

# foodism media kit

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

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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

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## 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: **35K**

Twitter: **7.7K**





# print: overview

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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

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

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

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

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

Full Page Advertorial	<b>\$9,500</b>
Double Page Spread	<b>\$14,000</b>



Kraft Heinz / Classico Riserva



# 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 Wines



The Chase Group



Cocktail Emporium



TruLOCAL



G Adventures

# digital: overview

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**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)	<b>\$3,295</b>
Run of Site Banners (Per Week)	<b>\$1,995</b>
Contest Package (Per Month)	<b>\$2,195</b>
Sponsored Content	<b>POA</b>

## E-Newsletter Rate Card

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

## Social Sponsorship Rate Card

Sponsored Content	<b>POA</b>
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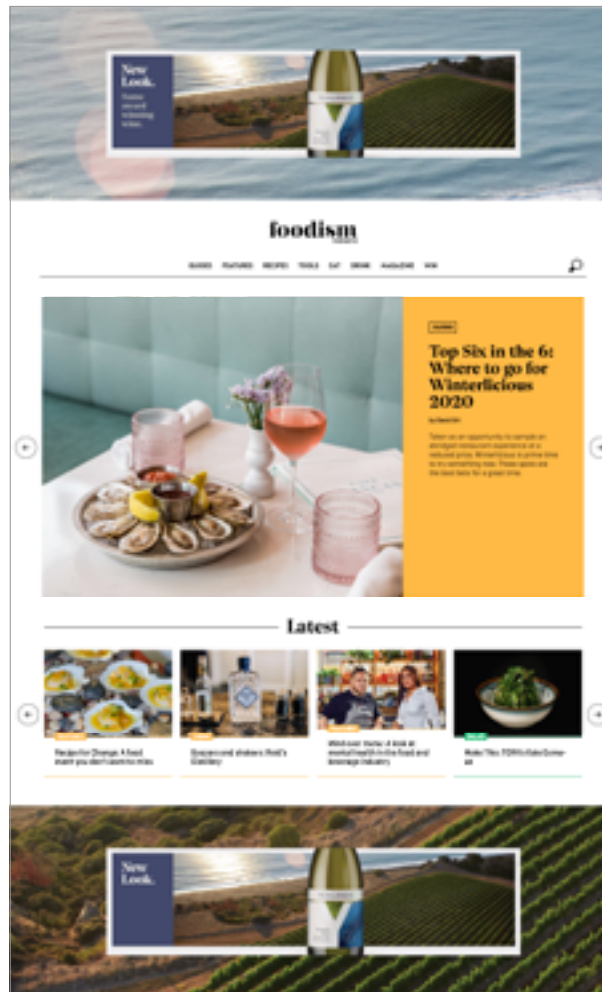


# digital: homepage takeover

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)	<b>\$3,295</b>
Run of Site Banners (Per Week)	<b>\$1,995</b>
Contest Package (Per Month)	<b>\$2,195</b>
Sponsored Content	<b>POA</b>



Home Page Parallax Scrolling: Yealands



Home Page Parallax Scrolling: Kraft Heinz / Classico Reserva

# 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

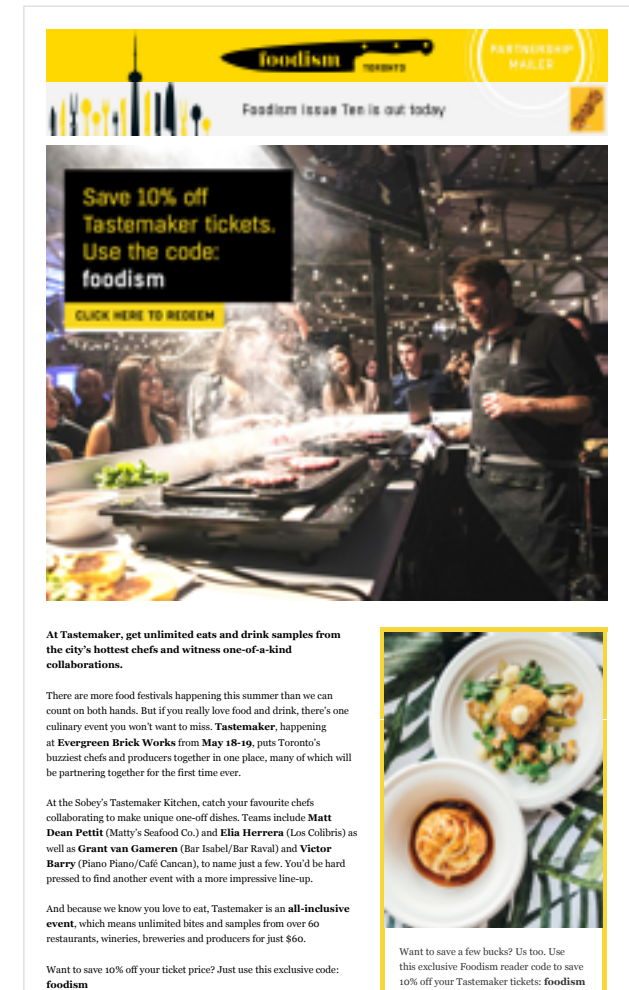
1 x Super MPU	\$695
3 x Super MPU	\$1,595
5 x Super MPU	\$2,195
Solus Newsletter	\$2,995
Sponsored Content	POA

