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.

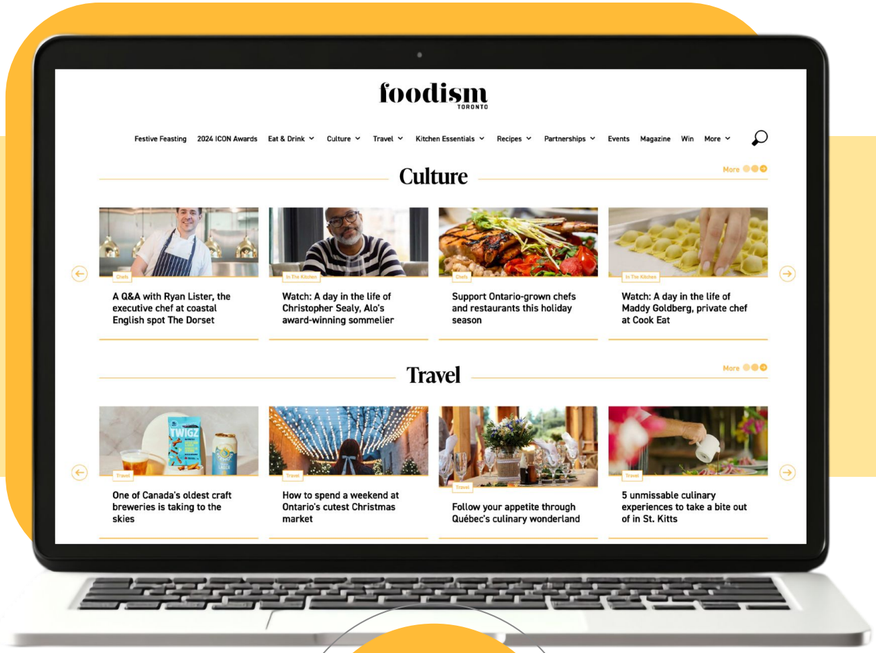
foodism is a leading multi-platform food, drink and travel resource that delivers trusted content to discerning food and drink lovers.

REACH



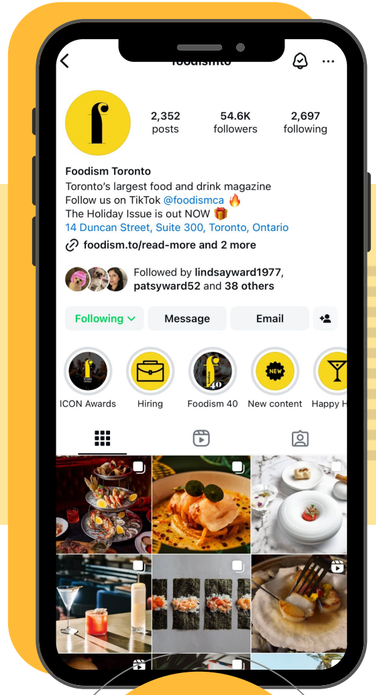
PRINT

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



DIGITAL

Unique visitors per month: **55,000**
Newsletter database: **11,600**
Average Open rate: **39%**



SOCIAL

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

foodism

readership

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

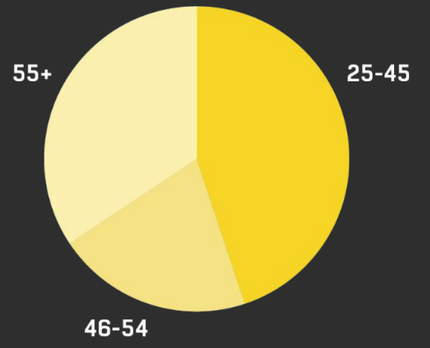
The average foodism reader:

- 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%)

