



>> TORONTO, ONE BITE AT A TIME <<



# FOOD IS A RELIGION. FOODISM IS ITS TEMPLE. COME AND WORSHIP WITH US.

There are more important things in life than great food and drink, but none of them taste half as good. We know this, and that's why Foodism exists. Launched in 2013, Foodism quickly became London England's largest food and drink magazine, with 110,000 copies being distributed monthly in central London.

In 2015, Foodism jumped across the pond and set its sights on the growing food hub of Toronto. Foodism Toronto incorporates all of the straight-talking, great-looking content from the makers of Foodism UK with a focus on local trends, personalities and stories from Canada's diverse food and drink capital.

Foodism TO's website, weekly newsletter and print magazine is made by a passionate team of Torontonians in-the-know. It's written for those who need to know where to eat and what to eat, right now. More than that, Foodism is a place to discover one of the most vibrant food scenes on the globe.

In 24 months, Foodism Toronto has established itself as a leading voice in the city, gaining insider access to the top chefs, figures and events in the food and drink world. It has built a strong print and digital following of 25-35 year-old Toronto foodies and has worked with many notable local and national brands.

# foodism

>> TORONTO, ONE BITE AT A TIME <<

 [TWITTER.COM/FOODISMTO](https://twitter.com/foodismto)  
 [INSTAGRAM.COM/FOODISMTO](https://www.instagram.com/foodismto)  
 [HELLO@FOODISM.TO](mailto:HELLO@FOODISM.TO)

## FOODISM MAGAZINE PRINT

The print incarnation of Foodism is a glossy, 98-page guide to the very 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.

## DISTRIBUTION

<b>Circulation</b>	<b>50,000</b>
<b>Readership</b>	<b>206,000</b>

<b>Frequency</b>	<b>Bi-monthly</b>
------------------	-------------------

70% of the 50,000 copies are handdistributed to the public, over two days, by our branded ambassadors at key subway stations and intersections in the downtown core.

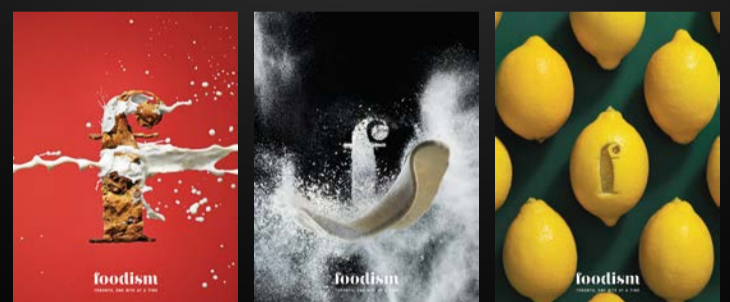
30% are available on an ongoing basis at our two exclusive distribution partners: Loblaws (including City Markets) and Aroma Espresso Bars. There are 41 locations of these total across Toronto.

## 2018 CALENDAR

<b>Issue 10</b>	<b>April 24</b>	<b>Issue 13</b>	<b>October 9</b>
<b>Issue 11</b>	<b>June 12</b>	<b>Issue 14</b>	<b>November 27</b>
<b>Issue 12</b>	<b>August 14</b>	<b>Issue 15</b>	<b>TBD</b>

## RATE CARD

Double Page Spread	<b>\$11,500</b>	Inside Front Cover	<b>12,000</b>
Full Page	<b>\$7,000</b>	Outside Back Cover	<b>\$8,995</b>
Half Page	<b>\$4,500</b>	Inside Back Cover	<b>\$9,000</b>
Recipe Section Sponsorship	<b>\$25,000</b>	Integrated Creative Solutions	<b>POA</b>
Integrated Guide	<b>\$35,000</b>	Artwork Costs	<b>POA</b>



OUR ADVERTISERS

# foodism

>> TORONTO, ONE BITE AT A TIME <<

[TWITTER.COM/FOODISMTO](https://twitter.com/foodismto)  
[INSTAGRAM.COM/FOODISMTO](https://www.instagram.com/foodismto)  
[HELLO@FOODISM.TO](mailto:hello@foodism.to)

## FOODISM.TO ONLINE

The title'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. With a careful eye on user interaction, our advertising solutions have been specifically chosen to deliver response to our partners. Both standard and rich media advertising can be integrated into the site.

Unique Visitors p/m **85,000**

## RATE CARD

### Homepage Take Over

Per week **\$3,295pw**  
Includes homepage parallax triptych and run of site ad units

### Sponsored Content

Priced individually **POA**

### Run of Site Banners

Per week **\$1,995pw**  
Includes leaderboard, big box and double big box ad units

### Contest Package

One month **\$2,195**  
Includes contest landing page; widget box on homepage, data captures, 1x newsletter send, 1x Twitter post, Facebook post, Instagram post

## THE FOODISM E-NEWSLETTER EMAIL

Subscribers get a weekly dose of Foodism delivered straight into their inbox, with a handy and quick-to-read newsletter. In it, you'll find guides to the latest food and drink trends, recipes and reviews – all shot through with Foodism's insider knowledge and irreverence. The weekly newsletter contains two high-impact ad units, placed alongside editorial designed for maximum dwell time. Opportunities for contests and sponsored content are also available.

### Newsletter Super MPU Insertion\*

<b>DATABASE SIZE</b>	<b>20,400</b>
1x Super MPU	\$695
3x Super MPU	\$1,595
5x Super MPU	\$2,195
Solus newsletter	\$2,995
<b>Sponsored content</b>	
Priced individually	POA

\*Optionally standard Big Box artwork may be provided, at double pixel density (600x500); prices remain as above



## SOCIAL MEDIA

Twitter **7,350**  
 Instagram **19,200**

