

escapism media kit

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

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we think travel
should be about
more than making
a beeline for the
nearest beach
chair. that's why
escapism exists.



brand overview

Magazine

Circulation: **50K**

Readership: **200K**

Frequency: **Quarterly, 4 issues per year**

Website

URL: **escapism.to**

Average unique visitors per month: **70K**

Newsletter

Frequency: **Weekly**

Database size: **24K**

Average open rate: **20%**

Social

Instagram: **5.1K**



print: overview

The print incarnation of **escapism** is a high-quality, 100-page travel magazine, featuring stories from all over the world, essential gear and destination guides, and the latest news. 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: **50K**

Readership: **200K**



bloor & sherbourne · bloor & dufferin ·
bloor & church · college & university · dundas
& university · front & bay · front & simcoe
· front & york · king & spadina · king &
university · yonge & college · queen & bay ·
queen & university · yonge & bloor · yonge
& davisville · yonge & eglinton · yonge &
queen · yonge & st. clair

print: distribution

Street Distribution

With a core distribution network within downtown Toronto, **40,000** handed out copies of **escapism** reach an engaged audience of travel lovers who live and work in Canada's largest travel hub.



print: distribution

Select Partners

10,000 print copies are distributed via our branded stands through select distribution partners and events.

Retail Partners

Billy Bishop Airport
Union Station
Assembly Chef's Hall
St. Lawrence Market
The Drake Properties

print: rate card

Print Rate Card

Cover Package	\$42,000
Double Page Spread Ad	\$10,000
Full Page Ad	\$6,000
Bookend Column Ads	\$4,000
Escapism Guide	\$28,000
In the Frame Section Sponsorship	\$16,000
Intrepid Section Sponsorship	\$14,000
Double Page Spread Advertorial	\$11,000
Full Page Advertorial	\$7,500
Full Page Contest Package	\$7,500
Integrated Creative Solutions	POA
Creative Services	POA



print: integrated cover

An advertising solution totally unique to **escapism**, the integrated cover allows a brand to tie in a visually led branding campaign in a subtle and engaging way, with the most visible real estate available – the front of **escapism** magazine.

WestJet
Escapism Toronto 1
View example [here](#)

Cover Package Rate Card **\$42,000**

Outside Back Cover

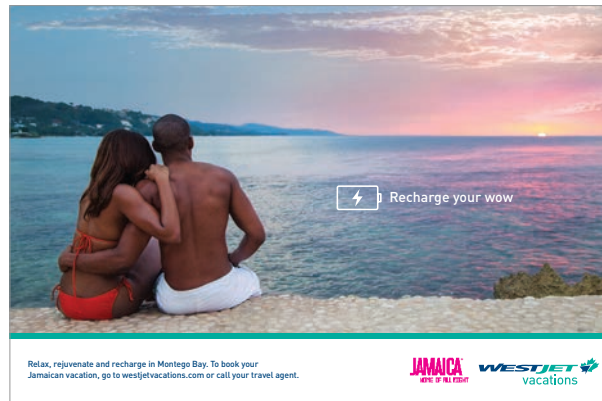
Inside Front Cover

Inside Back Cover

Cover Collaboration



Outside Back Cover



Inside Front Cover



Inside Back Cover

WestJet and Jamaica
Escapism Toronto 2
[View example here](#)

print: escapism guide



WestJet and Jamaica: Brand Introduction



WestJet and Jamaica: Jamaican Highlights

WestJet and Jamaica: Premium Economy



WestJet and Jamaica: Jamaican Resorts

The **escapism** guide is a comprehensive bespoke solution that lets brands tell their story, on their terms. You'll work with our editorial team to create an engaging and holistic guide to the ins and outs of your brand, with a range of editorial and design templates available.

