



# foodism<sup>🍁</sup> media kit



# twenty two media who we are

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

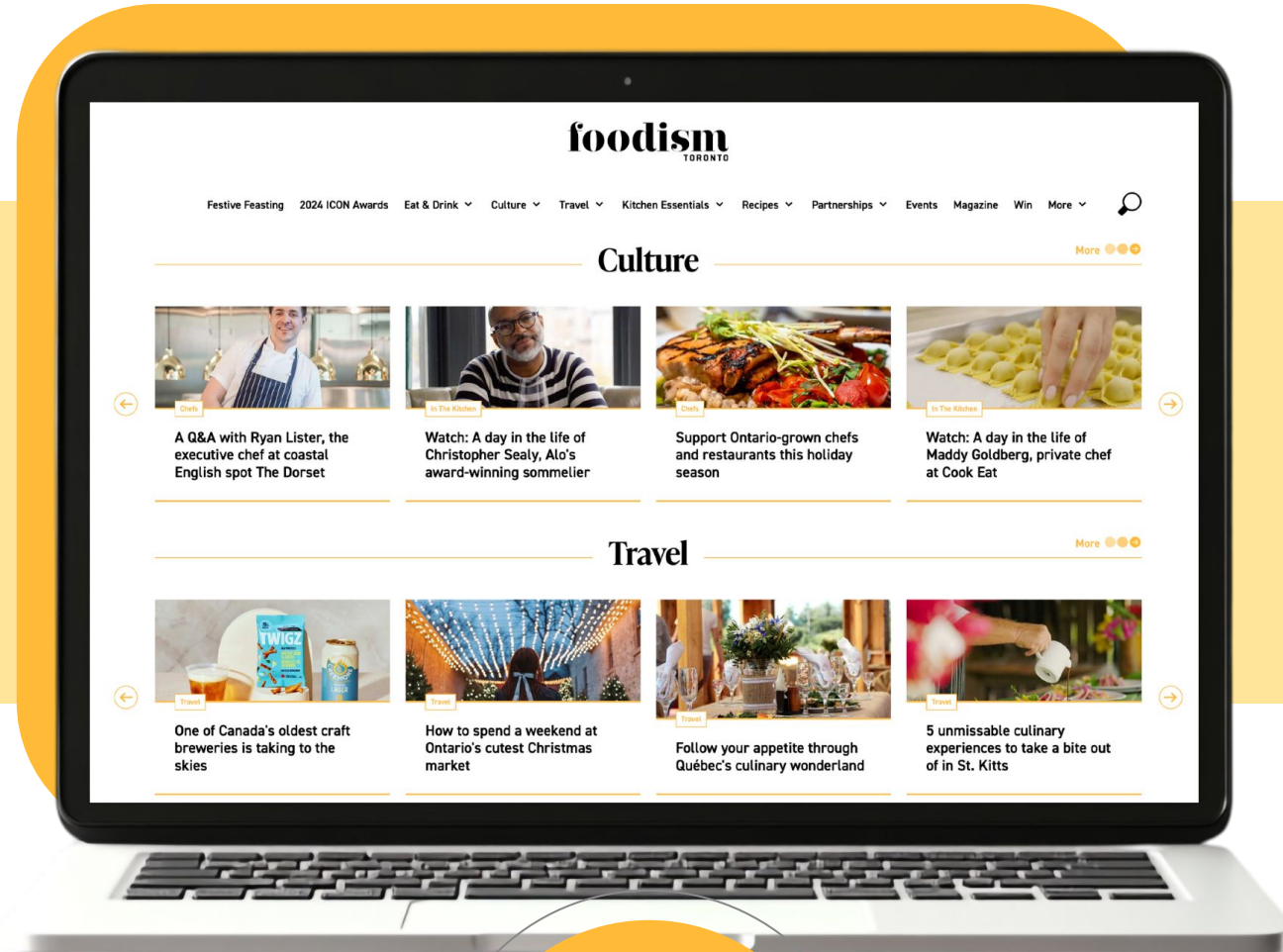
**Foodism** is Toronto's leading multi-platform food, drink and travel resource that delivers trusted content to discerning food and drink lovers.





