

foodism media kit

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

contents

about foodism

03 brand overview

foodism print

06 distribution

08 rate card

09 integrated cover

10 foodism guide

11 recipe sponsor

12 bespoke content

13 contest package

foodism digital

15 rate card

16 homepage takeover

17 newsletter

18 sponsored content

further information

19 editorial calendar

20 testimonials

21 our partners



there are more
important things
in life than great
food and drink,
but none of them
taste half as
good. that's why
foodism exists.



brand overview

Magazine

Circulation: **50K**

Readership: **200K**

Frequency: **Bi-monthly, 6 issues per year**

Website

URL: **foodism.to**

Average unique visitors per month: **78K**

Newsletter

Frequency: **Weekly**

Database size: **27K**

Average open rate: **21%**

Social

Instagram: **34K**

Twitter: **7.7K**



print: overview

The print incarnation of **foodism** is a high-quality, 120-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: **50K**

Readership: **200K**



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

print: distribution

Street Distribution

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



print: distribution

Retail Locations

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

Retail Partners

Billy Bishop Airport
 Union Station
 Loblaws
 Assembly Chef's Hall
 St. Lawrence Market
 The Drake Properties
 Aroma Espresso Bars
 George Brown

print: rate card

Print Rate Card

Cover Package	\$45,000
Double Page Ad	\$11,500
Full Page Ad	\$7,000
Bookend Column Ads	\$4,000
Foodism Guide	\$35,000
Recipes Section Sponsorship	\$25,000
Double Page Advertorial	\$14,000
Full Page Advertorial	\$9,500
Integrated Creative Solutions	POA
Artwork Costs	POA



print: integrated cover

An advertising solution totally unique to **foodism**, 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 **foodism** magazine.

Cover Package Rate Card	\$45,000
Outside Back Cover	
Inside Front Cover	
Inside Back Cover	
Cover Collaboration	

Rolling Meadow Dairy
 Foodism Toronto 7
 View example [here](#)



Outside Back Cover



Inside Front Cover



Inside Back Cover

print: foodism guide

The **foodism** 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 **\$25,000 - \$35,000**

Guide Opener

Guide Introduction

Bespoke Content (4-8 pages)

Stoneleigh Wines
 Foodism Toronto Issue 10
 View example [here](#)



Stoneleigh: Introduction / History



Stoneleigh: Restaurant Recommendations



Stoneleigh: Mark McEwan Recipes

Santa Carolina Wines
 Foodism Toronto 10
 View example [here](#)

print: recipe sponsor



foodism's home cooking content is all about giving readers a chance to bring expertise from their favourite cookbooks into their own kitchens. **foodism's** recipes put your brand front and centre in a section of the magazine that attracts highly enthusiastic home cooks, with step-by-step recipes and food pairings.

Recipe Sponsorship Rate Card \$25,000

Brand Introduction

2 x Framing Ads

2 x Book End Ads

4 x Pairing Boxouts

Framing Opening Ad



Book End Ads

Pairing Boxouts



Framing Closing Ad

print: bespoke content

Bespoke content 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	\$9,500
Double Page Spread	\$14,000

Absolut Vodka
Foodism Toronto Issue 5
View example [here](#)

Tastemaker
Foodism Toronto Issue 10
View example [here](#)

Classico Reserva
Foodism Toronto Issue 12
[View example here](#)



Absolut

Tastemaker

Classico Reserva

print: contest package

foodism's contest packages allow you to take advantage of prime real estate on the **foodism** 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

Contest Package	\$9,500
Digital Only	\$2,195

Thirty Bench Wines
 Foodism Toronto Issue 12
 View example [here](#)

G Adventures
 Foodism Toronto Issue 10
 View example [here](#)

The Chase Group
 Foodism Toronto Issue 9
 View example [here](#)



Thirty Bench



Chase Group



Cocktail Emporium



TruLOCAL



G Adventures

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 weekly newsletter delivers a weekly dose of food inspiration and contests into our readers' inbox. Both standard and rich media advertising can be integrated into the site and newsletter.

