

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 social media

creative solutions

19 creative services

24 reader events

25 union kiosk

further information

26 editorial calendar

27 testimonials

28 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: **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**



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
 Union Station
 McEwan Fine Foods
 Loblaws
 St. Lawrence Market
 The Drake Properties
 Assembly Chef's Hall
 George Brown College

Fresh City Farms
 Mabel's Bakery
 The Healthy Butcher
 Pusateri's
 The Cheese Boutique

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](#)

Meiomi
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.

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

Guide Opener

Guide Introduction

Bespoke Content (4-8 pages)

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



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
-------------------	------------

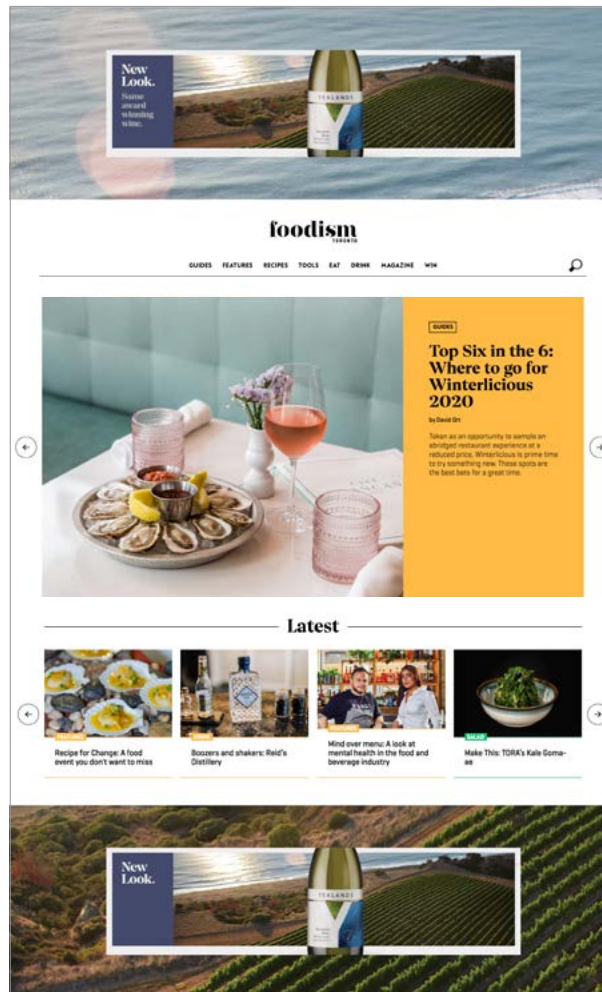


digital: homepage takeover

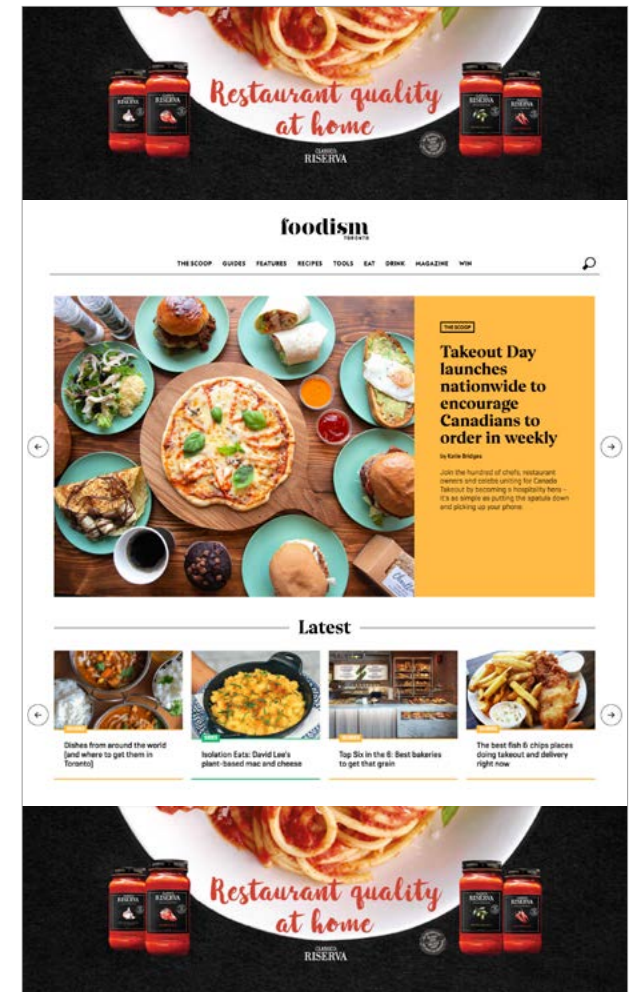
foodism's homepage offers you a chance to display a strong, highly visual branded message in prime position on the homepage.

