



foodism media kit

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.



 foodismto
 foodismto
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brand overview

Magazine

Circulation: **50,000**

Readership: **200,000**

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

Website

URL: **foodism.to**

Average unique visitors per month: **78,000**

Newsletter

Frequency: **Weekly**

Database size: **27,000**

Average open rate: **21%**

Social

Instagram: **39,000**

Twitter: **7,700**

twenty two
media group



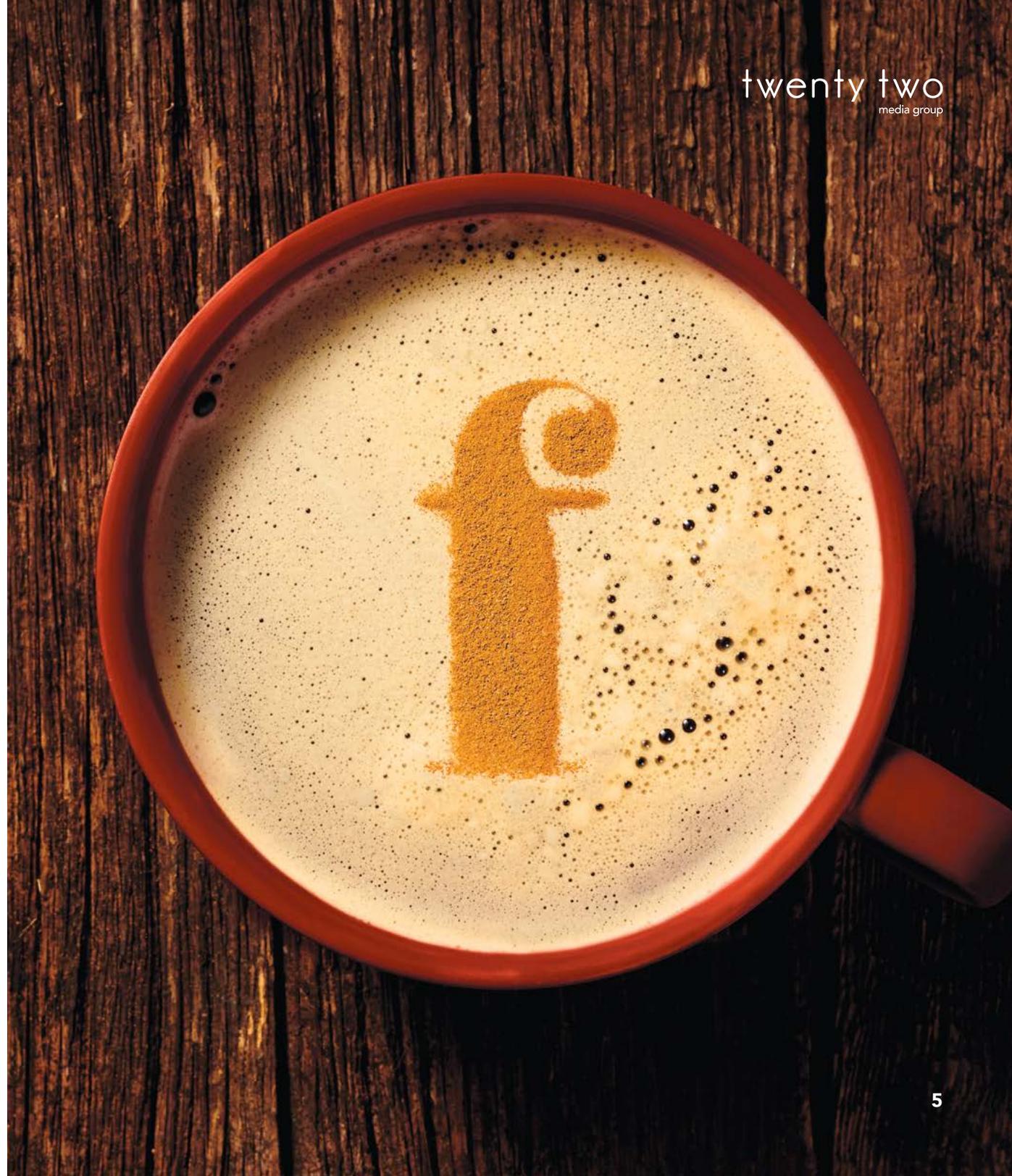
print: overview

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: **50,000**

Readership: **200,000**



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 · yonge & bloor
· yonge & college · yonge & davisville · yonge
& eglinton · yonge & queen · yonge & st. clair ·
yonge & wellington

print: distribution

Street Distribution

With a core distribution network in downtown Toronto, **40,000** copies of **Foodism** are handed directly to 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 | Fresh City Farms |
| Union Station | Mabel's Bakery |
| McEwan Fine Foods | The Healthy Butcher |
| Loblaws | Pusateri's |
| St. Lawrence Market | The Cheese Boutique |
