is the primary household shopper
- has an average HHI of \$100k+
- would try a new restaurant, drink, or product seen in foodism
- consumes alcoholic beverages at least once a week (85%)
- 89% enjoy drinking wine

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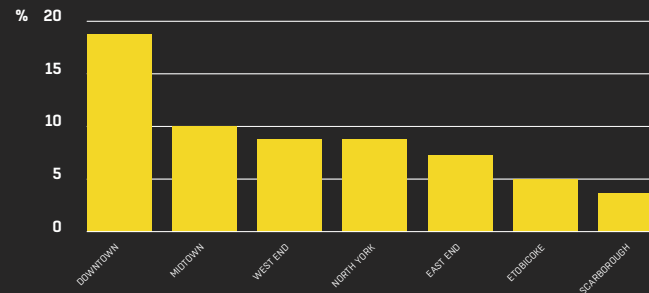
Demographics



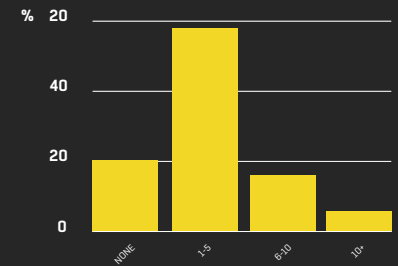
Age groups



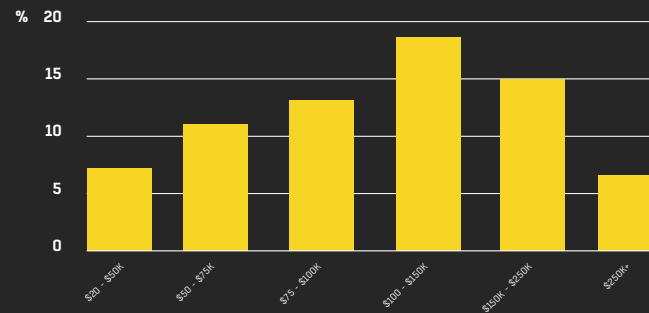
Where our readers live



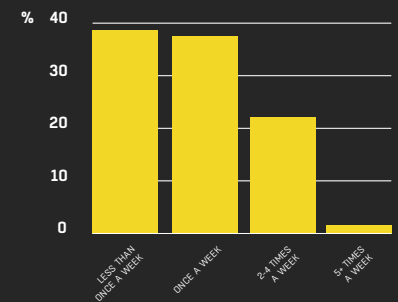
Drinks consumed per week



Annual household income



Dine out per week



print: rate card

Print Rate Card

Integrated Cover Wrap	\$50,000
Cover Package [4 x 7-day Website Takeover + 4 x Newsletter MPU]	\$65,000
Recipe Sponsorship	\$30,000
8-page Guide [digital repurpose & NL promo]	\$40,000
6-page Guide [digital repurpose & NL promo]	\$35,000
4-page Guide [digital repurpose & NL promo]	\$30,000
DPS Advertorial / Contest Package	\$18,500
Double Page Ad	\$15,000
FP Advertorial / Contest Package	\$14,000
Full Page Ad	\$8,500
Creative Services	POA

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digital: overview

foodism's online home is a bustling hub where readers can discover the latest movements and trends from Toronto's food scene and beyond. With reviews, news and recipes, it's an essential read for anyone who wants the inside track on Toronto eating and drinking. 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.

Stats:

Unique visitors per month: **100,000**

Newsletter database: **12,130**

Open rate average since launch: **37%**

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digital: rate card

Digital Rate Card

Content Hub [6-week TO of Hub & assoc content, 4-week Website TO, Article hosted within Hub & NL Promo]	\$35,000
Month Takeover	\$25,000
14-day Website Takeover	\$10,000
Branded Guide [includes NL promo]	\$7,500
Contest [entry landing page, homepage promo, 2 x NL promos, data capture]	\$5,500
Online Advertorial [includes NL Promo]	\$4,500
Solus Mailer w Online Advertorial	\$5,000
Solus Mailer	\$3,500
Event Listing	\$1,500



social: overview

foodism's social channels provide brands with opportunities to reach targeted audiences. Whether it's an ad campaign designed to drive engagement or simple awareness, custom content that allows their brand and its story to shine, strategically timed schedules aimed to associate around a specific holiday, time frame, or even limited time offers — our social solutions can get your brand across the right channels and in front of the right people.

