

**twenty  
two  
media  
creative  
services**

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# twenty two media: overview

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**Twenty Two Media Group** is a Canadian publishing company that creates premium consumer print and digital content. We are the sister company of Square Up Media, one of the U.K.'s leading lifestyle publishing houses.

In 2015, we brought **foodism**, London's hyper-popular food magazine, to Canada. **escapism**, London's largest travel magazine, followed in 2018. Both are high-quality print magazines, each with a circulation of 50,000 in downtown Toronto. Print is complemented by websites and online newsletters, which deliver weekly doses of content to our devoted audience.



# foodism: overview

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The print incarnation of **foodism** is a high-quality, 100-page guide to the best of Toronto's food scene, with features, interviews, insiders' guides and tips for home cooks. 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.

twenty two  
media group



# escapism: overview

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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. We offer a range of impactful advertising solutions and bespoke partnerships, which can be customized by our experienced production and editorial teams to suit your brand.



# creative services: offerings

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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: pricing

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We work with brands of all sizes, on both large and small projects, and offer pricing based on a sliding scale. We'll work with you to develop a quote that's tailored to your budget and project needs.



# design: 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.

**Client:** Kraft Heinz / Classico Riserva  
**Brief:** Create new ad creative promoting Classico Riserva's pillar sauces.  
**Usage:** Print and digital advertising

## Print Creative

Double Page Spread

Single and Half Page

Book Ends

Insert

Booklets

Events

Kraft Heinz Classico Riserva  
 Foodism Toronto 15  
 View example [here](#)



Outside Back Cover



Inside Front Cover



Inside Back Cover

# design: print

**Client:** CN Tower  
**Brief:** Create new ad creative promoting the CN Tower's Look Out Level.  
**Usage:** Print and digital advertising

CN Tower  
 Escapism Toronto 3  
 View example [here](#)

## Print Creative

Double Page Spread

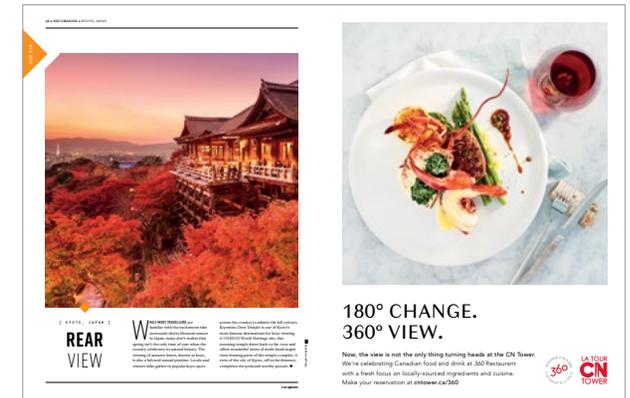
Single and Half Page

Book Ends

Insert

Booklets

Events



Outside Back Cover

Inside Front Cover

Inside Back Cover

# design: print

**Client:** Cineplex / The Rec Room  
**Brief:** Create new ad creative promoting The Rec Room's THREE10 campaign.  
**Usage:** Print and digital advertising

Cineplex / The Rec Room  
 Escapism Toronto 5  
 View example [here](#)

Cineplex / The Rec Room  
 Foodism Toronto 16  
 View example [here](#)

## Print Creative

Double Page Spread

Single and Half Page

Book Ends

Insert

Booklets

Events



Escapism Double Page Spread



Foodism Double Page Spread



Foodism Double Page Spread

# design: print

**Client:** Campari

**Brief:** Create an 8-page saddle-stitched booklet promoting Imbibe Magazine and Campari's Negroni Week. Focus on the origins of the Negroni, participating key vendors, and cocktail recipes.