| The Drake Properties | |
| Assembly Chef's Hall | |
| George Brown College | |

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](#)

Meiomì
 Foodism Toronto 19
 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.

Appleton
 Foodism Toronto Issue 21
 View example [here](#)

Bespoke Guide Rate Card \$25,000 - \$35,000

Guide Opener

Guide Introduction

Bespoke Content (4-8 pages)



Stoneleigh: Introduction / History

Stoneleigh: Restaurant Recommendations

Appleton

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



Absolut Vodka



Principle Wines



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

Full Page Contest Package	\$9,500
Double Page Contest Package	\$14,000
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

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 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.

Stats:

Unique visitors per month: **78K**

Newsletter database: **27K**

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



digital: rate card

Takeover Rate Card

Takeover (Per Week)	\$3,295
4-week Channel Takeover	\$7,500 - \$10,000
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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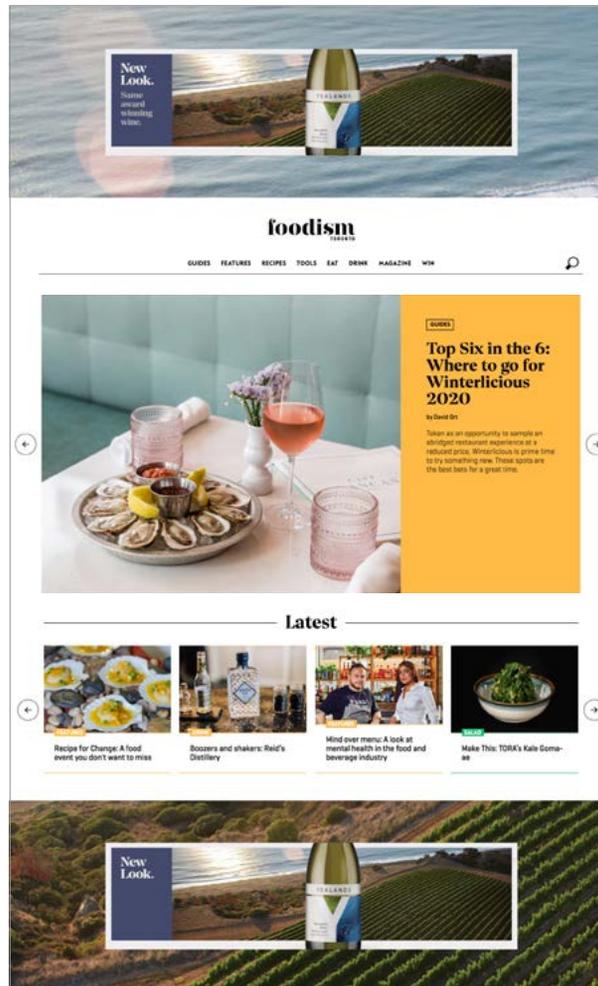


