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escapism

ESCAPISM
IS THE UK'S
BIGGEST
TRAVEL
MAGAZINE,
FOR PEOPLE
WHO WANT
MORE THAN
JUST A
HOLIDAY...

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escapism



SQUAREUP
MEDIA

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ESCAPISM
BRINGS
READERS
CLOSER TO
THE MOST
INSPIRING
PLACES ON
EARTH

escapism

WE THINK TRAVEL should be about more than just packing, getting on a plane and making a beeline for the nearest sun-lounger. Our readers must agree, because **escapism** is the largest travel magazine in the UK, with 105,000 copies distributed free throughout London every other month. Read on to find out more about our award-winning travel magazine.



SQUAREUP
MEDIA



BRAND OVERVIEW

MAGAZINE

ABC: 84,327
Readership: 305,100 per issue
Frequency: Bi-monthly, 6 issues per year

WEBSITE

URL: escapismmagazine.com
Average unique visitors per month: 110,000
Average page views per month: 370,000
Average CTR since launch: 0.29%
Average dwell time: 1 mins 30 secs

NEWSLETTER

Frequency: Once weekly
Database size: 31,000
Average open rate: 34%

SOCIAL

Combined reach: 50,000

READER PROFILE

Age: 25+
Typical reader: London city professional
Demographic: ABC 1
48% male - 52% female
57% of readers earn £36k a year or more
17% earn £60k or more



84,327

50K
COMBINED
SOCIAL MEDIA
REACH

305,100
READERSHIP



ALDGATE » ALDGATE EAST » BAKER STREET » BANK »
BARBICAN » BLACKFRIARS » BOND STREET » BOROUGH »
CAMDEN » CANARY WHARF » CANNON STREET »
CHANCERY LANE » CHARING CROSS » EMBANKMENT »
FARRINGDON » FENCHURCH STREET » GOODGE STREET »
GREAT PORTLAND STREET » GREEN PARK » HOLBORN »
HOLBORN (THAMESLINK) » KINGS CROSS UNDERGROUND »
LIVERPOOL STREET (BISHOPSGATE & UNDERGROUND) »
LONDON BRIDGE » LUDGATE (THAMESLINK) »
MANSION » HOUSE » MARBLE ARCH » MONUMENT »
MOORGATE » OLD STREET » OXFORD CIRCUS » SOUTH »
KENSINGTON » ST JAMES » ST PAULS » STRATFORD
UNDERGROUND » TEMPLE » TOTTENHAM COURT ROAD »
TOWER HILL » VICTORIA (CARLISLE STREET) » WARREN STREET »
WATERLOO JUBILEE LINE » WATERLOO VICTORY ARCH »

PRINT

DISTRIBUTION

Circulation	105,000
Readership	305,100

WITH A CORE distribution network within London zones 1 and 2, the print edition of **escapism** will reach an affluent audience of travel lovers who live and work in the country's capital. Also at select retailers and events.