Bespoke Guide Rate Card **\$20,000 - \$28,000**

Guide Opener

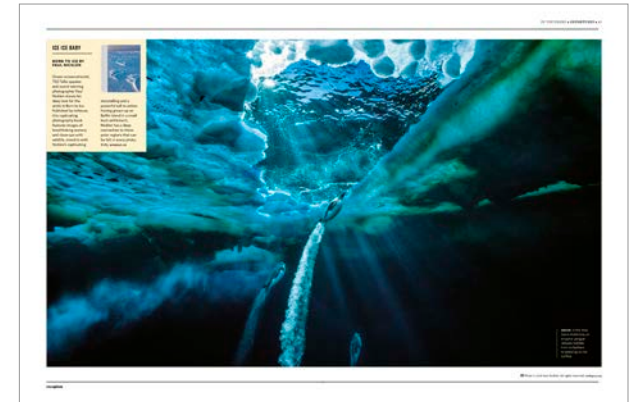
Guide Introduction

Brand Logo

Bespoke Content (4-8 pages)

Nikon
 Escapism Toronto 4
 View example [here](#)

print: in the frame sponsor



Framing Opening Ad and Brand Introduction



Framing Closing Ad and Brand Paragraph

escapism's opening feature is a highly visual piece showcasing colourful images from top travel photography books. In the Frame puts your brand front and centre in the magazine, alongside a curated selection of eye-catching photos that inspire and engage our readers.

In the Frame Rate Card **\$16,000**

Brand Introduction

Brand Paragraph

Brand Logo

2 x Framing Ads

Merrell
Escapism Toronto 3
[View example here](#)

print: intrepid sponsor



Framing Opening Ad and Brand Paragraph



Book End Ads



Framing Closing Ad

The Intrepid Series is our adventure-driven section of the magazine, featuring stories that see our daring writers putting their minds and bodies to the test to bring readers boundary-pushing travel narratives from around the world. Showcase your brand in one of the most exciting, impactful sections of the magazine.

Intrepid Series Rate Card **\$14,000**

Brand Introduction

Brand Logo

2 x Framing Ads

2 x Book End Ads

print: bespoke content

Bespoke content is for you to tell your brand's story on your own terms. You'll create a brief for our editorial team to work from, and they'll follow your cues while tailoring the tone for our audience. Templated options are available, but there's also the option of looking at promotional shoots, too.

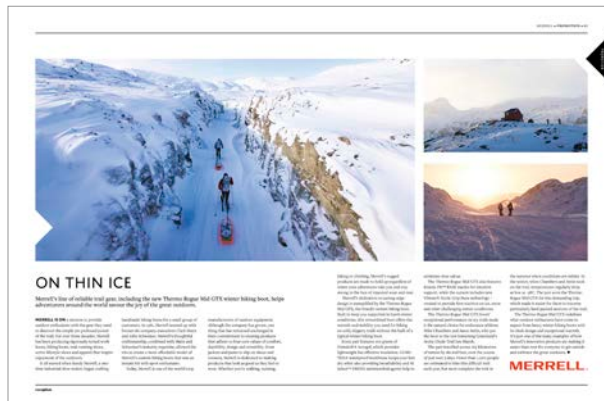
Bespoke Content Rate Card

Full Page Advertorial	\$7,500
Double Page Spread	\$11,000

Merrell
 Escapism Toronto 4
 View example [here](#)

Groupe Germain Hotels
 Escapism Toronto 2
 View example [here](#)

Tourism Barbados
 Escapism Toronto 1
 View example [here](#)



Merrell



Groupe Germain Hotels



Tourism Barbados

print: contest package

escapism's contest packages allow you to take advantage of prime real estate on the **escapism** website and newsletter, with packages that include a dedicated full page or double page spread in the magazine, too. Opt-in data can also be included, meaning you keep the contact information of all entrants.

Contest Rate Card

Full Page Contest Package	\$7,500
Double Page Contest Package	\$10,000
Digital Only	\$2,195

Club Med
 Escapism Toronto 1
 View example [here](#)

Swimco
 Escapism Toronto 1
 View example [here](#)

The Annex Hotel
 Escapism Toronto 4
 View example [here](#)

G Adventures
 Escapism Toronto 4
 View example [here](#)



Club Med



Swimco



The Annex Hotel



G Adventures

digital: overview

escapism's online home is a bustling hub where readers can find inspirational travel stories from all over the world. With engaging features, travel guides and news, it's an essential read for anyone who wants the inside track on the hottest places to go on a holiday. Our Tuesday newsletter delivers a weekly dose of travel 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: **78K**