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 Reserva

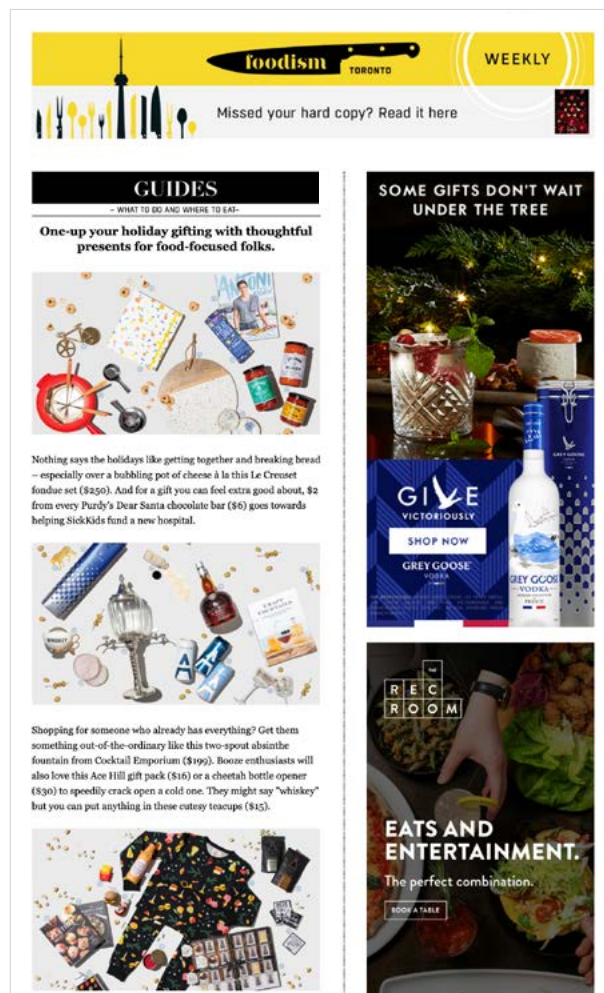
digital: newsletter

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

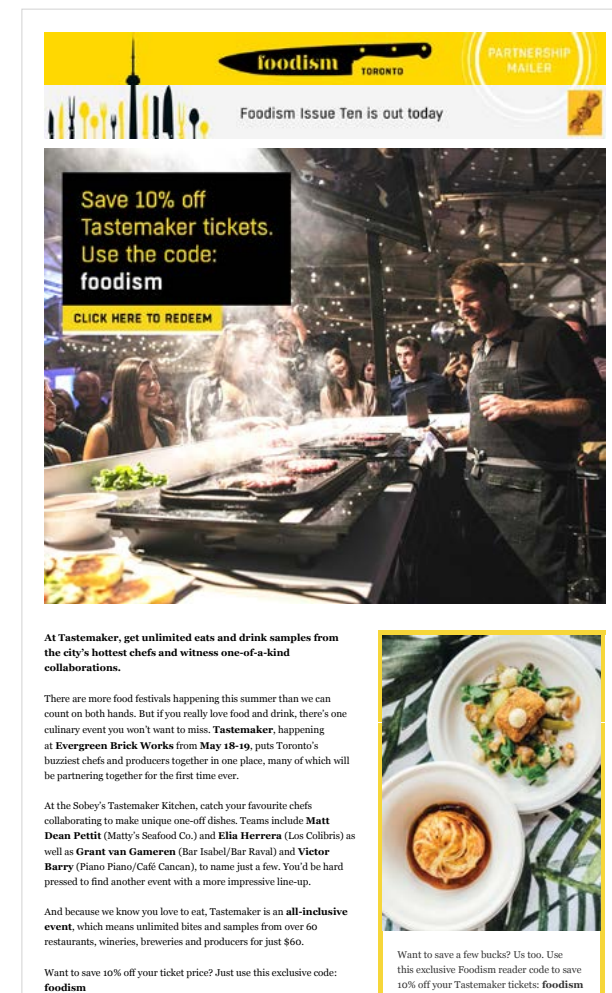
1 x Super MPU	\$695
3 x Super MPU	\$1,595
5 x Super MPU	\$2,195
Solus Newsletter	\$2,995
Sponsored Content	POA

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**

VH Sauces
View example [here](#)

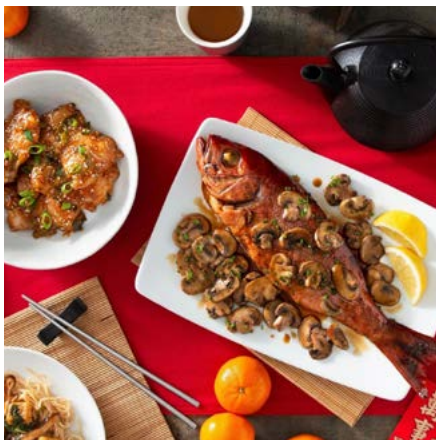
Zirvoka Vodka
View example [here](#)