Stats:

Unique visitors per month: **78K**

Newsletter database: **27K**

Open rate average since launch: **21%**



digital: rate card

Takeover Rate Card

Homepage Takeover (Per Week)	\$3,295
Run of Site Banners (Per Week)	\$1,995
Contest Package (Per Month)	\$2,195
Sponsored Content	POA

E-Newsletter Rate Card

1 x Super MPU	\$695
3 x Super MPU	\$1,595
5 x Super MPU	\$2,195
Solus Newsletter	\$2,995
Sponsored Content	POA

Social Sponsorship Rate Card

Sponsored Content	POA
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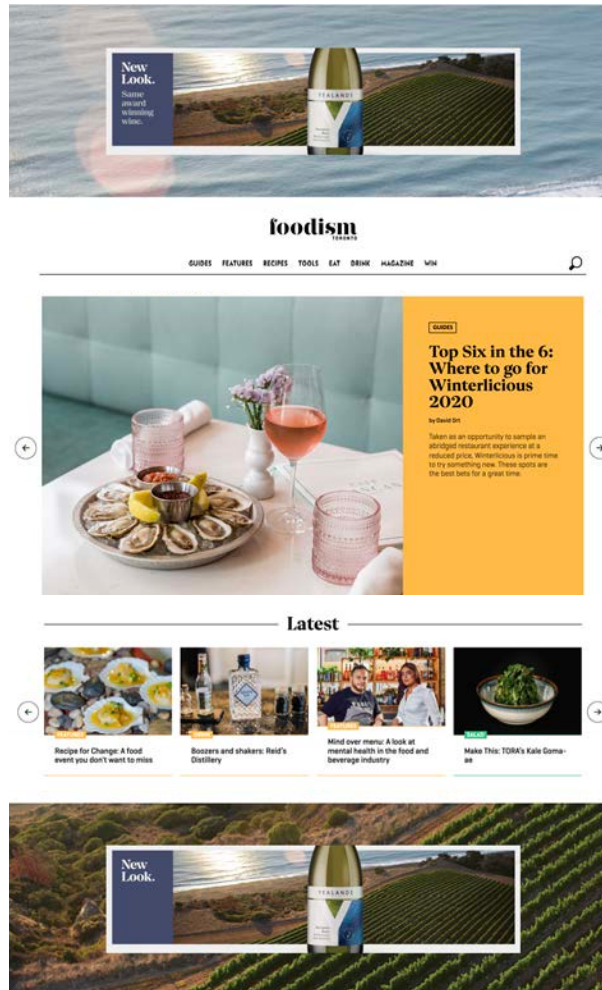


digital: homepage takeover

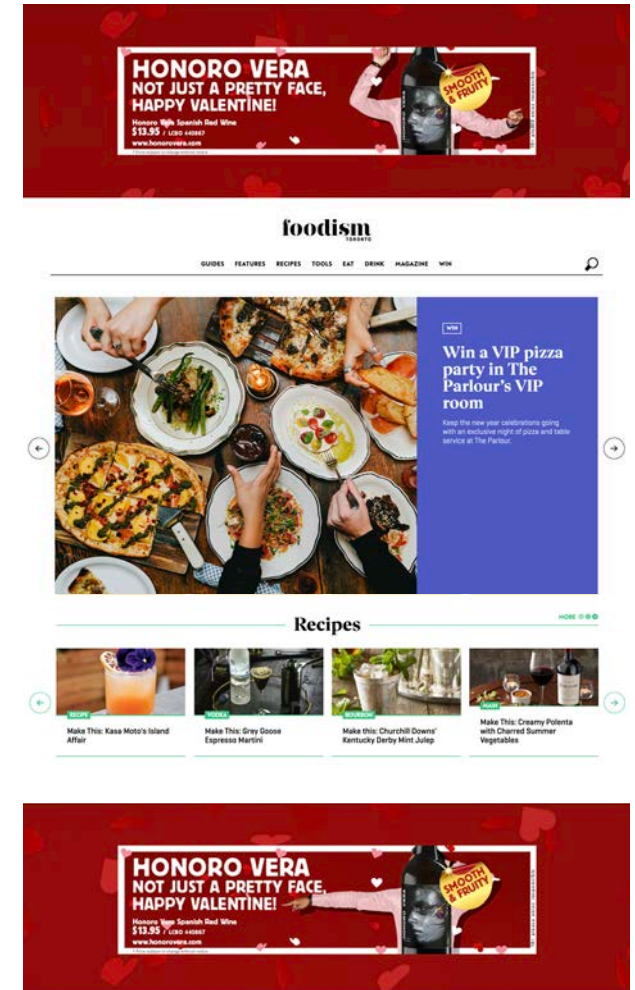
foodism's homepage offers you a chance to display a strong, highly visual branded message in prime position on the homepage.

