

# escapism media kit

---

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

# contents

---

## about escapism

04 brand overview

## escapism print

06 distribution

08 rate card

09 integrated cover

10 escapism guide

11 in the frame sponsor

12 intrepid sponsor

13 bespoke content

14 contest package

## escapism digital

16 rate card

17 homepage takeover

18 newsletter

19 social media

## creative solutions

20 creative services

25 reader events

26 union kiosk

## further information

27 editorial calendar

28 testimonials

29 our partners








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





 EscapismToronto  
 escapismto  
 escapismto

# 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  
McEwan Fine Foods  
St. Lawrence Market  
The Drake Properties  
Assembly Chef's Hall



# 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.

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

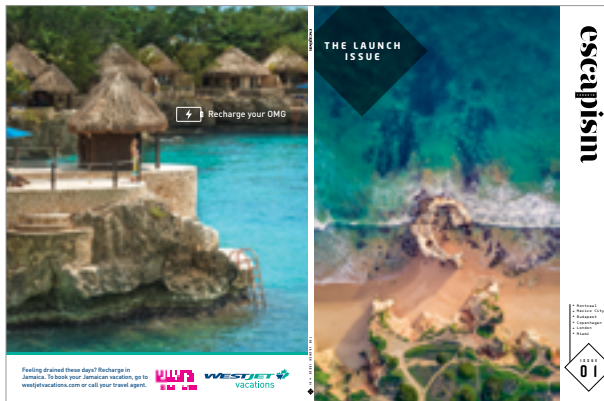
Outside Back Cover

Inside Front Cover

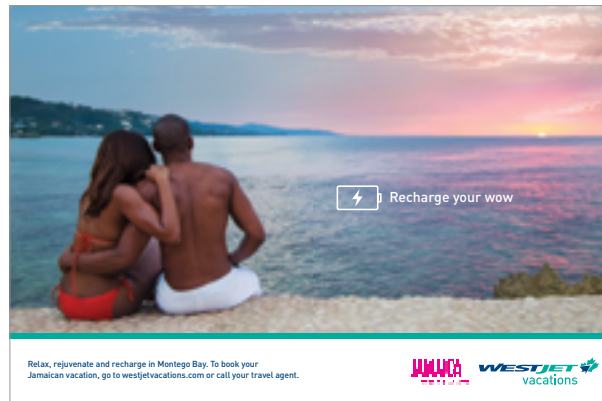
Inside Back Cover

Cover Collaboration

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



Outside Back Cover



Inside Front Cover



Inside Back Cover



# print: escapism guide

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



WestJet and Jamaica: Brand Introduction

WestJet and Jamaica: Premium Economy

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)



WestJet and Jamaica: Jamaican Highlights

WestJet and Jamaica: Jamaican Resorts

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	<b>\$7,500</b>
Double Page Spread	<b>\$11,000</b>

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.

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](#)