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
-----------	-----

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

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

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

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



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

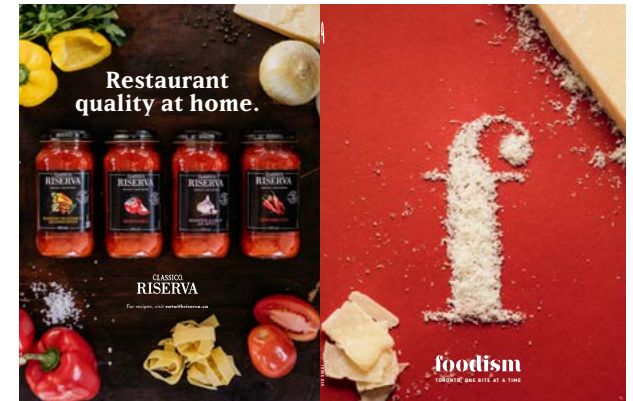
Insert

Booklets

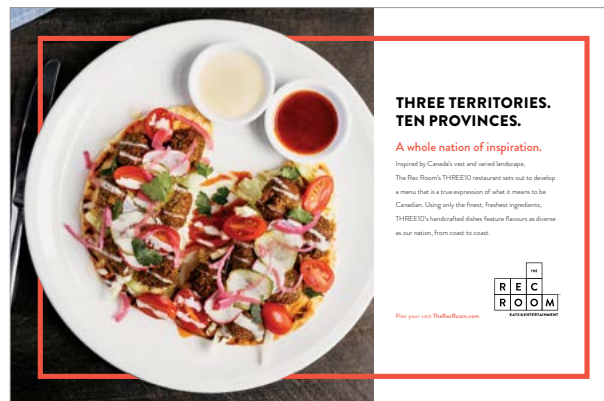
Events



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

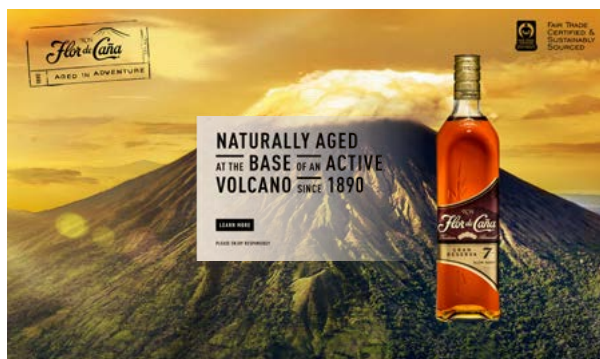
Run of Site Banners

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

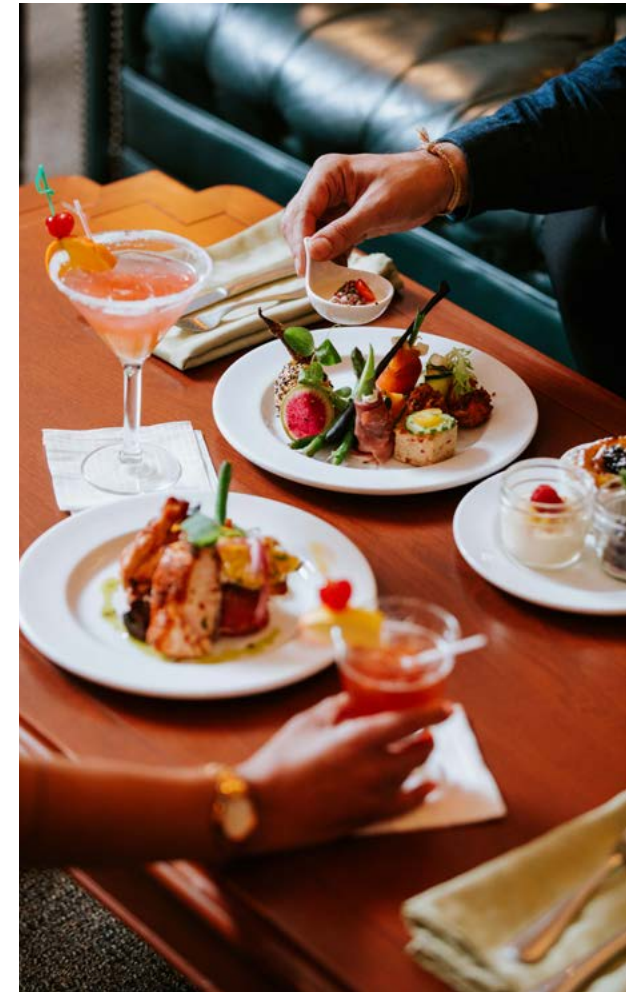
Photo retouching



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

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



MOLSON *Coors*

**our
partners**

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