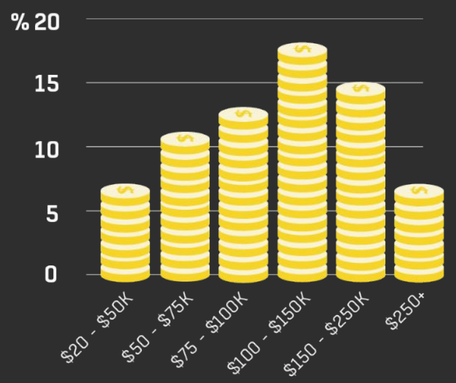
Demographics



Age groups



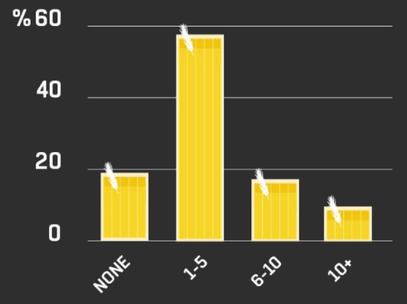
Annual household income



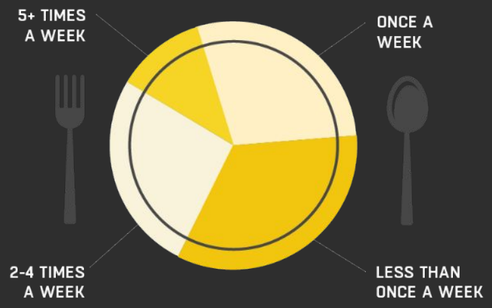
Where our readers live

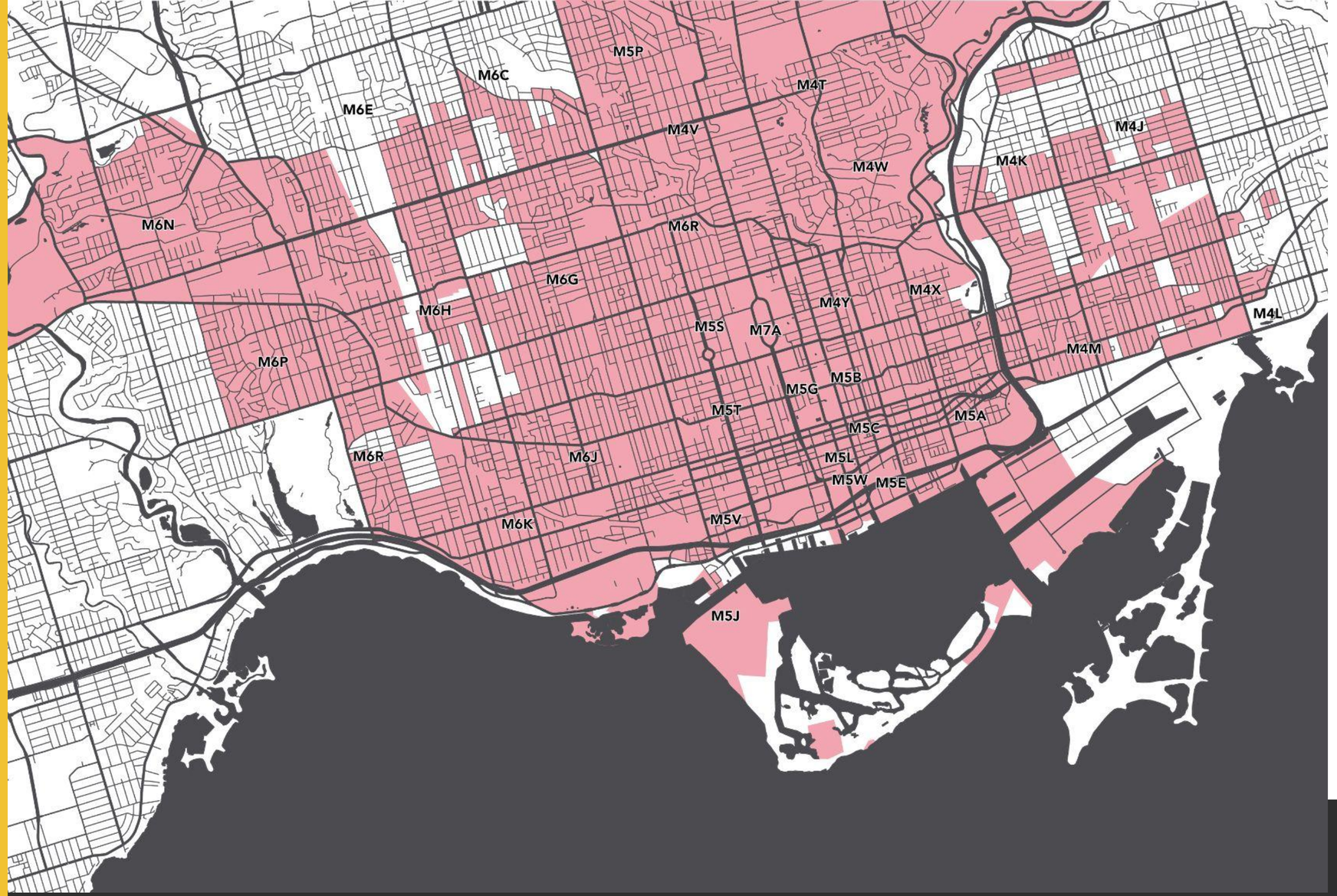


Drinks consumed per week



Dine out per week





Direct to Home Locations

Targeted Coverage Areas
30,241 Homes
Coverage

foodism

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



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.

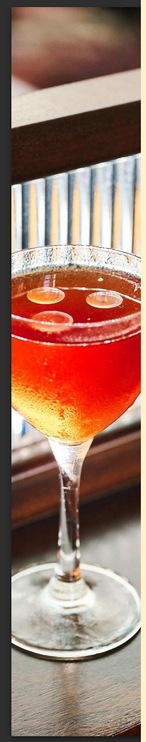
foodism magazine



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

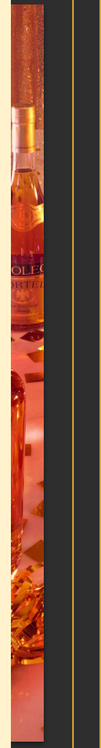
The meatiest section of our magazine features interviews with top chefs and dives deep into our city's trending stories.

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.



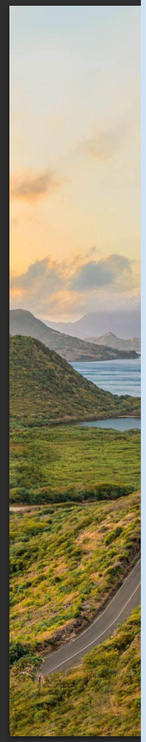


escapism

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

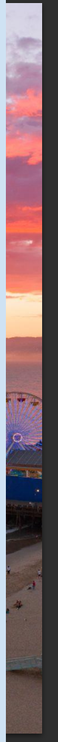
Escapism 2026 Themes:

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.





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.