Newsletter database: **24K**

Open rate average since launch: **20%**





digital: rate card

Takeover Rate Card

Homepage Takeover (Per Week)	\$2,500
Run of Site Banners (Per Week)	\$1,500
Contest Package (Per Month)	\$2,195
Sponsored Content	POA

E-Newsletter Rate Card

1 x Super MPU	\$600
3 x Super MPU	\$1,500
5 x Super MPU	\$2,000
Solus Newsletter	\$2,600
Sponsored Content	POA

Social Sponsorship Rate Card

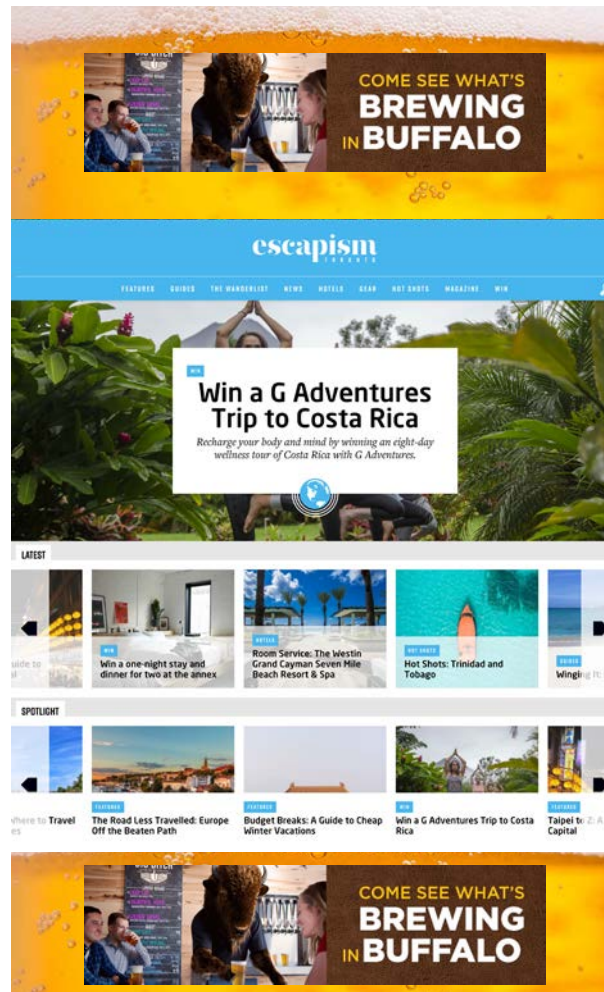
Sponsored Content	POA
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digital: homepage takeover

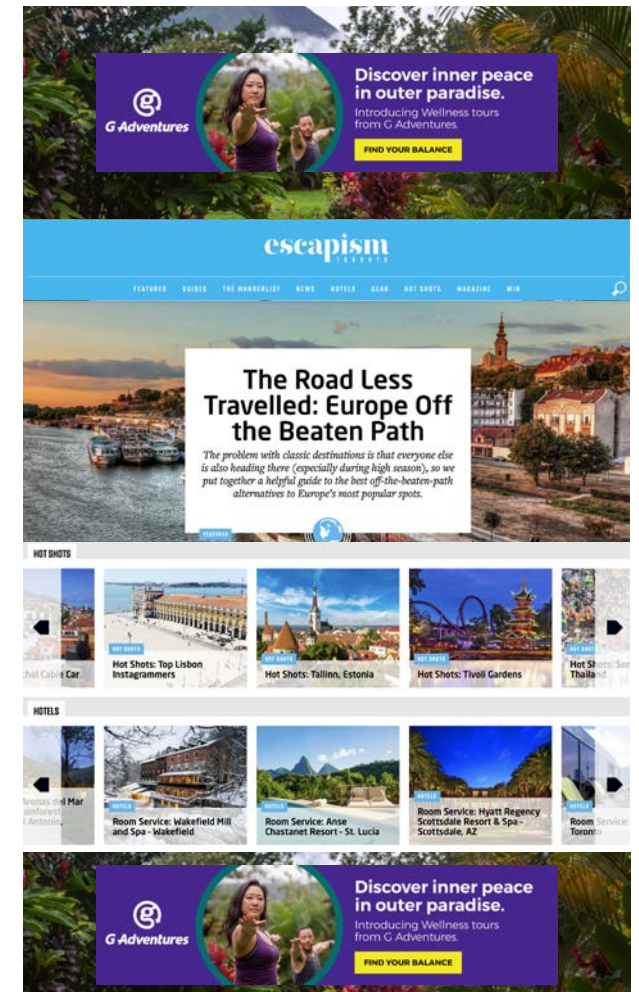
escapism's homepage offers you a chance to display a strong, highly visual branded message in prime position on the homepage.