### Contest Rate Card

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



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: **70K**

Newsletter database: **24K**

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







# digital: rate card

---

## Takeover Rate Card

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

## E-Newsletter Rate Card

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

## Social Sponsorship Rate Card

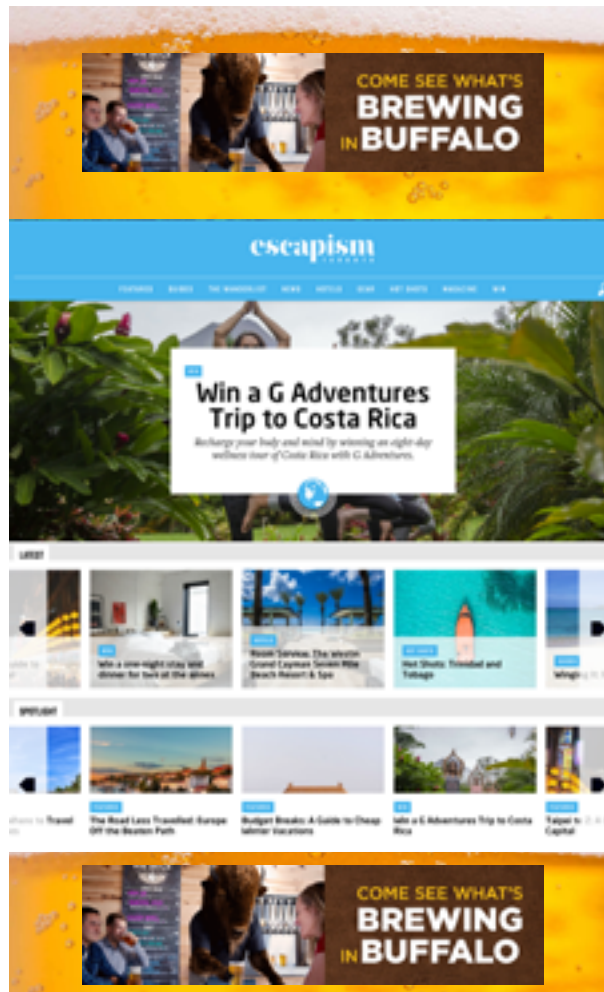
Sponsored Content	<b>POA</b>
-------------------	------------

# 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)	<b>\$2,500</b>
Run of Site Banners (Per Week)	<b>\$1,500</b>
Contest Package (Per Month)	<b>\$2,195</b>
Sponsored Content	<b>POA</b>



Home Page Parallax Scrolling: Visit Buffalo Niagara



Home Page Parallax Scrolling: G Adventures



# 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	<b>\$600</b>
3 x Super MPU	<b>\$1,500</b>
5 x Super MPU	<b>\$2,000</b>
Solus Newsletter	<b>\$2,600</b>
Sponsored Content	<b>POA</b>

Newsletter  
 View example [here](#)



Escapism Toronto Weekly Newsletter

Solus Mailer  
 View example [here](#)



Escapism Fjällräven Solus Mailer

# digital: social media

**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](#)

Broadview  
View example [here](#)

G Adventures  
View example [here](#)

The North Face  
View example [here](#)



Club Med



Broadview



G Adventures



The North Face



# creative services: overview

Twenty Two Media's creative services use the same beautiful design and smart writing that have made our magazines a success. We bring fresh ideas and a sharp perspective to help showcase your brand like never before. You'll work with our team to design effective creative solutions that will grow your brand and leave a lasting impact on audiences.

Offerings	POA
-----------	-----

Print Creative	
----------------	--

Digital Creative	
------------------	--

Art Direction and Photography	
-------------------------------	--

Copywriting	
-------------	--

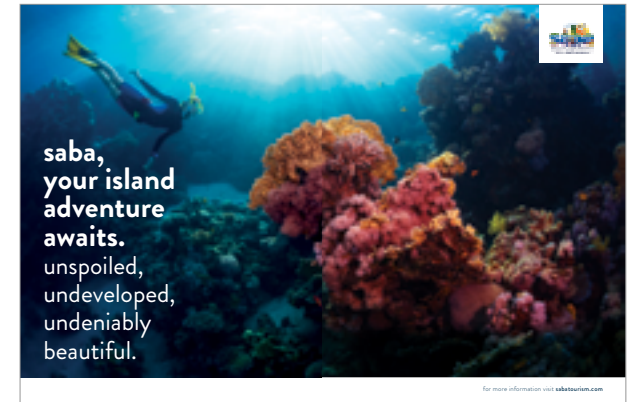




# creative services: print



CN Tower: Outside Back Cover



Saba Tourism: Inside Front Cover

We design compelling ads for consumer magazines, trade publications, newspapers, out-of-home advertising and other print media. Combining engaging copy with striking design, our print ads make your audience stop and take notice.

## Print Creative

Double Page Spread

Single and Half Page

Book Ends

Insert

Booklets

Events



CN Tower: Inside Front Cover



CN Tower: Inside Back Cover



# creative services: digital

From web banners to social media ads, our customized digital advertising options will make your brand stand out from the crowd, catching your audience's attention and leaving an enduring impression.