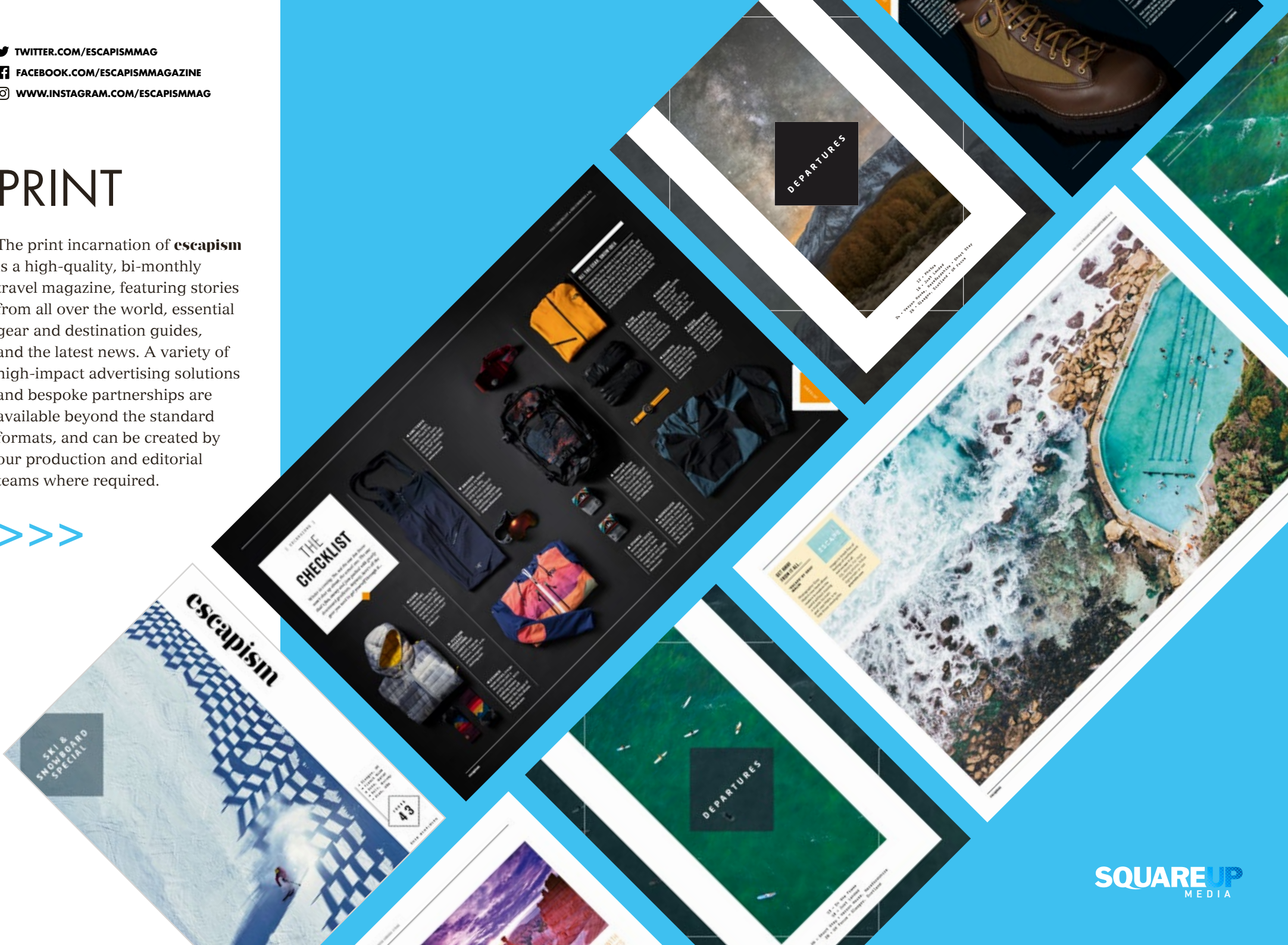
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PRINT

The print incarnation of **escapism** is a high-quality, bi-monthly travel magazine, featuring stories from all over the world, essential gear and destination guides, and the latest news. 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.



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PRINT

RATE CARD

Cover Wrap	£55,000
8 Page Guide	£48,000
Opening DPS	£20,800
Sponsored Feature	£25/£30k
DPS Advertorial	£18,000
FP advertorial	£9,000
Advertorial Strip	£4,000
Double Page Spread	£16,000
Full Page	£7,500
Bookends	£8,000
Embedded Half page	£5,000
Intermediate Competition	£12,000
Advanced Competition	£22,000



ESCAPISM
TRANSPORTS
READERS FROM
LONDON'S
STREETS TO
SOMEWHERE
ELSE ENTIRELY



SQUAREUP
MEDIA

ONLINE

escapism's online home is a bustling hub where readers can find inspirational travel stories from all over the world. With features, travel guides and news, it's an essential read for anyone who wants the inside track on the hottest places to go on holiday. With a careful eye on user interaction, our advertising solutions have been specifically chosen to deliver response to our partners – click-through rates are already some of the strongest in the industry. Both standard and rich media advertising can be integrated into the site.



