

# escapism



WHAT'S HOT FOR 2020

THE 50TH ISSUE

ISSUE 55

ISSUE 50

ISSUE 56

FOOD AND TRAVEL SPECIAL

CITY BREAKS SPECIAL

THE ADVENTURE SPECIAL

ISSUE 51

WHAT'S HOT IN 2018

THE FOOD & TRAVEL SPECIAL

ISSUE 53

SKI & SNOWBOARD SPECIAL

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# ESCAPISM IS THE UK'S MOST EXCITING INDEPENDENT TRAVEL MAGAZINE, FOR PEOPLE WHO WANT MORE THAN JUST A HOLIDAY...

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escapism

# ESCAPISM BRINGS READERS CLOSER TO THE MOST INSPIRING PLACES ON EARTH

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 country's leading independent travel magazine, with 50,000 copies distributed free across London and the UK. Read on to find out more about our award-winning publication.

thread/needle  
MEDIA





# Brand

## OVERVIEW

### Reader Profile

- + Age: 25+
- + Gender: 47% male / 53% female
- + Household income: 61% > £100k pa and 17% > £120k pa

### Magazine

- + Circulation: 50,000
- + Readership: 200,000
- + Frequency: Quarterly

### escapismmagazine.com

- + Average unique visitors per month: 52k
- + Average page views per month: 76k

### Social

- + Instagram: @escapismmag – 7.4k followers
- + Twitter: @escapismmag – 11.3k followers
- + Facebook: @escapismmagazine – 21.8k followers

### Newsletter

- + Frequency: Monthly
- + Database size: 28,600
- + Average open rate: 25%





# Print

## DISTRIBUTION

WITH A CORE distribution network within London Zones 1 and 2 and a subscription model that delivers across the UK, the print edition of **escapism** reaches an affluent demographic in the country's capital and further afield.