digital: homepage takeover

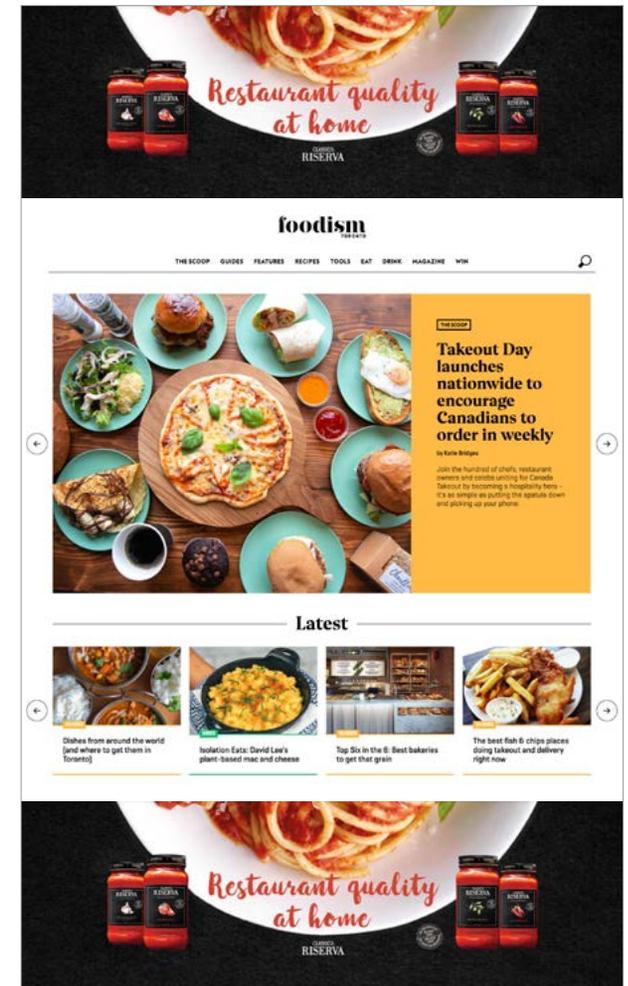
foodism's homepage offers you a chance to display a strong, highly visual branded message in prime position on the homepage.

Takeover Rate Card

Takeover (Per Week)	\$3,295
4-week Channel Takeover	\$7,500 - \$10,000
Contest Package (Per Month)	\$2,195
Sponsored Content	POA



Home Page Parallax Scrolling: Yealands



Home Page Parallax Scrolling: Kraft Heinz / Classico Riserva

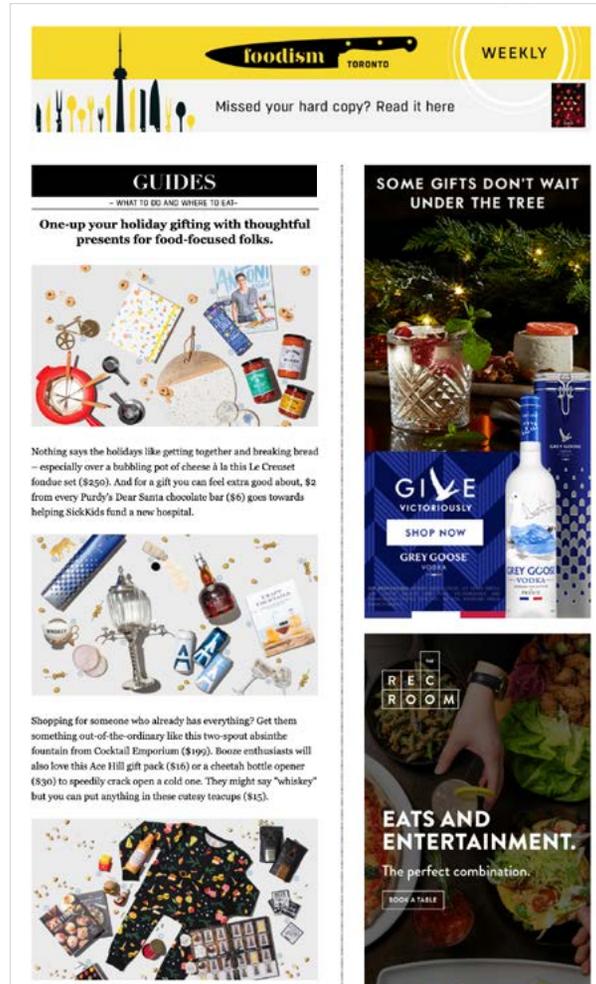
digital: newsletter

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](#)