Unique Visitors p/m	110,000
Pageviews p/m	370,000
CTR avg since launch	0.29%
Dwell time avg	1m 30s

RATE CARD

Website

Bespoke Micro Site	£25,000
Advert Banner	£28 CPM
7 Day Homepage Takeover	£6,995
Online Advertorial	£5,000
Competition Package	£6,000

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SOCIAL

escapism taps into a hugely enthusiastic and engaged community of travel lovers on its social media channels, each with the brand's distinctive tone and style. The option to include social media posts alongside larger content-based campaigns and competitions can amplify reach.

RATE CARD

Facebook Post	£500
Twitter Post	£500



SQUAREUP
MEDIA

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E-NEWSLETTERS & SOLUS MAILERS

escapism's weekly e-newsletter delivers travel inspiration straight to our readers' inboxes. Each one is full of bite-sized guides, entertainment and competitions, with the same vibrant content and design as you'll find across our print and digital platforms.

The super-MPU ad units offer our boldest advertising opportunities yet. CTR rates are among the strongest in the industry.

Opportunities are also available for solus emails that enable clients to reach **escapism** readers with impactful, tailored content.

Database size	31,000
Average open rate	34%

RATE CARD

Super MPU	£2,000
Solus E-Newsletter	£5,000

escapism



Super MPU

SQUAREUP
MEDIA

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PRINT ADVERTISING SOLUTION

FRONT COVER WRAP

THERE'S NO MORE powerful way to place your brand right at the front of **escapism** readers' minds than with a cover wrap. For maximum impact, your creative will appear alongside the **escapism** masthead, along with adverts on the outside-back and inside-front covers.

RATE CARD

Cover Wrap	£55,000
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Outside back cover

Front cover



Inside front cover



Inside back cover



PRINT ADVERTISING SOLUTION

THE 8-PAGE INSIDER'S GUIDE

TO TELL A richer and more in-depth story about your destination, **escapism's** 8-page Insider's Guides offer a compelling and powerful solution. Our award-winning creative team will work with you to develop a bespoke advertorial destination guide that informs and inspires readers.

RATE CARD

The Insider's Guide	£48,000
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Feature labels

SPOTLIGHT BARBADOS

THE ISLAND HIT LIST

Whatever you're into, you'll never run out of things to do in Barbados. Here are ten essentials for your island itinerary

WE'VE ALREADY TOLD you about Barbados's vibrant and distinctive local culture, but there's plenty more to discover on the island, too. Some, like the legendary Friday night fish fry at Oistins, will probably

that anyone can visit, and you'll be glad you did when you spot a jewel-coloured hummingbird or see monkeys playing in the treetops. There's a café, too, where they serve up simple but delicious Bajan food.

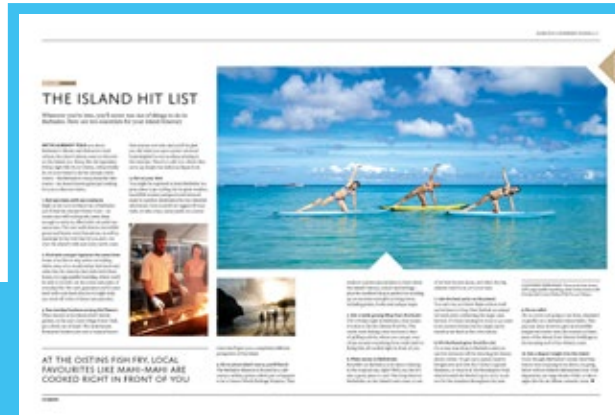
Branding logo



Guide opener



Feature 1



Feature 2



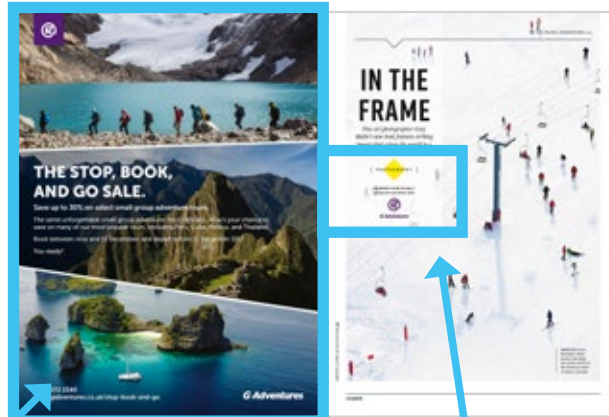
Feature 3

Introduction and contents

PRINT ADVERTISING SOLUTION

SPONSORSHIP OF 'IN THE FRAME' PHOTOGRAPHY SECTION

- Opening single page advert
- 'In association' strip
- Editorial boxout
- Closing single page advert
- Digital competition online
- 1 x Super MPU in e-newsletter