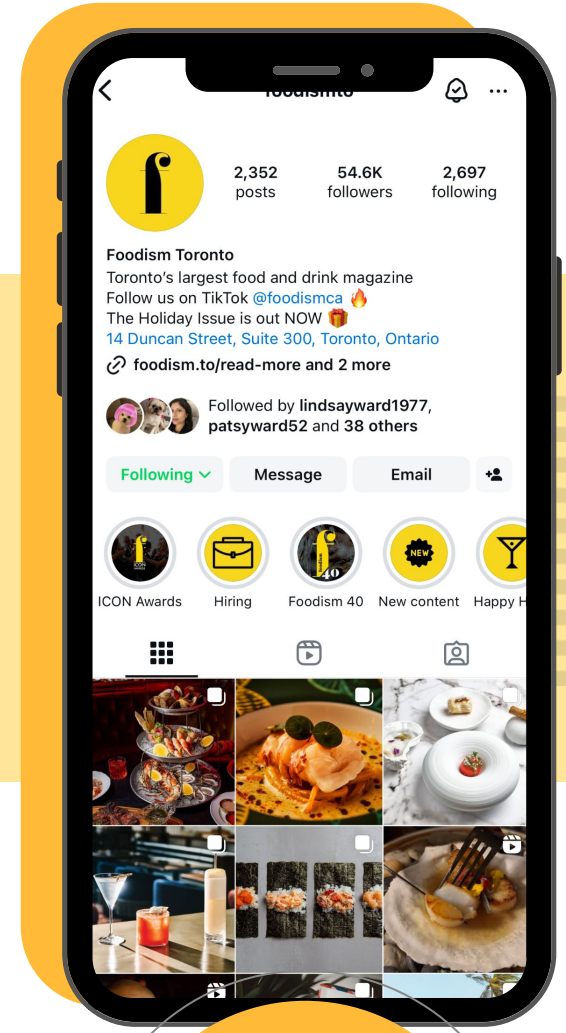
PRINT

Circulation: 50,000  
Readership: 200,000



DIGITAL

Unique visitors per month: 55,000  
Newsletter database: 12,130  
Average Open rate - 37%



SOCIAL

Combined followers  
(Facebook + Instagram): 60,500  
Average campaign reach: 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.

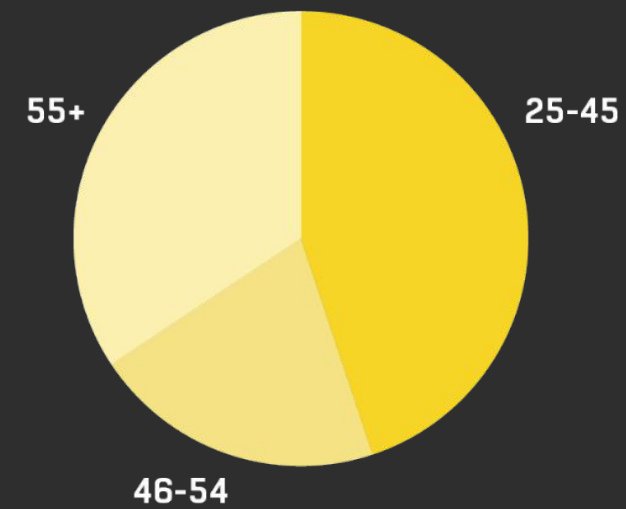
The average Foodism reader:

- 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%)
- consume alcoholic beverages at least once a week (85%)