GUIDES
 - WHAT TO DO AND WHERE TO EAT -
 One-up your holiday gifting with thoughtful presents for food-focused folks.

Nothing says the holidays like getting together and breaking bread – especially over a bubbling pot of cheese à la this Le Creuset fondue set (\$250). And for a gift you can feel extra good about, \$2 from every Purdy's Dear Santa chocolate bar (\$46) goes towards helping Stokkids fund a new hospital.

GIVE VICTORIOUSLY
 SHOP NOW
 GREY GOOSE VODKA

EATS AND ENTERTAINMENT.
 The perfect combination.
 BOOK A TABLE

Foodism Toronto Weekly Newsletter

Solus Mailer
 View example [here](#)



foodism TORONTO PARTNERSHIP MAILER
 Foodism Issue Ten is out today

Save 10% off
 Tastemaker tickets.
 Use the code:
foodism
 CLICK HERE TO REDEEM

At Tastemaker, get unlimited eats and drink samples from the city's hottest chefs and witness one-of-a-kind collaborations.

There are more food festivals happening this summer than we can count on both hands. But if you really love food and drink, there's one culinary event you won't want to miss. **Tastemaker**, happening at **Evergreen Brick Works** from **May 18-19**, puts Toronto's buzziest chefs and producers together in one place, many of which will be partnering together for the first time ever.

At the Sobeys's Tastemaker Kitchen, catch your favourite chefs collaborating to make unique one-off dishes. Teams include **Matt Dean Pettit** (Matty's Seafood Co.) and **Elia Herrera** (Los Colibris) as well as **Grant van Gameren** (Bar Isabel/Bar Raval) and **Victor Barry** (Piano Piano/Café Gencien), to name just a few. You'd be hard pressed to find another event with a more impressive line-up.

And because we know you love to eat, **Tastemaker is an all-inclusive event**, which means unlimited bites and samples from over 60 restaurants, wineries, breweries and producers for just \$60.

Want to save 10% off your ticket price? Just use this exclusive code: **foodism**

Want to save a few bucks? Us too. Use this exclusive Foodism reader code to save 10% off your Tastemaker tickets: **foodism**

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**

VH Sauces
View example [here](#)

Zirvoka Vodka
View example [here](#)

McEwan Foods
View example [here](#)

Ricardas
View example [here](#)

Social Sponsorship Rate Card POA

Sponsored Content



VH Sauces



Zirvoka Vodka



McEwan Foods



Ricardas

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
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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



Kraken: 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 lasting impression.

Digital Creative

Run of Site Banners

Newsletter Ads

Email Design



Flor de Caña: Super MPU



Flor de Caña: Parallax Home Page



High West: Double MPU

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



Tastemaker: Advertorial



Kraft Heinz / Classico Riserva: Advertorial

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



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: **300,000**
 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: 2021

escapism themes: 2021

Issue	Submission Deadline	Publishing Date	Theme
26	January 29	February 16	The Great Indoors Issue
27	April 2	April 20	The Better Eating Issue
28	May 28	June 15	The Summer Issue
29	July 23	August 10	The Drinks Issue
30	September 17	October 5	The Fall Issue
31	November 12	November 30	The Holiday Issue

Issue	Submission Deadline	Publishing Date	Theme
11	April 16	May 4	The Adventure Issue
12	August 27	September 14	The Culinary 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



MOLSON *Coors*

our
partners

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