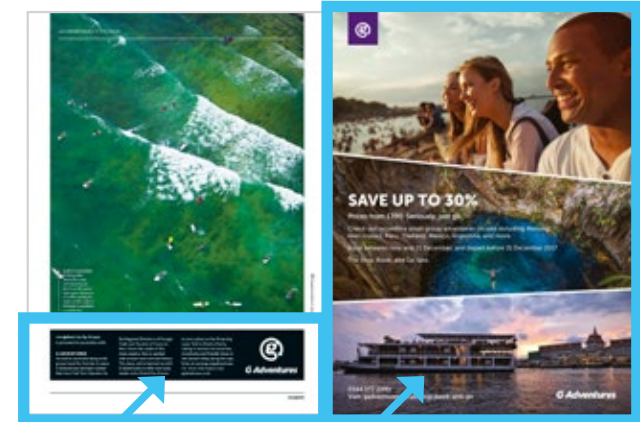
Opening advert

'In association' logo



RATE CARD

SPONSORSHIP OF IN THE FRAME	£25,000
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'In association' strip

Closing advert

TWITTER.COM/ESCAPISMMAG
 FACEBOOK.COM/ESCAPISMMAGAZINE
 WWW.INSTAGRAM.COM/ESCAPISMMAG

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PRINT ADVERTISING SOLUTION

SPONSORSHIP OF THE CHECKLIST FEATURE

- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on opening page
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter

RATE CARD

SPONSORSHIP OF THE CHECKLIST FEATURE	£25,000
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PUBLICATION PRODUCED TO THE HIGHEST STANDARD. IT'S A MUST ON OUR MEDIA PLAN

JOHN DAVIES, Brand Manager, SMEG



Opening advert

'In association' logo



Closing advert

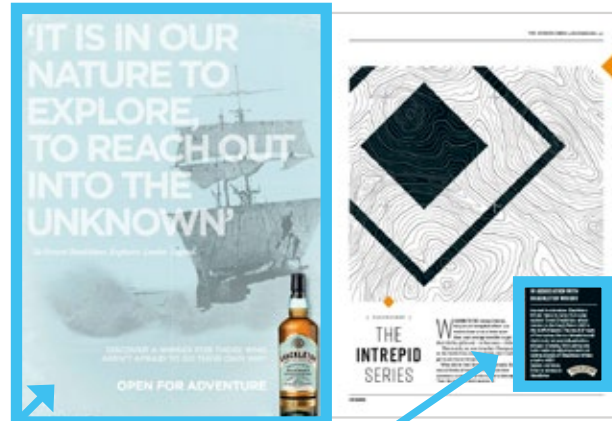
PRINT ADVERTISING SOLUTION

SPONSORSHIP OF THE INTREPID SERIES FEATURE

- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on opening page
- In-feature bookend adverts
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter

RATE CARD

SPONSORSHIP OF THE INTREPID SERIES FEATURE	£30,000
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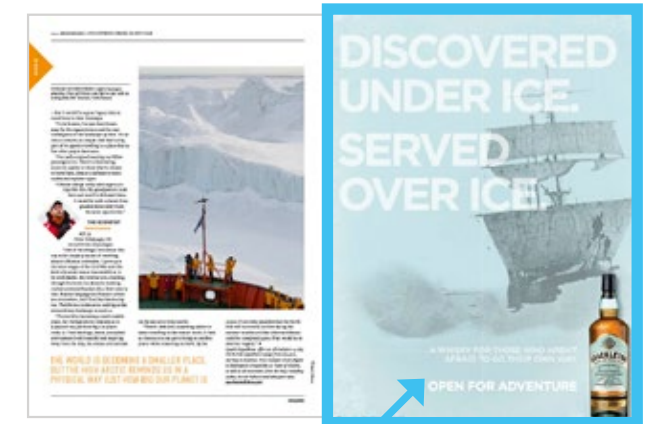