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

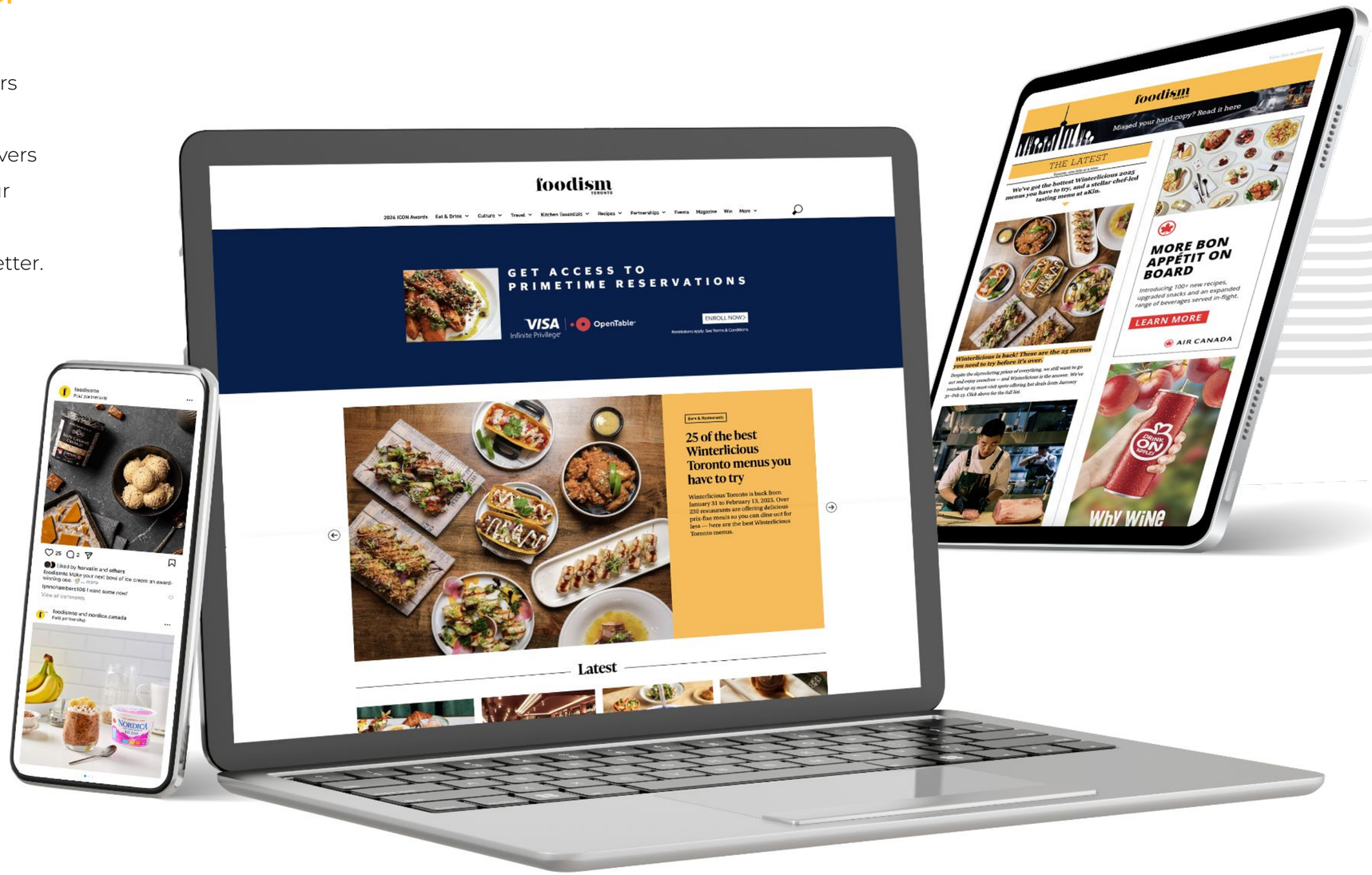


digital rate card

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

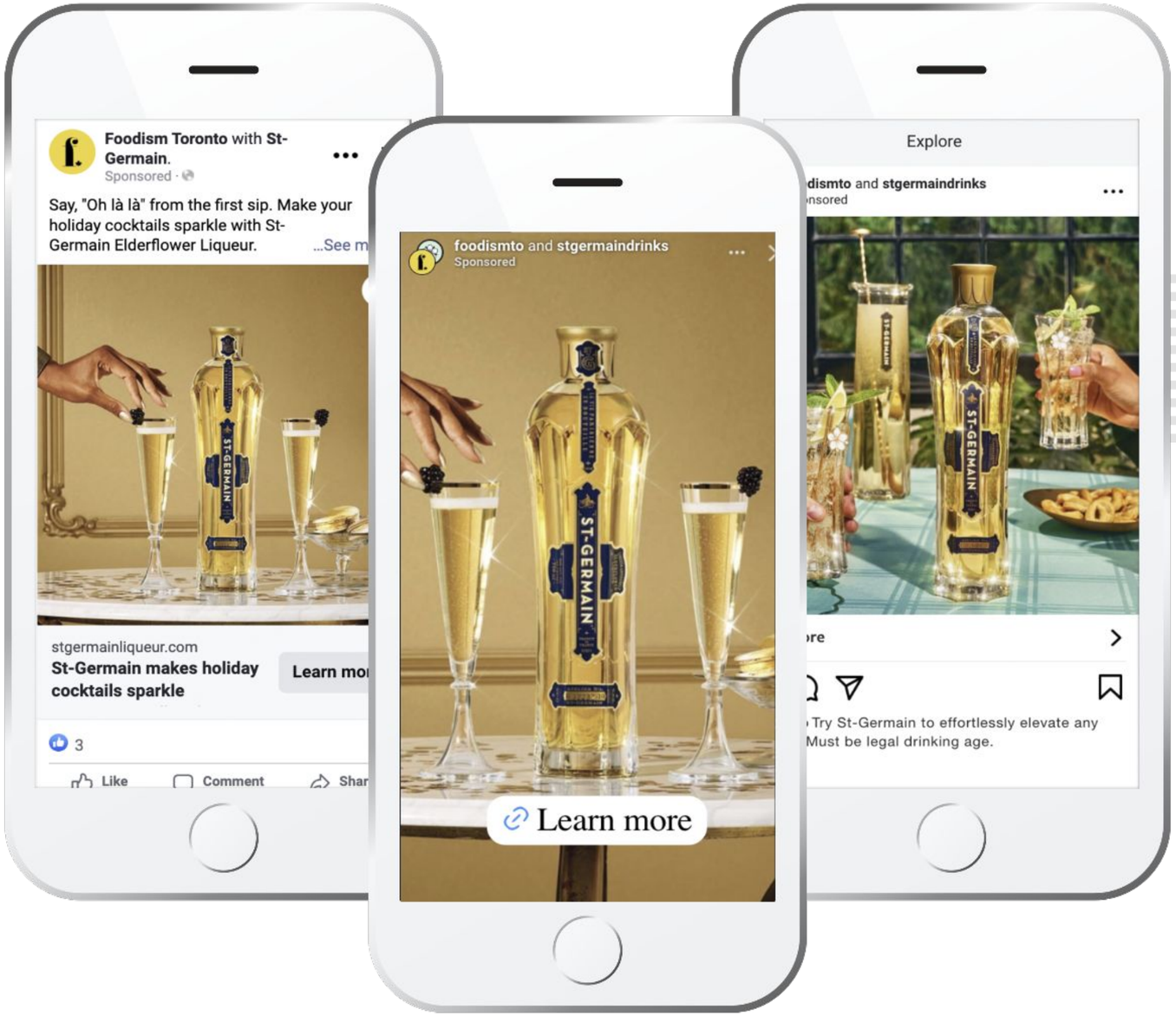


social rate card

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



foodism

creator program

We bring together Toronto's most exciting food, drink, travel and lifestyle creators together with one of the city's most trusted brands.

AUTHENTIC CREATOR STORYTELLING—POWERED BY foodism

CREATOR PROGRAM

INTRODUCING OUR FOODISM CREATORS:



ROMAIN AVRIL
@chefromainavril

Michelin-trained chef with an endless curiosity for flavour.



QUENTIN MELOFF
@quentinmeloff

Authentic restaurant storytelling with a cinematic flair.



SOLMAZ KHOSROWSHAHIAN
@thecuriouscreature

Luxury escapes, memorable meals and endless wanderlust.