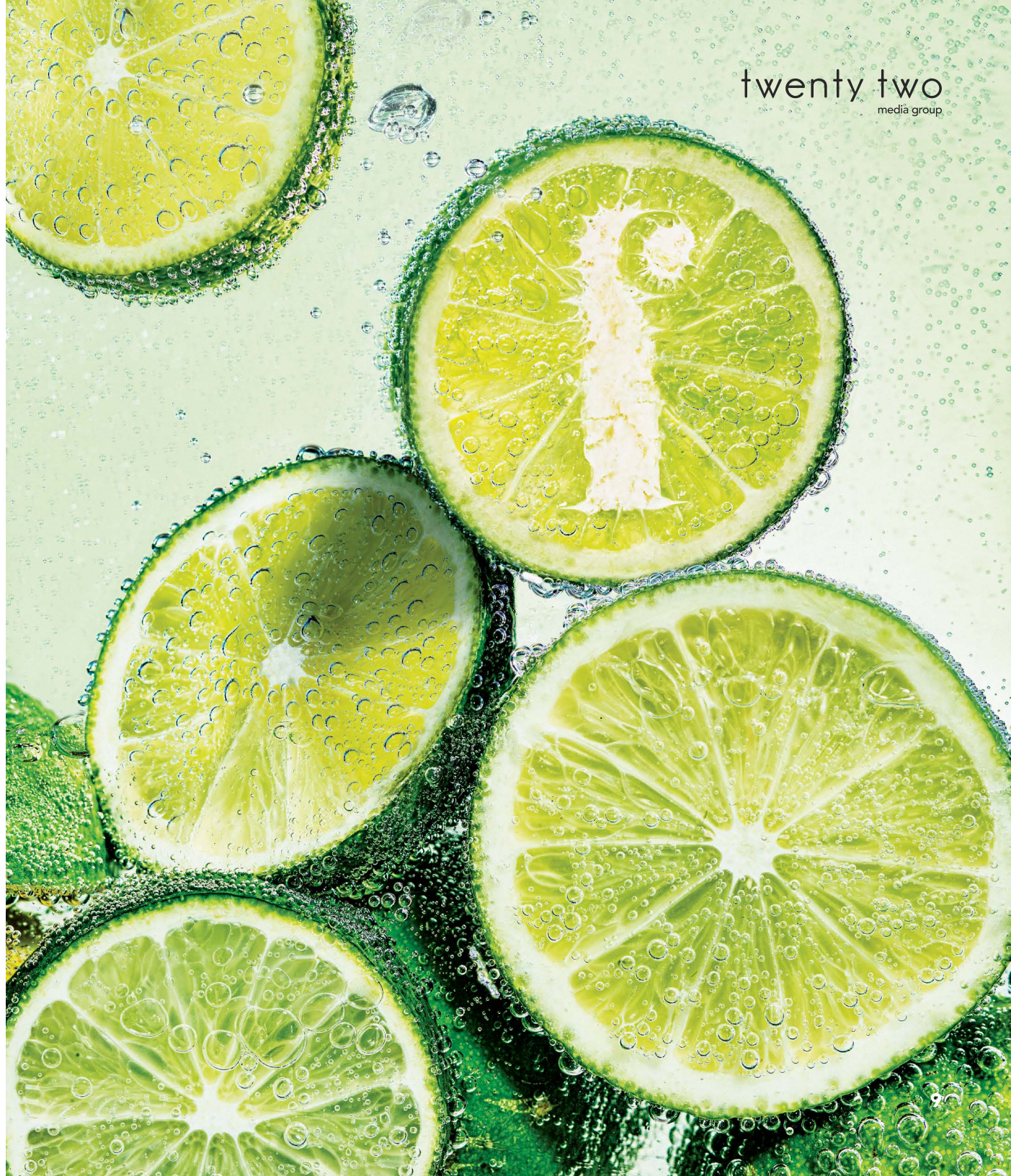
We operate across **Facebook, Instagram** and **TikTok**

Average campaign reach: **1 million**

Social Rate Card

Meta Program: Ad campaign across Facebook/Instagram	\$10,000
Instagram Reel	\$7,000
Instagram Grid Post or Story	\$5,000

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video, events and XM: overview

In addition to our unique print and digital offerings, we produce content across video and activate through events and XM. We bring fresh ideas and a sharp perspective to showcase your brand and leave a lasting impression on our audience.

Partnering with us across these mediums allows you to access unique partnership opportunities with other well-aligned brands, venues, chefs, food influencers and professionals, leveraging our notoriety and authority to build strong brand campaigns across the right platforms.

Rate: POA

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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.

our partners

Testimonial: Molson Coors Beverage Company

"Working with Foodism for the 2023 Holiday campaign was truly exceptional. They crafted a cohesive content plan that not only elevated our brand but also effectively resonated with a new audience during the festive season. The partnership with Foodism was nothing short of incredible, and we consider ourselves fortunate to have collaborated with such skilled and dedicated team."

Maddie Gillmeister

Senior Marketing Manager, Molson™
 Molson Coors Beverage Company

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