Opening advert

'In association' logo



Bookend adverts



Closing advert

PRINT ADVERTISING SOLUTION

SPONSORSHIP OF THE SELECTOR

- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on closing page
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter

Opening advert



Opening advert

'In association' logo

RATE CARD

SPONSORSHIP OF THE SELECTOR FEATURE	£25,000
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'In association' strip

Closing advert



...ate
ched to
the suites.
etter, there
even restaur-
s to choose
n, whether you
ncy beers on the
each or a full-
blown fine-dine
experience.
STAY: Suites from
£208 per night.
thecrane.com
GETTING THERE:
Virgin Atlantic flies
from Gatwick to
Barbados from
£481 return.
virginatlantic.com.

...en named Best Inca Trail
Tour Operator by the Regional
Direction of Foreign Trade and
Tourism of Cusco in Peru. Once
the cradle of the Inca empire,
Peru is packed with ancient
and colonial history. This

...ssue, we've teamed up with G
Adventures to offer one lucky
reader and a friend the chance
to win a place on the three-day
Lima Trek to Machu Picchu
taking in remote communities,
mountains and friendly faces

...in the Sacred Valley alone the
way. Enter at escm.ag.co/adventures. For more information visit
adventures.co.uk



PRINT ADVERTISING SOLUTION

SPONSORSHIP OF THE CITY GUIDE

- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on closing page
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter

Opening advert



Opening advert



'In association' logo



RATE CARD

SPONSORSHIP OF THE CITY GUIDE FEATURE	£25,000
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'In association' strip

Closing advert

PRINT ADVERTISING SOLUTION

ADVERTORIALS

We work with clients to produce bespoke advertorial content that delivers results. Whatever message you're looking to promote, we can collaborate with you to ensure it reaches our readers with maximum impact, whether in print, online, or a combination of the two.

Double page spread



RATE CARD

Full page	£9,000
Double-page spread	£18,000

Full page

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WWW.INSTAGRAM.COM/ESCAPISMMAG

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PRINT / DIGITAL ADVERTISING SOLUTION

COMPETITION PACKAGE

There are few better ways to connect with the **escapism** audience than through a competition, where clients can combine bespoke content with the opportunity to offer readers a chance to experience the brand first-hand.

RATE CARD

Digital Only	£6,000
Intermediate	£12,000
Advanced	£22,000



WIN



SQUAREUP MEDIA

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 FACEBOOK.COM/ESCAPISMMAGAZINE
 WWW.INSTAGRAM.COM/ESCAPISMMAG

DIGITAL ADVERTISING SOLUTION

ONLINE HUB

For a holistic branded content or promotional campaign that features across a number of web pages, an online content hub is the best place to keep it all together in an easily navigable and prominent part of the **escapism** website. The design and content can all be tailored for any brand.