RENEE SFERRAZZA
@wine.by.renee

Making wine more approachable, one glass at a time.



BRENTON MOWFORTH
@cheerstohappyhour

Cocktail connoisseur in search of the world's happiest hour.



RYAN HINKSON
@eatfamous

Insatiable seeker of Toronto's tastiest bites.

KEY DIFFERENTIATORS

- Content guided by a **trusted media brand**
- **Carefully curated talent** aligned with **foodism** standards
- **Deep credibility** within the local food and beverage scene
- Premium, trusted **brand-safe environment** and positioning
- **Multi-channel amplification**

DELIVERABLES

- Turn-key strategy, creator talent, scripting & editing
- **foodism**, Creator, and Brand social channel distribution
- **foodism** Newsletter inclusion + targeted paid boosting
- Full third-party reporting
- 400,000 target campaign impressions

STARTING FROM

$9,000

PER CAMPAIGN

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. *2+ reviews = $5,000 per restaurant*	$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.

foodism digital calendar 2026



Winter 2026

We kick off the year with a fresh perspective, highlighting bars serving inventive **mocktails** and the city's top **vegetarian and vegan restaurants**.

We also reflect on the showstopping meals of 2025 with a roundup of standout spots, crowning them **"foodism's Best Restaurants to Try in 2026**."

Readers are inspired to beat the winter blues with **Winterlicious deals** and the city's most **romantic dining** experiences.



Spring 2026

Spring ushers in the excitement of summer. Readers are eager for better weather — and we deliver roundups to get them ready, from the **best patios in the city to juicy burgers** and everything **barbecue**.

FIFA's Canadian debut brings crowds to Toronto, and we give them the rundown on where to eat and drink, pre- and post-game.

Plus, we reveal the hottest **Summerlicious deals** and **new restaurant openings**. Ahead of Mother's Day and Father's Day, we highlight beautiful **brunch** destinations for family outings and **whisky bottles** worthy of gifting.



Summer 2026

With long, sun-soaked days, readers are looking to make the most of summer, and we provide expert guidance to do just that. We offer readers the best ways to stretch their dollars, from **happy hour deals** to **budget-friendly bites** that don't compromise on quality.

As the season winds down, we look ahead to fall with recommendations for **comforting meals** and **cozy new restaurants**.



Fall/Holiday 2026

Fall brings the **Michelin Guide** and **TIFF** into focus before the annual **foodism ICON Awards** take centre stage.

Then, we settle in for the season of **hosting** with recipes, how-tos and insider tips.

In our annual **gift guide**, we curate a roundup of the best bottles, gourmet bites, kitchen gadgets and housewares for the foodies on everyone's list.



CREATIVE SERVICES

twenty two
media group

creative services

Editorial-first creative that brings the same craft, quality, and clarity of our magazines to your brand.

Why Us?

- Editorial-first approach
- Senior-led team, no junior handoffs
- Deep food, drink & lifestyle expertise
- Preferred vendor rates, no retainers
- Built-in B2C distribution



What We Do

- Photography
- Videography
- Campaign creative (print, digital, OOH)
- Graphic design
- Copywriting
- Full-cycle production management

Trusted By

Gay Lea · KraftHeinz · CAMPARI · MAPLE LEAF · CORBY · MOLSON COORS beverage company · TORONTO · PROXIMO

Let's team up!

Krista Faist
krista@twentytwomedia.ca
Founder and Publisher

Get a taste of our work **here**

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

AIR CANADA

get cracking® Egg Farmers of Ontario

ARTERRA

VISA

CORBY

Nestlé

milk Dairy Farmers Of Ontario

TOURISM NIAGARA CANADA

ENJOY IT'S FROM EUROPE

OpenTable®

MARK ANTHONY Wine & Spirits EST. 1972

sunwing.ca



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**

foodism.ca
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