Takeover Rate Card

Homepage Takeover (Per Week)	\$2,500
Run of Site Banners (Per Week)	\$1,500
Contest Package (Per Month)	\$2,195
Sponsored Content	POA



Home Page Parallax Scrolling: Visit Buffalo Niagara



Home Page Parallax Scrolling: G Adventures

Newsletter
View example [here](#)

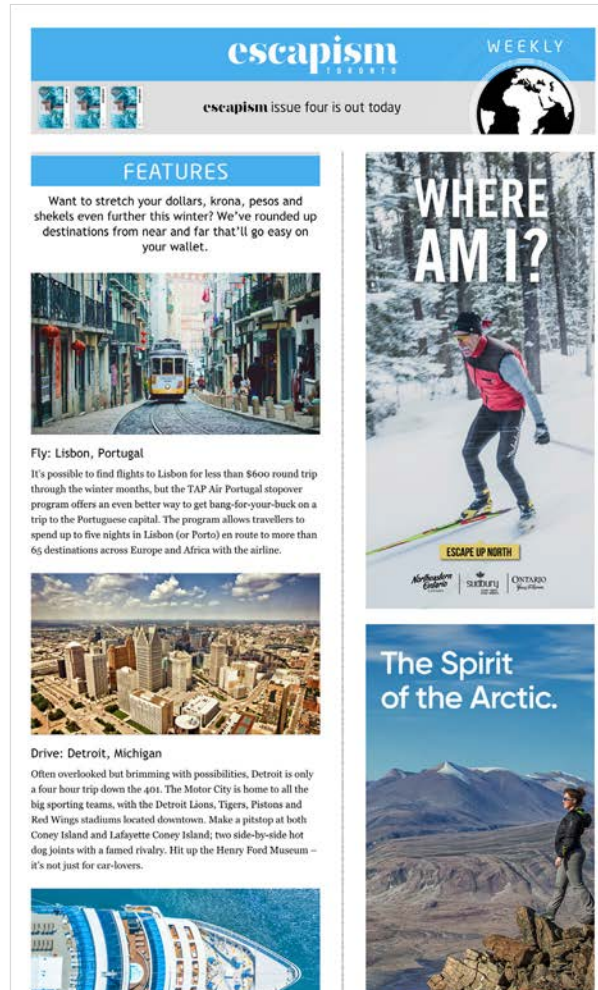
digital: newsletter

escapism's subscribers receive a weekly newsletter straight into their inbox, filled with city guides, wanderlust-inducing roundups, gear reviews and longer read features. The newsletters contain opportunities for high profile banner ads, contests and dedicated promotional sections. Solus options are also available, with a newsletter send entirely dedicated to your brand.

E-Newsletter Rate Card

1 x Super MPU	\$600
3 x Super MPU	\$1,500
5 x Super MPU	\$2,000
Solus Newsletter	\$2,600
Sponsored Content	POA

Solus Mailer
View example [here](#)



escapism WEEKLY

escapism issue four is out today

FEATURES

Want to stretch your dollars, krona, pesos and shekels even further this winter? We've rounded up destinations from near and far that'll go easy on your wallet.

Fly: Lisbon, Portugal

It's possible to find flights to Lisbon for less than \$600 round trip through the winter months, but the TAP Air Portugal stopover program offers an even better way to get bang-for-your-buck on a trip to the Portuguese capital. The program allows travellers to spend up to five nights in Lisbon (or Porto) en route to more than 65 destinations across Europe and Africa with the airline.

Drive: Detroit, Michigan


Often overlooked but brimming with possibilities, Detroit is only a four hour trip down the 401. The Motor City is home to all the big sporting teams, with the Detroit Lions, Tigers, Pistons and Red Wings stadiums located downtown. Make a pitstop at both Coney Island and Lafayette Coney Island; two side-by-side hot dog joints with a famed rivalry. Hit up the Henry Ford Museum – it's not just for car-lovers.