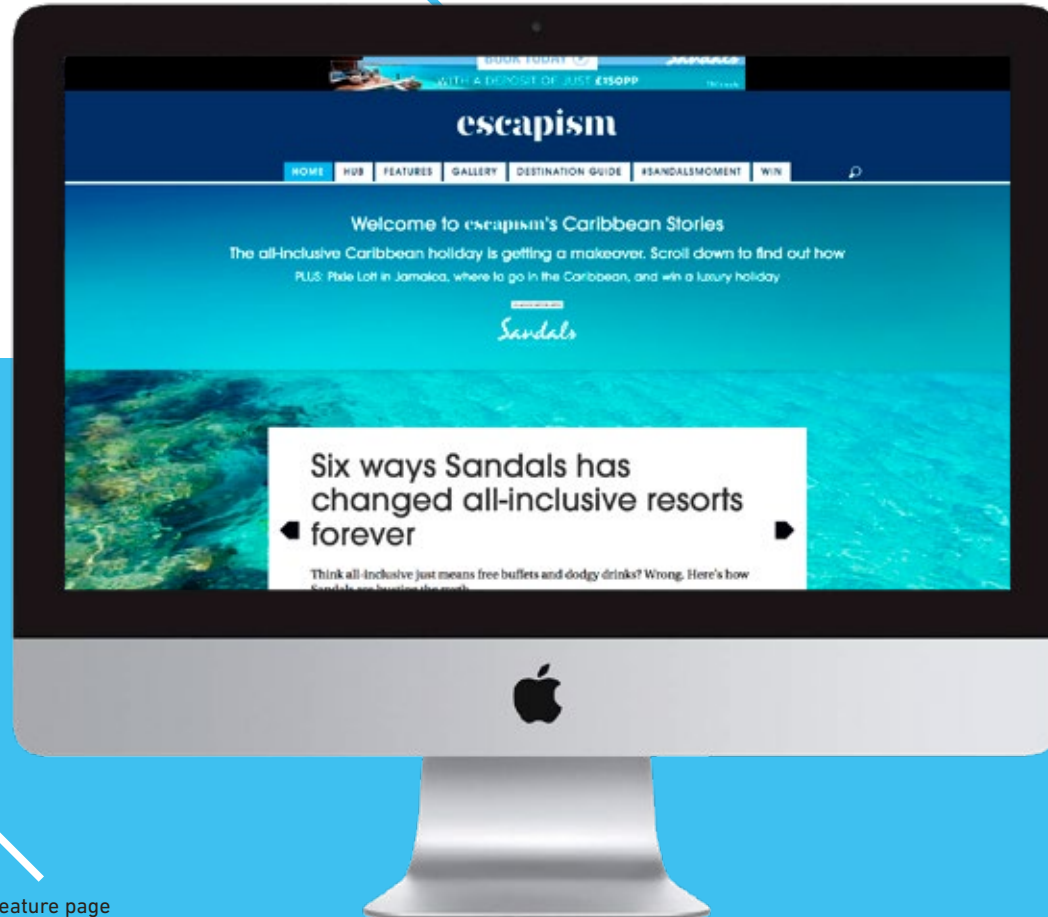
RATE CARD

Online hub	£25,000
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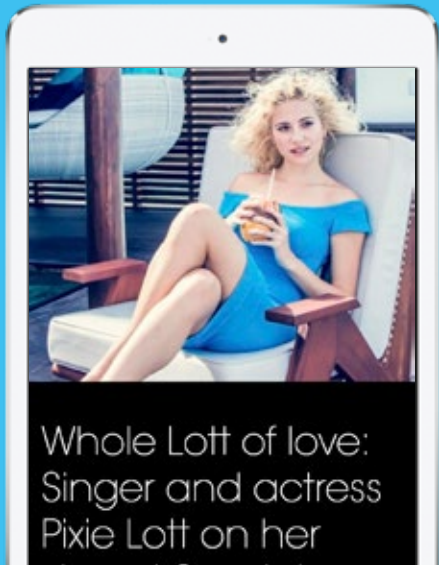


Instagram images

Feature carousel



Feature page



TWITTER.COM/ESCAPISMMAG

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WWW.INSTAGRAM.COM/ESCAPISMMAG

DIGITAL ADVERTISING SOLUTION

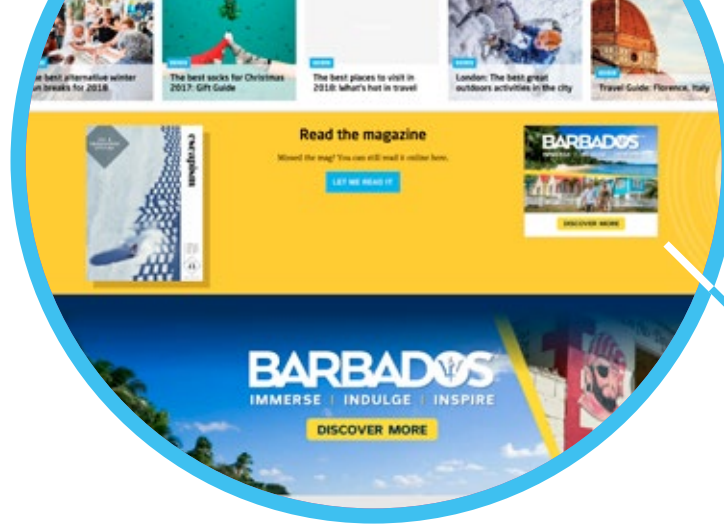
HOMEPAGE TAKEOVER

A piece of prime real estate on the **escapism** website, the homepage takeover is a chance to deliver a strong, highly visual brand message next to the brand's hero content online. The bespoke Epic Parallax integration means high impact, too.