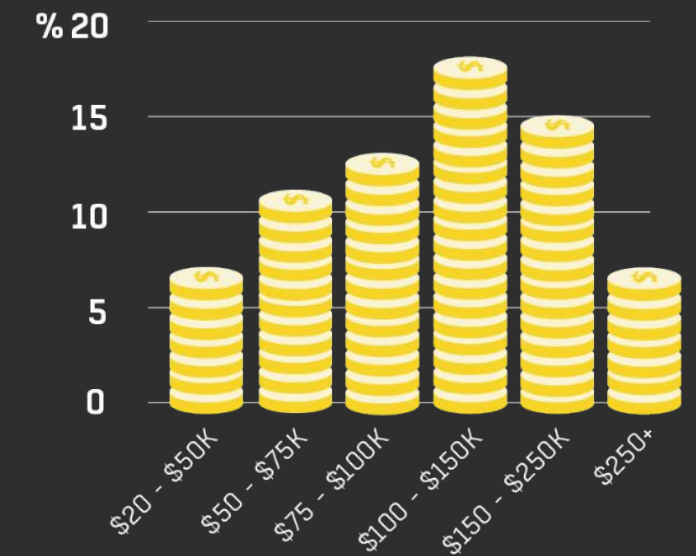
## Demographics



## Age groups



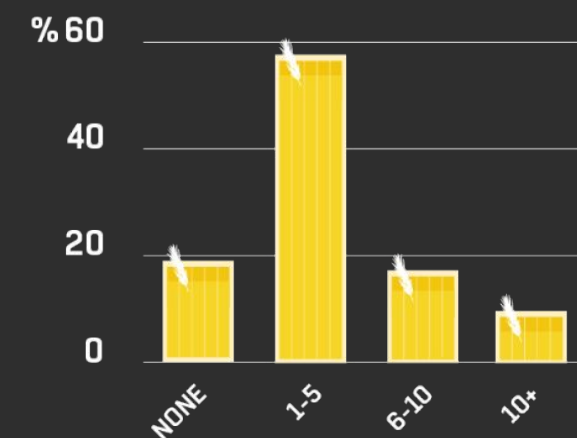
## Annual household income



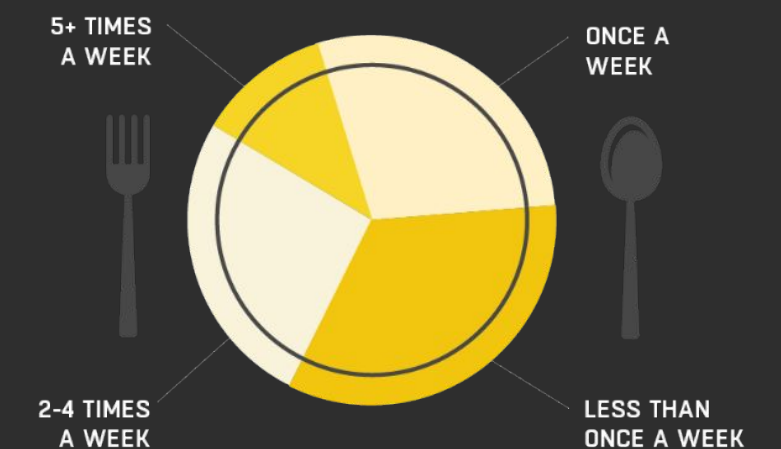
## Where our readers live



## Drinks consumed per week



## Dine out per week





# distribution

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

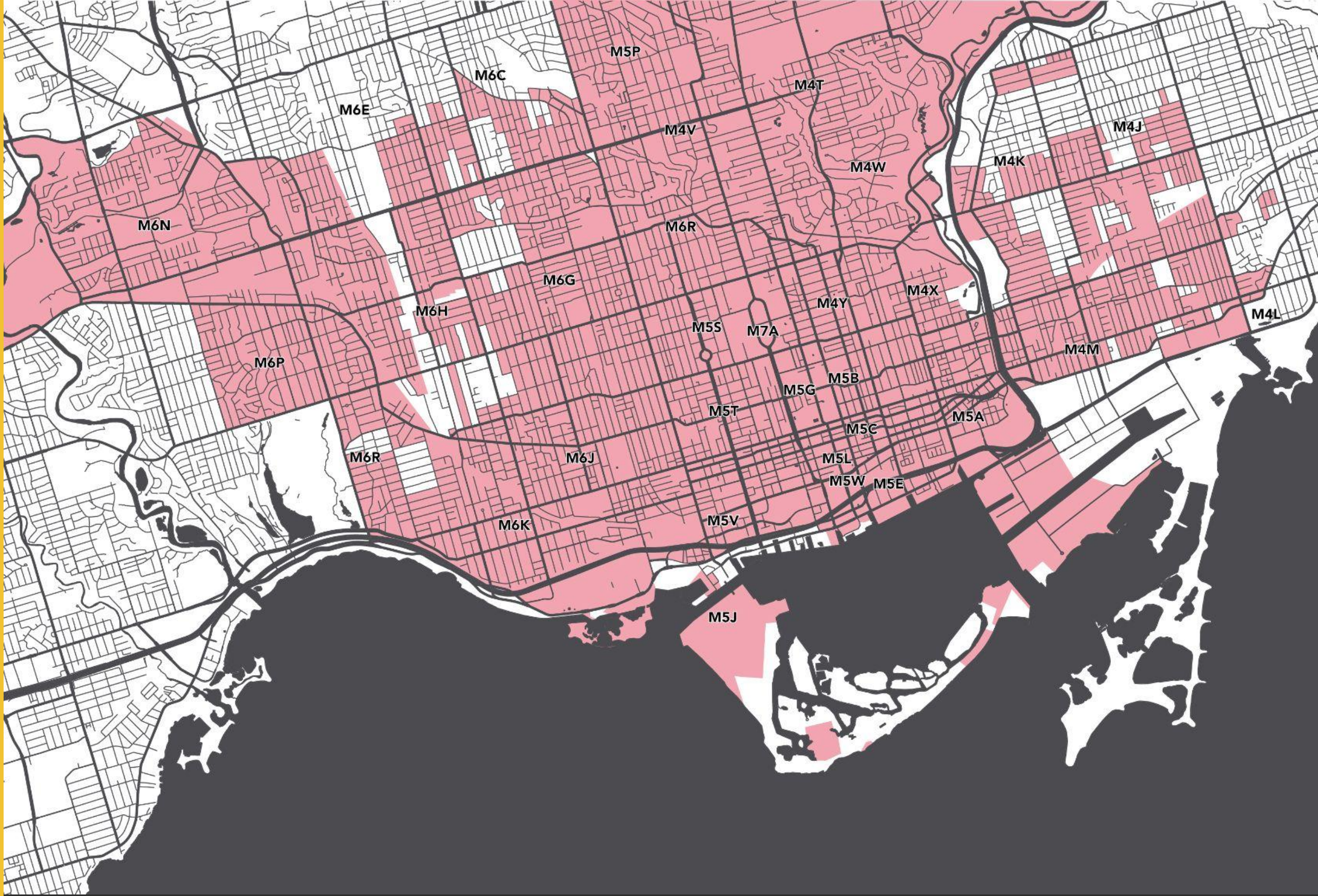
**25,000** copies delivered direct to homes  
**5,000** to condos/apartments