**Usage:** Print insert booklet

**Print Creative**

Double Page Spread

Single and Half Page

Book Ends

Insert

Booklets

Events



Campari Negroni Week: Outside Cover Wrap



Campari Negroni Week: Introduction



Campari Negroni Week: Participating Vendors Map



Campari Negroni Week: Vendor Cocktail Recipes

# design: print

**Client:** Select Wines

**Brief:** Create event branding promoting Italian wine brand, Poderi dal Nespoli.

**Usage:** Event branding, booklet

## Print Creative

Double Page Spread

Single and Half Page

Book Ends

Insert

Booklets

Events



Select Wines / Poderi dal Nespoli: Welcome Signage



Select Wines / Poderi dal Nespoli: 8-Page Passport



Select Wines / Poderi dal Nespoli: Wine Signage



Select Wines / Poderi dal Nespoli: Table-top Menu

# design: digital

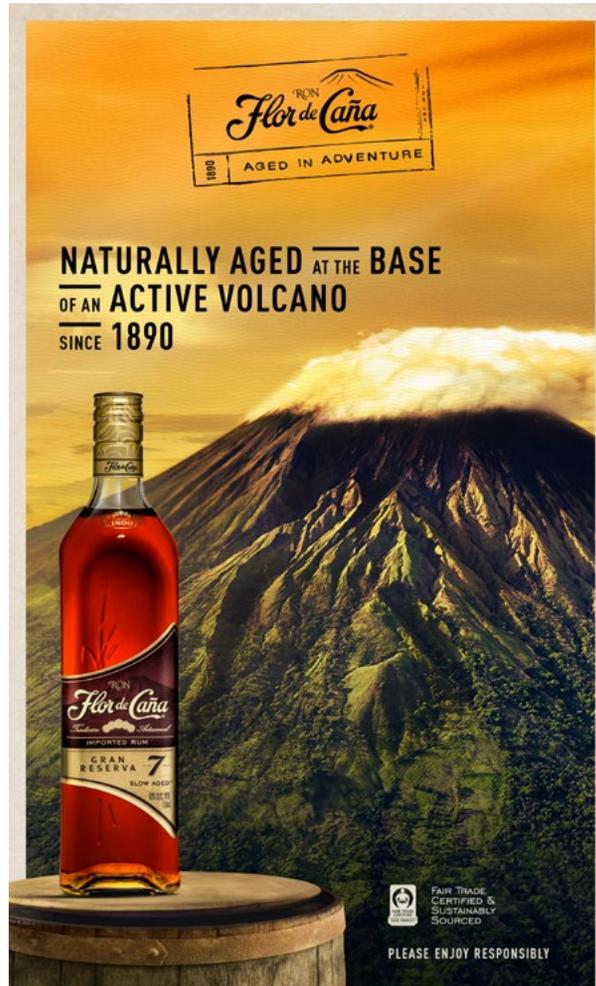
From web banners to social media ads, our customized digital advertising options will make your brand stand out from the crowd, catching your audience's attention and leaving an enduring impression.

