

***Foodism* magazine receives largest circulation figure for a London food and drink title as Square Up Media reports ABC rises across all print titles**



Foodism magazine receives its first ABC figure of 108,950 this morning, establishing it as London's largest independent food and drink magazine.

The latest publication from London publishing house Square Up Media originally began as a digital brand in 2013. Due to demand, and a newsletter subscriber base of nearly 80,000, it was then launched as a print magazine in December 2014. The glossy publication sits in the 'freemium' category with the bulk of its circulation carried out through monitored distribution at Zones 1 and 2 Tube stations.

Tim Slee, founder of Square Up Media: "We are in a unique situation where, for the first time in our history, we've had the opposite progression with a brand. While most publishers are evolving their print titles to become a digital offering, *Foodism* went the other way. Receiving an ABC figure like this tells us two things, we made the right call and print is not dead."

The new ABC results also boast wins for Square Up Media's other print titles. *Escapism* magazine, the publisher's mass market travel title, received a new ABC figure of 94,274, up 11% since June and maintaining its position as the largest circulating independent travel magazine.

The publishers flagship brand *Square Mile* has reported its 8th ABC rise in four years with a new figure of 57,533. This increase of 11% comes just as the magazine is about to celebrate its 10th anniversary and 100th issue this April.

"Square Mile is going great guns at the moment. We're winning awards; the content is better than ever; and we've just smashed another ABC audit" says Editorial Director Mark Hedley. "Moving into the men's style sector was always going to be challenging – but now we're competing with the established players, and where their circulations are mostly dropping, ours is increasing."

The full breakdown of the new ABC figures is as follows:

Square Mile magazine:
Jan - June 2014: 51,918
July - Dec 2014: 57,533
11% increase

Escapism magazine:
Jan - June 2014: 85,270
July - Dec 2014: 94,274
11% increase

Foodism magazine:
July - Dec 2014: 108,950

ENDS

Foodism

Foodism began in November 2013 as a website and weekly newsletter for London food and drink lovers. In December 2014, it launched as a stand-alone print magazine. It is distributed bimonthly at Zones 1 and 2 Tube stations.

Escapism

Escapism magazine is the UK's largest independent travel title. The free, mass-market publication is made for urban Brits with one eye on the job and another on the next holiday. *Escapism* is distributed monthly to Zones 1 and 2 Tube stations, airports, hotels and select venues.

Square Mile

Square Mile magazine was created in 2005 and is the leading luxury lifestyle publication for the City of London. It is distributed every month to nearly 60,000 affluent business people working in the financial services industry.

Square Up Media

Square Up Media is one of London's leading luxury media houses. Its portfolio includes *Square Mile*, *Hedge*, *Escapism*, *Foodism* and FestivalBaby.com. For more information, visit squareupmedia.com

For More Information

Contact Head of Communications Krista Faist on krista.faist@squareupmedia.com or 020 7819 4192