Takeover Rate Card

Homepage Takeover (Per Week)	\$3,295
Run of Site Banners (Per Week)	\$1,995
Contest Package (Per Month)	\$2,195
Sponsored Content	POA



Home Page Parallax Scrolling: Yealands



Home Page Parallax Scrolling: Profile Wine and Spirits

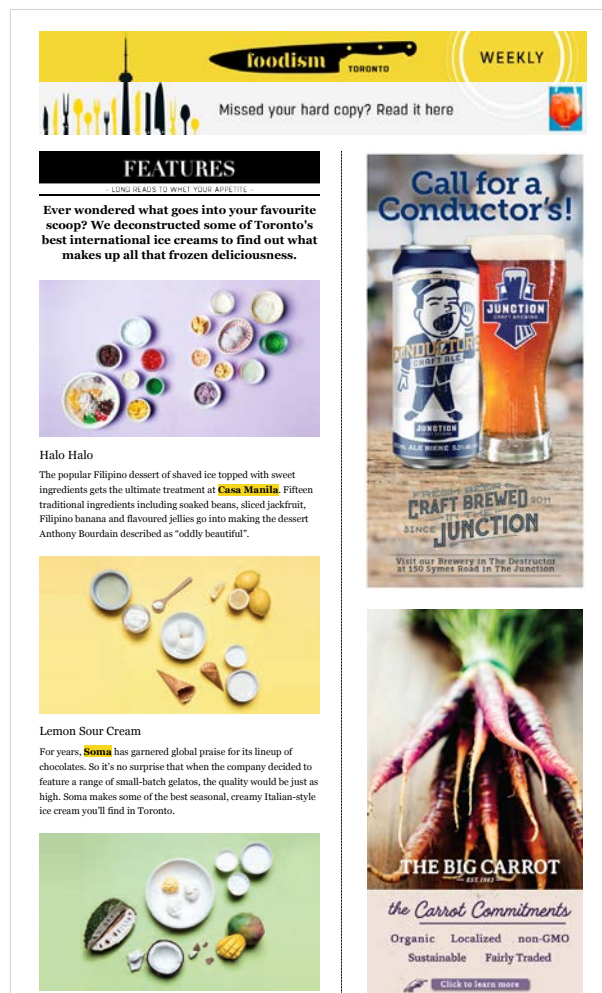
digital: newsletter

foodism's subscribers receive a weekly newsletter straight into their inbox, filled with info on new openings, restaurant roundups, product 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