## Digital Creative

Run of Site Banners

Newsletter Ads


Email Design




Saba Tourism Board: Super MPU



Saba Tourism Board: Parallax Home Page




To book, email [events@cntower.ca](mailto:events@cntower.ca)



## 180° CHANGE. 360° VIEW.

Toronto has changed and so have we.  
 Discover the CN Tower's newly revamped event spaces and let the one-of-a-kind view provide the inspiration for your next meeting or party.



### All-Time-High

When it comes to event locations, the CN Tower is literally on another level. Toronto's most iconic landmark offers a range of distinctive venues that can accommodate up to 1,400 guests. Host your next cocktail reception, meeting, press announcement, product launch, lunch or dinner against the most unique backdrop in Toronto, 346 metres above the city.

Choose from the award-winning 360 Restaurant, the dramatic main observation level, the spacious cinema or one of our

CN Tower: BizBash Sponsored Email

# creative services: art direction

Our art direction services are a turn-key solution for brands seeking a visual campaign. We take care of sourcing and shoot planning; food and prop styling; lifestyle and commercial photography services and photo editing.

## Art Direction

Concept Development and Sourcing

Food / Prop Styling

Commercial Photography

Lifestyle Photography

Photo retouching



Woodbine Racetrack: Woodbine Club Dining Room



Woodbine Racetrack: Woodbine Club Dining Room



Woodbine Racetrack: Woodbine Club Dining Room



# creative services: copy

Bespoke content is for you to tell your brand's story on your own terms. You'll create an initial brief and our experienced team of copywriters and editors will tailor the tone for your audience.

## Copywriting

Editorial

Trade

Advertising

Copy Editing



Avalon Waterways: Advertorial



Visit Kingston: Advertorial



Tourism Barbados: Advertorial



Groupe Germain: Advertorial

# reader events

Bring your brand to life through unique activations that allow you to engage directly with our readers. Our team creates bespoke experiences ranging from intimate pairing dinners to large scale launch parties. All planning and production is done in-house with the event further amplified through media integrations pre, during and post event across our platforms. Partnering with us also allows access to unique partnership opportunities with other well aligned brands, venues, chefs, food influencers and professionals.

Event

POA



Escapism: Holiday Party



Escapism: Launch Party



Escapism: Holiday Party



Escapism: Launch Party



# union kiosk

A turnkey activation that piggybacks on an Escapism magazine kiosk in the heart of Union Station. An exclusive opportunity to showcase and sample a brand through direct access to consumers, video content and OOH billboards.

Location: **York Street Promenade, Union Station**  
 Average number of daily station visitors: **300,000K**  
 Activation hours: **7am-7pm**

**Kiosk Sampling**

**POA**



The Winter Sun Special



Amarula sampling, The Winter Sun Special

**foodism** and **escapism** have become an integral part of our creative content and brand strategy. The Sampling Activation at Union allowed us to engage with our target consumers and see a direct increase in sales during that time. The relationship has been invaluable and we

surely benefit from the ability to connect and work with other industry partners through their network.

**Amanda Horn**  
 Brand Manager PMA Canada

# foodism

## themes: 2020

---

Issue	Submission Deadline	Publishing Date	Theme
21	January 31	February 18	The Great Indoors Issue
22	May 22	June 9	The Sustainability / Ultimate Summer Guide
23	July 24	August 11	The International Issue
24	September 18	October 6	The Wine and Coffee Issue
25	November 13	December 1	The Holiday Issue

# escapism

## themes: 2020

---

Issue	Submission Deadline	Publishing Date	Theme
9	February 28	March 17	The Culinary Issue
10	August 14	September 1	The Great Outdoors Issue
11	October 23	November 10	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](mailto:hello@escapism.to)  
Twenty Two Media Group  
14 Duncan St. Suite 300  
Toronto, Ontario M5H 3G8



THE RITZ-CARLTON



# our partners

---

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