## Digital Creative

Run of Site Banners

Newsletter Ads

Flor de Caña  
foodism.to Run of Site



Flor de Caña: Super MPU



Flor de Caña: Super MPU



Flor de Caña: Parallax Home Page

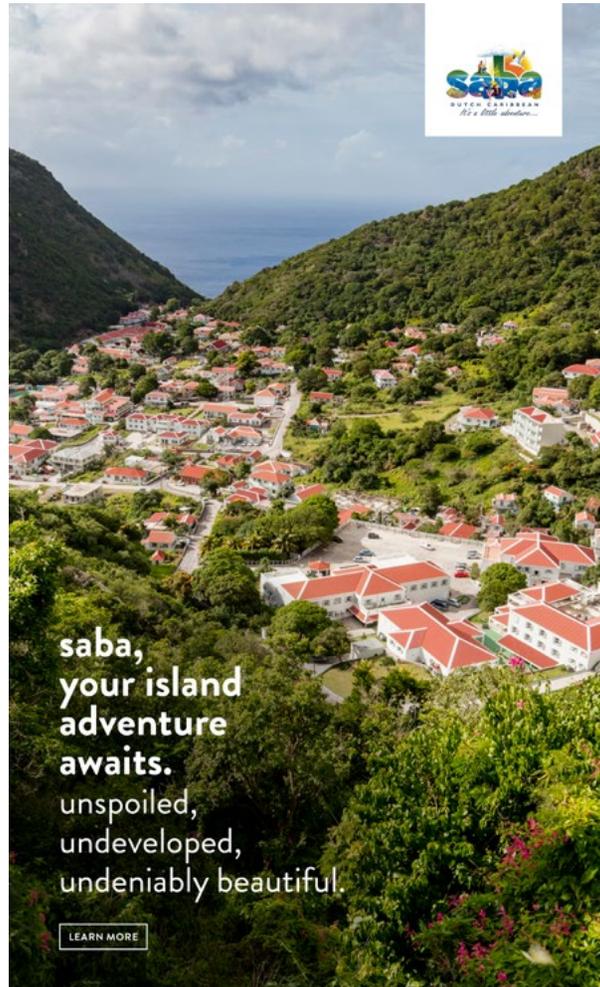
# design: digital

## Digital Creative

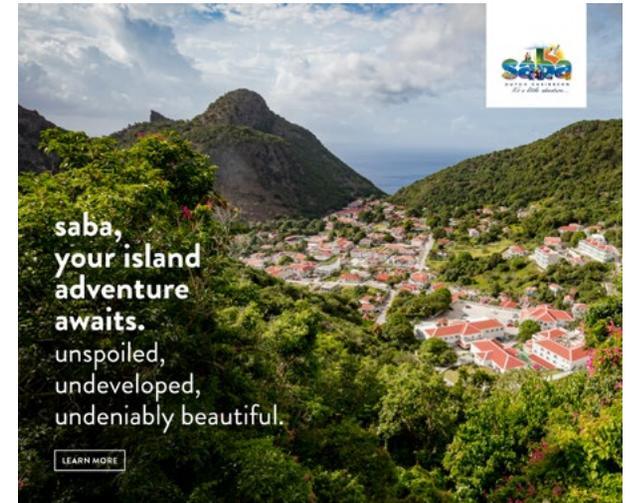
Run of Site Banners

Newsletter Ads

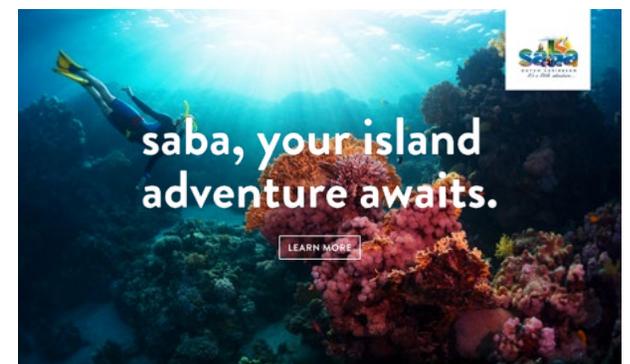
Saba Tourism  
escapism.to Run of Site



Saba Tourism: Super MPU



Saba Tourism: Super MPU



Saba Tourism: Parallax Home Page

# design: digital

Get your brand's message direct to inboxes with our sponsored email solutions. We craft attention-grabbing emails that readers want to click and read.

## Digital Creative

Email Design

CN Tower  
BizBash Sponsored Email  
View example [here](#)

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 (Top)

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 smartly-designed meeting rooms. Let our one-of-a-kind view provide the inspiration for your next event.

**360 in Style**

The view is not the only thing turning heads at the CN Tower. We're celebrating homegrown food and drink at 360 Restaurant with a fresh focus on locally-sourced ingredients and Canadian cuisine. FeastOn Certified and an Oceanwise partner, 360 Restaurant delivers an exciting dining experience that highlights Canada's best culinary bounty from coast to coast.

The restaurant's "cellar in the sky" has been recognized as the world's highest cellar by Guinness World Records, featuring more than 500 wines from around the world to complement your meal. Let Executive Chef John Morris and his team treat you to an evening where the food is as memorable as the views. Learn more at [cntower.ca/events](http://cntower.ca/events)



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

CN Tower: BizBash Sponsored Email (Bottom)

# design: art direction

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

**Client:** Woodbine Racetrack

**Brief:** Create imagery for seasonal racing and Woodbine Club Dining Room experience

**Usage:** Print advertorial

## Art Direction

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Concept Development and Sourcing

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Prop Styling

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Food Styling

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Commercial Photography

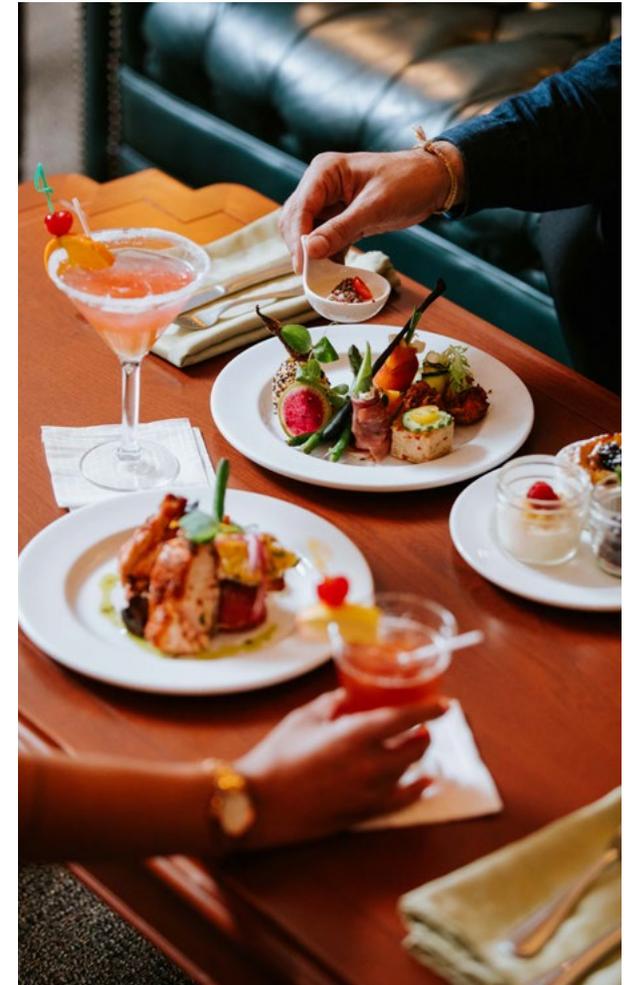
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Lifestyle Photography