Epic Parallax ad solutions are also available as ROS.

RATE CARD

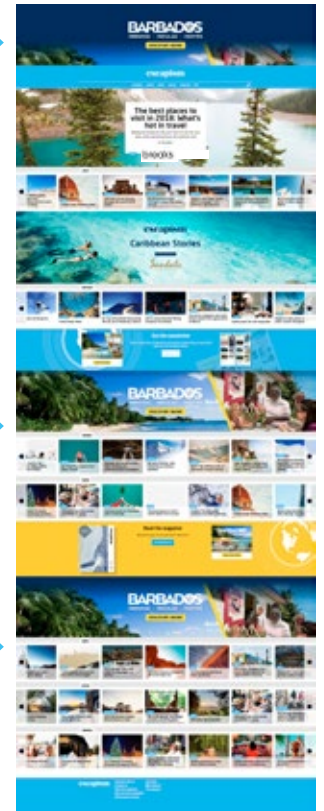
Homepage Takeover	£6,995
Epic Parallax (ROS)	£48 CPM



Standard MPU

3 Epic Parallax creatives & 2 MPUs

1 →



2 →

3 →



Mobile



WHAT OUR PARTNERS ARE SAYING

Our experience last year with the **escapism** team – be it your **sales** or your editorial staff – was a **most happy** one. Both were **friendly, accommodating** and **professional** - in short, a **pleasure** to deal with. We look forward to working with you on many more occasions

JEANETTE SCHUCHMANN,
Deputy Director UK & Ireland,
German National Tourist Office

AS OUR FIRST CONSUMER FACING EVENT, WE **COULDN'T HAVE WISHED FOR MORE** – OR A BETTER PARTNER TO HOST WITH. WE WERE **DELIGHTED** WITH ATTENDANCE, WE'VE ALREADY HAD SOME **GREAT CUSTOMER FEEDBACK** AND EVEN MANAGED TO DO SOME ON-THE-NIGHT QUOTES, SO FINGERS CROSSED THEY CONVERT INTO BOOKINGS. TOTAL **PLEASURE** WORKING WITH ALL AT **escapism** AS ALWAYS, AND LOOK FORWARD TO MORE OF THE SAME.

JENNY SOWERBY, Head of Marketing,
Sandals & Beaches Resorts

I checked out the new mag on the iPad last night – **looks fantastic!** Thanks for all your help.

MARK BRIGHAM, Owner, Ellis Brigham Mountain Sports (& The Snowboard Asylum)

OUR ADVERTISERS

truetraveller

BERMUDA

Austrian National
Tourist Office

+Babbel

Blacks

BOMBAY SAPPHIRE

BRITISH AIRWAYS

contiki
TRAVEL WITH NO REGRETS

SNOW
+
ROCK

CRYSTAL
SKI HOLIDAYS

The Crane
PRIVATE RESIDENCES

finisterre

G Adventures

GRAND
AMERICAN
ADVENTURES

IMAGINE[®]
CRUISING

INTREPID
TRAVEL EXPERIENCES

Jeep

Jet2.com

QANTAS
Spirit of Australia

QATAR

Sandals
THE LUXURY INCLUDED VACATION

SHINOLA

STAY TRAVEL

TRAILFINDERS
THE TRAVEL EXPERTS

TUDOR

TUI
UK & Ireland

Turkey

Virgin HOLIDAYS

WESTJET

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ADVERTISING ENQUIRIES

advertising@squareupmedia.com

PRESS ENQUIRIES

marketing@squareupmedia.com

EDITORIAL ENQUIRIES

editorial@squareupmedia.com

CREATIVE SERVICES

creative@squareupmedia.com

ADVERTISING COPY PRODUCTION

production@squareupmedia.com

SUBSCRIPTIONS

subscriptions@squareupmedia.com

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