**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 to an engaged and loyal audience of high-spenders and decision-makers.

Our consultative, creative solutions leverage our trusted editorial voice and design capabilities 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.

— 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 news.

## Feast

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

## Quench

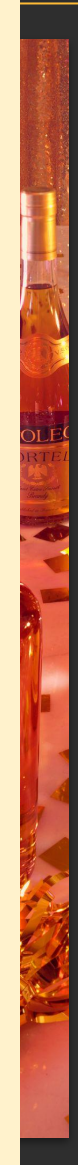
Quench your appetite with the latest booze news, plus a shot of distillery, winery and brewery insights.

## Excess

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

foodism\*

FOODISM MAGAZINE





# 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 2025

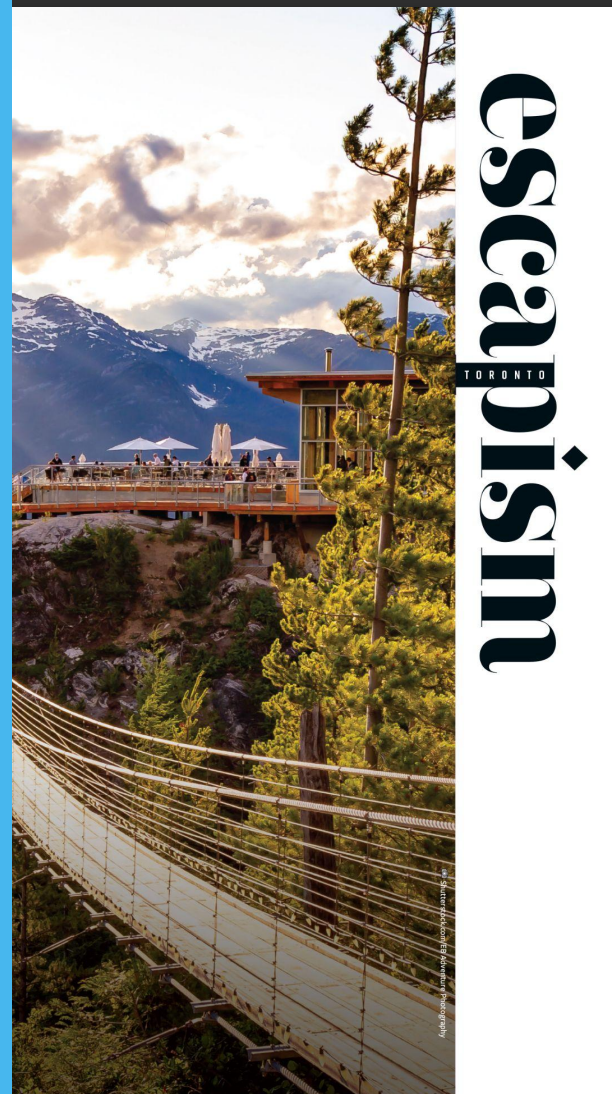
### Themes:

### Short Escapes

Our spring issue shares the best spots to venture to for a quick local getaway or a fun-filled layover. Plus, the best retreats, eats and gear to make your trip a hit.

### Luxury Getaways

Inside foodism's fall Comfort Food issue, you'll find a world of luxury destinations providing inspiration for the best hotels and escapes once hibernation is over.





# 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



# 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 tells 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.

SPONSORED BY EUROPE, FULL OF CHARACTER

## SAY CHEESE

Bring home French and Austrian cheese for the holidays and every day.

**W**HEN WE VISIT European countries like France and Austria, we're always blown away by the incredibly unique, distinctive and delicious cheese. We've thought about filling a suitcase to bring back, but there's no need — plenty of great French and Austrian cheese is available here. While it may feel (and taste) luxurious, European cheese isn't just for impressing guests during the holidays. A lot of our favourite odd weather recipes call for that melty, warm comfort, and French and Austrian cheeses fit the bill. The wide variety of versatile cheese can easily be incorporated into affordable, everyday staples — and you can find them at your local specialty store.

Renowned as the motherland of authentic cheese, Europe's unparalleled terroir shines in its dairy products. French and Austrian cheeses embody centuries of tradition and savoir-faire, and are crafted with sustainable production methods, often by family-run farms. This, along with Europe's rigorous agriculture and food safety laws, ensures unmatched quality, diversity and taste.

Add French and Austrian cheese to the local offerings on your spread and delight guests with a worldly cheese board that's full of flavour and distinct character.

ENJOY IT'S FROM EUROPE

Co-funded by the European Union

### French cheese

Over 1,200 unique cheeses are made in France and each one showcases its distinct terroir brilliantly. This wonderful diversity comes from centuries of cheesemaking.

**BLEU D'Auvergne**  
This cheese is made from cow's milk and is known for its strong, blue veins. It's a semi-hard cheese that's often used in salads and sandwiches.

**CAEMBERT**  
This is a soft, round cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**COMTE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**BIÈRE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**EMMENTAL**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**RACLETTE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**MONTLEUTE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**BLUE CHEESE STUFFED PEARS**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

### Austrian cheese

With limited availability in Canada, Austrian cheese is a unique and delicious delight that's recognized by the EU for its quality, authenticity and taste of place.

**ONION TART WITH APPLES, BACON & AUSTRIAN MOUNTAIN CHEESE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**EMMENTAL**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**MOUNTAIN CHEESE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**RACLETTE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**Three Austrian Cheese Styles**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**SEMI-HARD CHEESE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**HARD CHEESE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**RELACTING YOUR CHEESE**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.

**ASSEMBLE THE BEST**  
This is a semi-hard cheese with a white rind. It's made from cow's milk and is known for its mild, creamy flavor.