Newsletter  
View example [here](#)



Foodism Toronto Weekly Newsletter

Solus Mailer  
View example [here](#)



Foodism Toronto Solus Newsletter

# digital: social media

**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



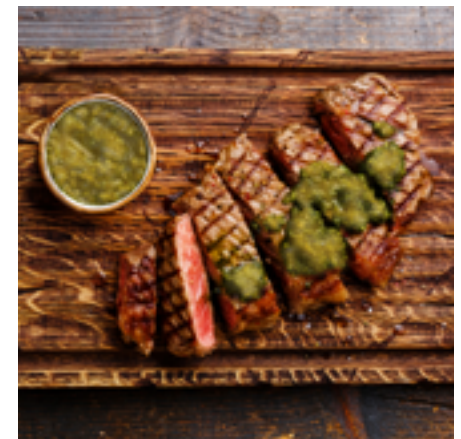
Leinenkugel



Krinos



Arterra Wines



Dole



# creative services: overview

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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
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Print Creative	
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Digital Creative	
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Art Direction and Photography	
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Copywriting	
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# creative services: print

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

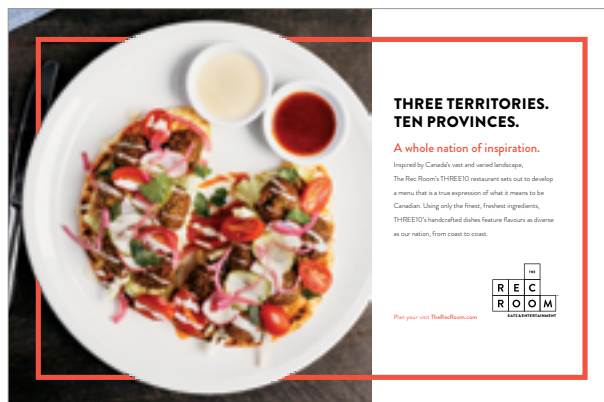
Events



Campari Negroni Week: Insert, Outside Cover Wrap



Kraft Heinz / Classico Riserva: Outside Back Cover



Cineplex / The Rec Room: Double Page Spread



Kraft Heinz / Classico Riserva: Inside Front 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

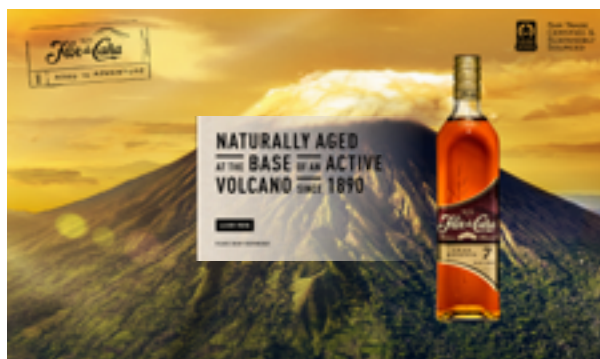
Run of Site Banners

Newsletter Ads

Email Design




Flor de Caña: Super MPU



Flor de Caña: Parallax Home Page


LA TOUR  
CN  
TOWER

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



Cineplex / The Rec Room: 2019 Menu Campaign



Stoneleigh and Campo Viejo: The Perfect Holiday Pairing



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



Tastemaker: Advertorial



Kraft Heinz / Classico Riserva: Advertorial



Appleton Estate: Advertorial



McEwan: 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



Flor de Caña: Custom Menu



Smirnoff Caesar: Tastemaker



City of Toronto, Love Food Hate Waste: Brunch



Negroni Week: Opening Party



# union kiosk

A turnkey activation that piggybacks on a Foodism 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 Great Indoors Issue



Jacob's Creek sampling, The Holiday Issue

**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

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# escapism

## themes:

## 2020

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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

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.

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



 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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