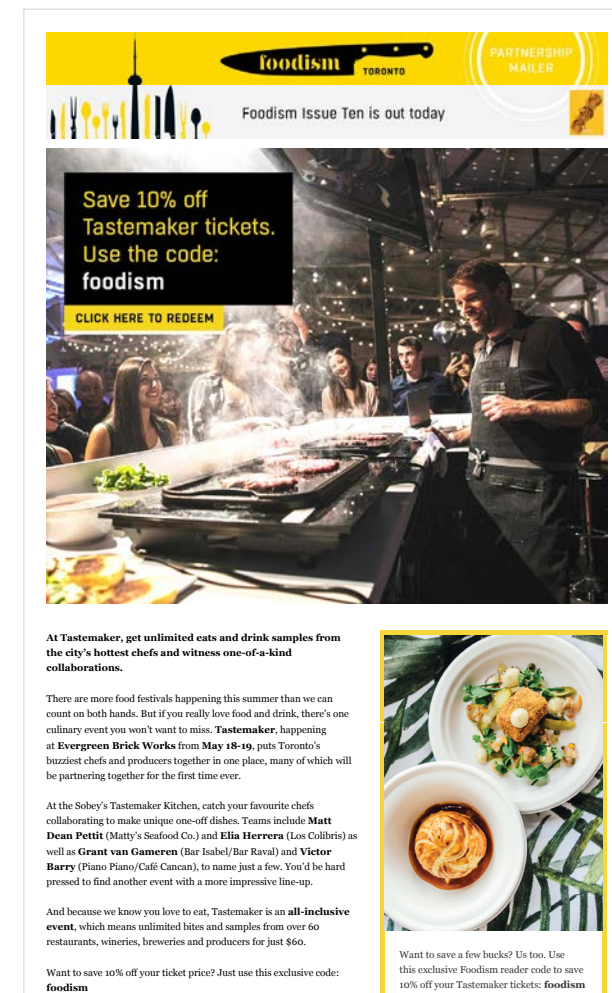
1 x Super MPU	\$695
3 x Super MPU	\$1,595
5 x Super MPU	\$2,195
Solus Newsletter	\$2,995
Sponsored Content	POA

Newsletter
View example [here](#)



Foodism Toronto Weekly Newsletter

Solus Mailer
View example [here](#)



Foodism Toronto Solus Newsletter

digital: sponsored content

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

Instagram: **34K**

Twitter: **7.9K**

Leinenkugel
 View example [here](#)

Krinos
 View example [here](#)

Arterra Wines
 View example [here](#)

Dole
 View example [here](#)

Social Sponsorship Rate Card POA

Sponsored Content



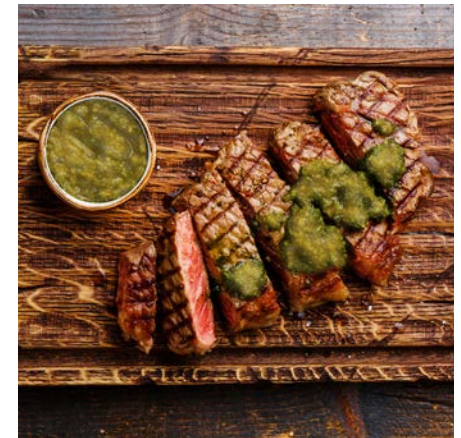
Leinenkugel's



Krinos



Arterra Wines



Dole

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.

foodism continues to deliver results for us. Their readers are target consumers and the brand brings a level of engagement that other magazines can't.

The team is great to work with and are able to really integrate our brands into their content in a natural way.

Laura Bruce

Senior Brand Manager
Corby Wine and Spirits

We invested heavily with **foodism** early on. The integrated cover and insert clearly had major impact to the readers and our core audience.

We saw our largest sales month ever immediately following our integrated cover campaign. Hands down the greatest and most impactful media buy in our entire fiscal.

Noah Barlow

Vice President of Brand Elevation
Greenspace Brands

partner testimonials

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 METROLINX



WESTJET 

LA TOUR
CN
TOWER

NESPRESSO




BACARDÍ

 BLACK LABEL COLLECTION




S. PELLEGRINO

KraftHeinz

Uber

IN SPIRIT AND WINE
CORBÝ

MOLSON *Coors*

**our
partners**

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