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Photo retouching

Woodbine Racetrack  
Social Accounts  
View example [here](#)



Woodbine Racetrack: Woodbine Club Dining Room

# design: art direction

**Client:** Cineplex / The Rec Room

**Brief:** Create imagery to promote 2019 menu

**Usage:** Print and digital advertising, social, in-house promotion nationwide

## Art Direction

Concept Development and Sourcing

Prop Styling

Food Styling

Commercial Photography

Lifestyle Photography

Photo retouching

The Rec Room  
Social Accounts  
View example [here](#)



Cineplex / The Rec Room: 2019 Menu Campaign

Corby / Stoneleigh and Campo Viejo  
Foodism Toronto 14  
View example [here](#)

# design: art direction

**Client:** Corby / Stoneleigh and Campo Viejo

**Brief:** Create imagery to promote Corby's  
"Perfect Pairing" campaign

**Usage:** Print advertorial

## Art Direction

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Concept Development and Sourcing

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Prop Styling

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Food Styling

---

Commercial Photography

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Lifestyle Photography

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Photo retouching



Stoneleigh and Campo Viejo: The Perfect Holiday Pairing

# design: art direction

**Client:** Kraft Heinz / Classico Riserva

**Brief:** Create new imagery for Riserva's  
"Restaurant Quality at Home" campaign

**Usage:** Print advertising, advertorial, and social

## Art Direction

Concept Development and Sourcing

Prop Styling

Food Styling

Commercial Photography

Lifestyle Photography

Photo retouching

Kraft Heinz / Classico Riserva  
Foodism Toronto 16  
View example [here](#)



Kraft Heinz Riserva: Holiday Print Advertising

# 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

**ALL IN GOOD TASTE**  
This May long weekend, Toronto's top chefs, restaurant owners and regional wineries are collaborating for the inaugural Tastemaker food festival at Eavesdrop Brick Works.

**ALL-INCLUSIVE TICKETING GIVES GUESTS ACCESS TO UNLIMITED FOOD AND DRINK SAMPLES FOR JUST \$60**

**SAVE 10% ON TASTEMAKER TICKETS**

Tastemaker: Advertorial for Foodism Toronto

**DINE OUT WITHOUT LEAVING THE HOUSE**  
Riserva, a new line of delicious pasta sauces, is bringing an authentic restaurant-quality experience to your kitchen so you can dine out at home.

**TORTELLONI DI SCHIACCIALE**

Kraft Heinz Classico Reserva: Advertorial for Foodism Toronto

**A DOSE OF VITAMIN SEA**  
Belize is a beautiful nation, blessed with beaches and exciting activities for almost every season, yet needs to discover that beautiful beaches are just the beginning in Barbados.

**A DIVERSE MIX OF INFLUENCES MAKE BAJAN COOKING TRULY DISTINCTIVE**

**FOOD & RUM FESTIVAL**

Tourism Barbados: Advertorial for Escapism Toronto

**EXPLORE CANADA IN STYLE**  
With attentive service, modern style and prime locations, Le Grand Hotel are the perfect base for discovering Canada's most compelling destinations.

**GETTING THERE**

Groupe Germain: Advertorial for Escapism Toronto

Just by looking at an issue of **foodism** or **escapism**, it's very evident that **Twenty Two Media's** creative is top notch. They manage to bring brands to life in a premium way while keeping brand priorities at the forefront.

They are very collaborative, easy to work with, and understand the business. I have done many projects with them over the past few years and they never disappoint!

**Jeanene Miniaci**  
Brand Manager  
Corby Wine and Spirits

When we needed to elevate our culinary marketing assets, we wanted the authority and expertise that **Twenty Two Media** brings to the table.

Not only is the team professional and easy to work with, they have an eye for what resonates with our audience. Effective, turn-key solutions were built for us and delivered at a competitive rate.

**Andre DePape**  
Director of Marketing  
The Rec Room

I was drawn to **Twenty Two Media** for creative work due to their consistent, top quality design and ability to speak to our targeted consumer through their unique look and feel.

The photography, ad design, and creative gave Riserva the facelift we needed across print and digital for 2019. The team was proactive, communicative and nailed our vision right from the onset.

**René Puerta**  
Associate Marketing Manager  
The Kraft Heinz Company

# partner testimonials

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for more  
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or inquiries,  
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**KraftHeinz**

IN SPIRIT AND WINE  
**CORBÿ**



**CAMPARI**



# our partners

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for more  
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or inquiries,  
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