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## **Escapism magazine and *The Evening Standard* land distribution deal**



*Escapism* magazine, the UK's largest independent travel magazine has struck a deal with *The Evening Standard* to distribute nearly 50% of its copies through their London tube vendors.

The deal, confirmed Monday, will see 50,000 copies of the free monthly title distributed through *The Evening Standard's* vendors at Zones 1 and 2 tube stations. It begins this evening (Wednesday) with the magazine's Snow Sport Issue.

Other copies will continue to be distributed throughout London venues, airports and further hand-to-hand distribution bringing the total circulation to 105,000 and reaching more people than any other independent travel magazine in Europe.

Launched in May, *Escapism* is the third title from London-based publishing house Square Up Media which also publishes luxury titles *Square Mile* and *Hedge*.

CEO of Square Up Media, Tim Slee, says, "Forming a distribution partnership with London's best newspaper is a great move for *Escapism* magazine. *The Evening Standard* is a London institution and this partnership will complement *Escapism's* other methods of distribution perfectly. Since *Escapism's* launch in May, each issue has gone from strength to strength. Advertisers and readers should be excited about this partnership. I am."

Tim Freeman, Head of Distribution at *The Evening Standard*, echoes this, saying, "We are very excited about this link with Square Up Media. They are a dynamic and forward looking organisation and have a bright future in the London Media landscape. Our distribution operation is second to none in London."

Advertisers have also shown a very strong enthusiasm for the magazine with clients like *Virgin Holidays*, *Emirates* and *Travelbag* all among the first issue advertisers and *Mr & Mrs Smith Hotels* investing in a cover wrap for the second issue.

Priding themselves on the fact that *Escapism* is 'not your average travel mag', the team at Square Up Media have not been shy in showing their support for the new title since its launch. For the debut issues,

the entire staff, including Slee and editor Jon Hawkins, suited up as flight crew members to hand out the magazine to London commuters (video: <https://vimeo.com/72333832>).

“Admittedly, this new distribution channel with *The Evening Standard* is not quite as entertaining as dressing up as an airplane pilot – but sadly I have a day job, so couldn't commit to doing this fulltime,” says Slee.

A party for the launch of the Snow Sport Issue will take place next Thursday 17 Oct at Professor Green's new club INK LDN.

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## **INFORMATION**

### **Escapism**

*Escapism* magazine is a free, mass-market travel title for urban Brits with one eye on the job and another on the next holiday, packed with expert advice, inspirational features and beautiful imagery. *Escapism* features leading travel writing and photography and covers a wide spectrum of budgets and locations, from short-haul breaks on a budget to luxury escapes in far-flung locations.

Each issue of *Escapism* is complemented by an interactive tablet edition, featuring the best of the print magazine alongside a host of extras including photo galleries, videos and interactive features.

*Escapism* is edited by Jon Hawkins, who joined the magazine from the position of deputy editor at *Square Mile* magazine.

### **Square Up Media**

Square Up Media is one of London's leading luxury publishing houses. Its portfolio includes produces Square Mile magazine, Hedge magazine, *Escapism* Magazine and [squaremile.com](http://squaremile.com). For more information visit [squareupmedia.com](http://squareupmedia.com)

### **For More Information**

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