WHERE AM I?

ESCAPE UP NORTH

The Spirit of the Arctic.

Escapism Toronto Weekly Newsletter



escapism PARTNERSHIP

Missed your copy of escapism? Read it [here](#)

In the 41 years since its creation, the Fjällräven Kanken has become more than just a backpack: it's an extension of the wearer's personality.

Available in more than 50 colour combinations and multiple different materials and sizes, the iconic, square-shaped Kanken is photographed, shared on social media and used as an accessory to all kinds of style by millions of people the world over. So when it was protected by Svensk Form as a piece of art and a part of Swedish cultural history, Fjällräven thought it was time to celebrate.

That's why the Swedish brand has teamed up with two Swedish artists – Cecilia Heikkilä and Erik Olovsson – to design unique prints representing their personal connections to nature combined with a touch of Kanken playfulness.

The result was the new Kanken Art, which is in selected stores from 15 February before a full launch on 15 March.

Can't wait until then? We've teamed up with Fjällräven to give away two bags to celebrate. [Enter here.](#)

Find out more at fjallraven.co.uk

How to enter

To celebrate the launch, we've teamed up with Fjällräven to give away two of its brand-new Kanken Art backpacks – one in Erik Olovsson's 'Spring Landscape' print and one in Cecilia Heikkilä's 'Blue Fable' design.

The bags are only available at select stores, and in super-limited supply, before the full launch on 15 March, so this is a great opportunity to get your hands on one before everyone else.

Interested? [Enter here](#)

Escapism Fjällräven Solus Mailer

digital: sponsored content

escapism's social media channels boast an enthusiastic, engaged community of travel lovers. Reach them by integrating your brand across our social platforms and tapping into one of our most authentic resources.

Social Sponsorship Rate Card **POA**

Sponsored Content

Club Med
View example [here](#)

Drake Devonshire
View example [here](#)

G Adventures
View example [here](#)

Annex Hotel
View example [here](#)



Club Med



Drake Devonshire



G Adventures



Annex Hotel

foodism

themes: 2020

escapism

themes: 2020

Issue	Submission Deadline	Publishing Date	Theme
21	January 31	February 18	The Great Indoors Issue
22	April 3	April 21	The Sustainability Issue
23	May 29	June 16	The Ultimate Summer Guide
24	July 24	August 11	The International Issue
25	September 18	October 6	The Wine and Coffee Issue
26	November 13	December 1	The Holiday Issue

Issue	Submission Deadline	Publishing Date	Theme
9	February 28	March 17	The Culinary Issue
10	May 15	June 2	The Adventure Issue
11	August 14	Sept 1	The City Breaks Issue
12	October 30	November 17	The Winter Sun / R&R Issue

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

When **escapism** arrived in Toronto, we knew we had to get involved with the team and magazine. We're proud to have been one of **escapism's** launch partners.

The team is professional, collaborative and creative. Toronto is a key market for us and partnering with **escapism** has helped broaden our reach and awareness in the city.

Timothy Chan
Public Relations Manager
G Adventures

We've been working with the **escapism** team consistently for almost a year now. They understand the breadth of experiences and events that we present at Niagara Parks and work with us to ensure this resonates with their readers.

Our partnership allows us to promote what we offer in media that's both aligned with our brand and delivers results. The ROI is what keeps us coming back.

Ryan Moran
Senior Manager of Marketing
Niagara Parks

A small five-square-mile island in the Caribbean Sea that's unheard of by most, **escapism** has helped put us on the map and greatly increased Saba's awareness and education to an important international market.

The team has consistently presented unique ideas and marketing strategies that have helped us spread the word about our island.

Glenn Holm
Director of Tourism
Saba Tourism

partner testimonials

hello@escapism.to
Twenty Two Media Group
14 Duncan St. Suite 300
Toronto, Ontario M5H 3G8



THE RITZ-CARLTON

GROUPE
GERMAIN
HÔTELS



TRAFALGAR



**our
partners**

hello@escapism.to
Twenty Two Media Group
14 Duncan St. Suite 300
Toronto, Ontario M5H 3G8