# 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

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



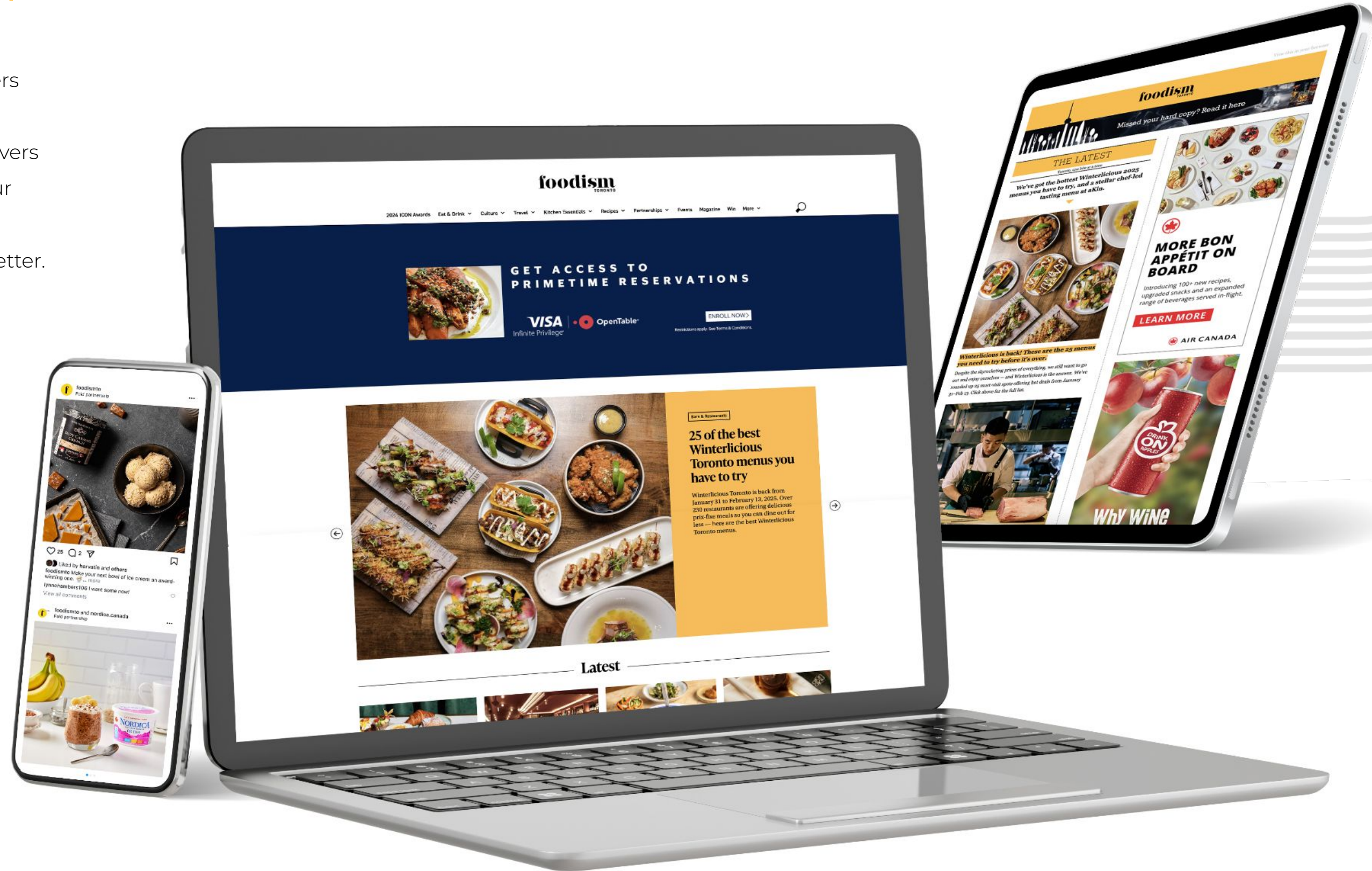


# digital rate card

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, ata capture]	\$6,500
4 x Newsletter Ads	\$2,500
Newsletter Ad	\$700







# 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 will deliver 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 and align themselves with its mission.





# 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. By blending creativity and efficiency, we deliver cohesive messaging with quick turnarounds, all while serving as a dedicated ambassador for your brand. 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 in the food, beverage, and lifestyle spaces.

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



# foodism editorial calendar 2025



**Spring - Foodism 45 / Escapism 18**

**The Farm-to-Table Issue**

From locally grown flavours and creative culinary ideas to at-home bartending, this issue brings fresh inspiration to the table. Plus, our Short Escapes in our Escapism travel section shares the best spots for a quick local getaway or a fun-filled layover.



**Summer - Foodism 46**

**The Outdoor Dining Issue**

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.



**Fall - Foodism 47 / Escapism 19**

**The Comfort Food Issue**

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 Escapism travel section.



**Holiday - Foodism 48**

**The Entertaining Issue**

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.

## deadlines

Issue	Material	Publishing Date
f45/ e18	March 21	April 8
f46	May 23	June 10
f47/e19	August 21	September 9
f48	October 31	November 18

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



# 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



get cracking®  
Egg Farmers of Ontario



ARTERRA



Nestlé



DAIRY FARMERS OF ONTARIO





# 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](mailto:hello@twentytwomedia.ca)

🖱️ [foodism.ca](http://foodism.ca)

📷 [foodismto](#)

📘 [foodismto](#)