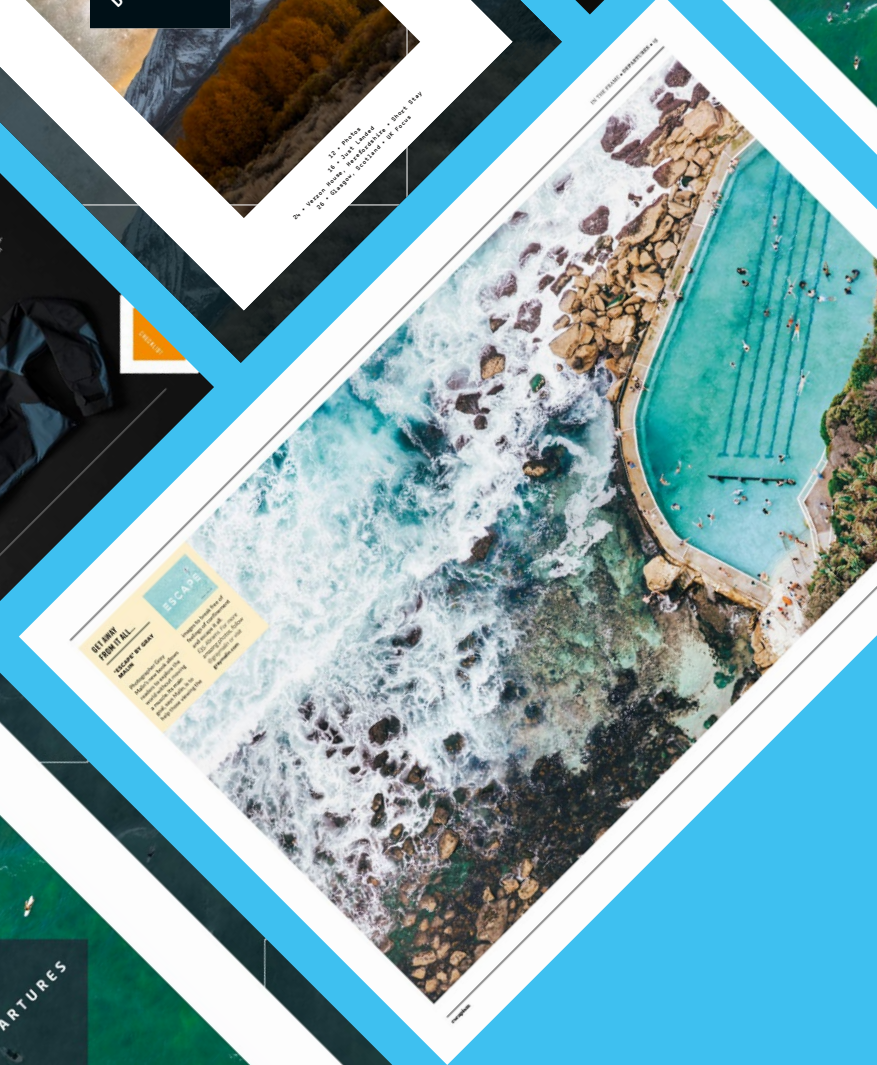
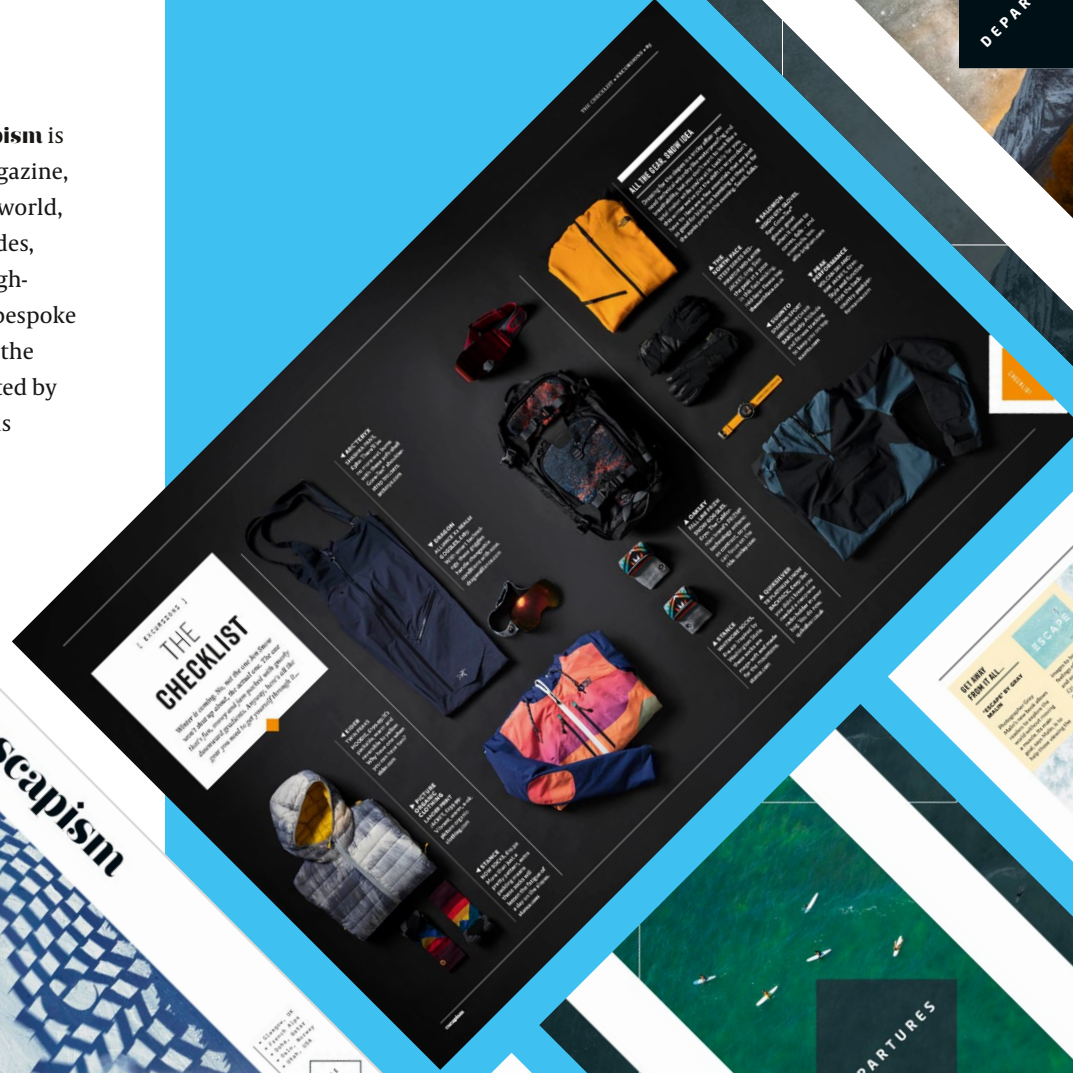
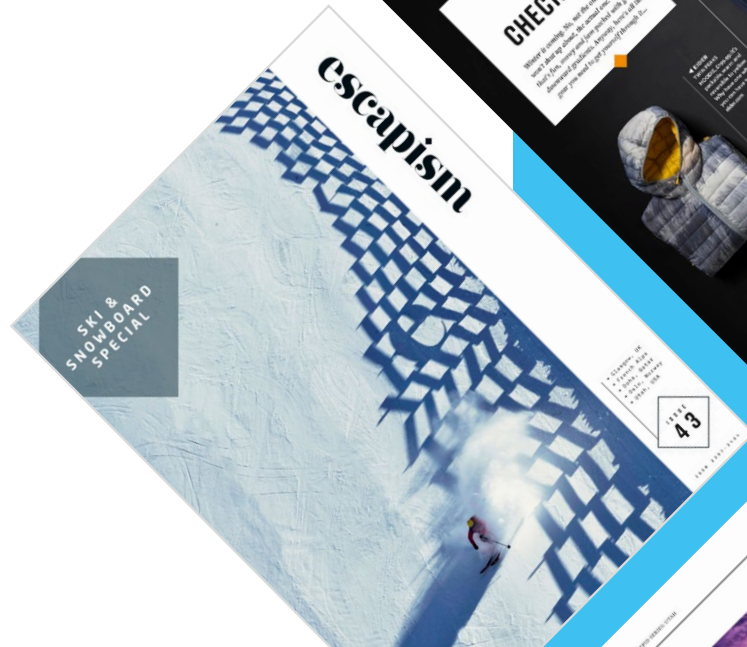
Circulation	50,000
Readership	200,000





# Print

THE PRINT INCARNATION of **escapism** is a high-quality, quarterly 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.





## Print

### DISPLAY RATE CARD

Outside Back Cover Full Page	£24,999
First Double Page Spread	£19,999
Double Page Spread	£15,999
Full Page	£7,599
Embedded Half Page	£4,999

### PARTNERSHIP RATE CARD

Cover Wrap	£54,999
8 Page Guide	£47,999
Advertorial Double Page Spread	£20,799
Advertorial Full Page	£9,749

### COMPETITION RATE CARD

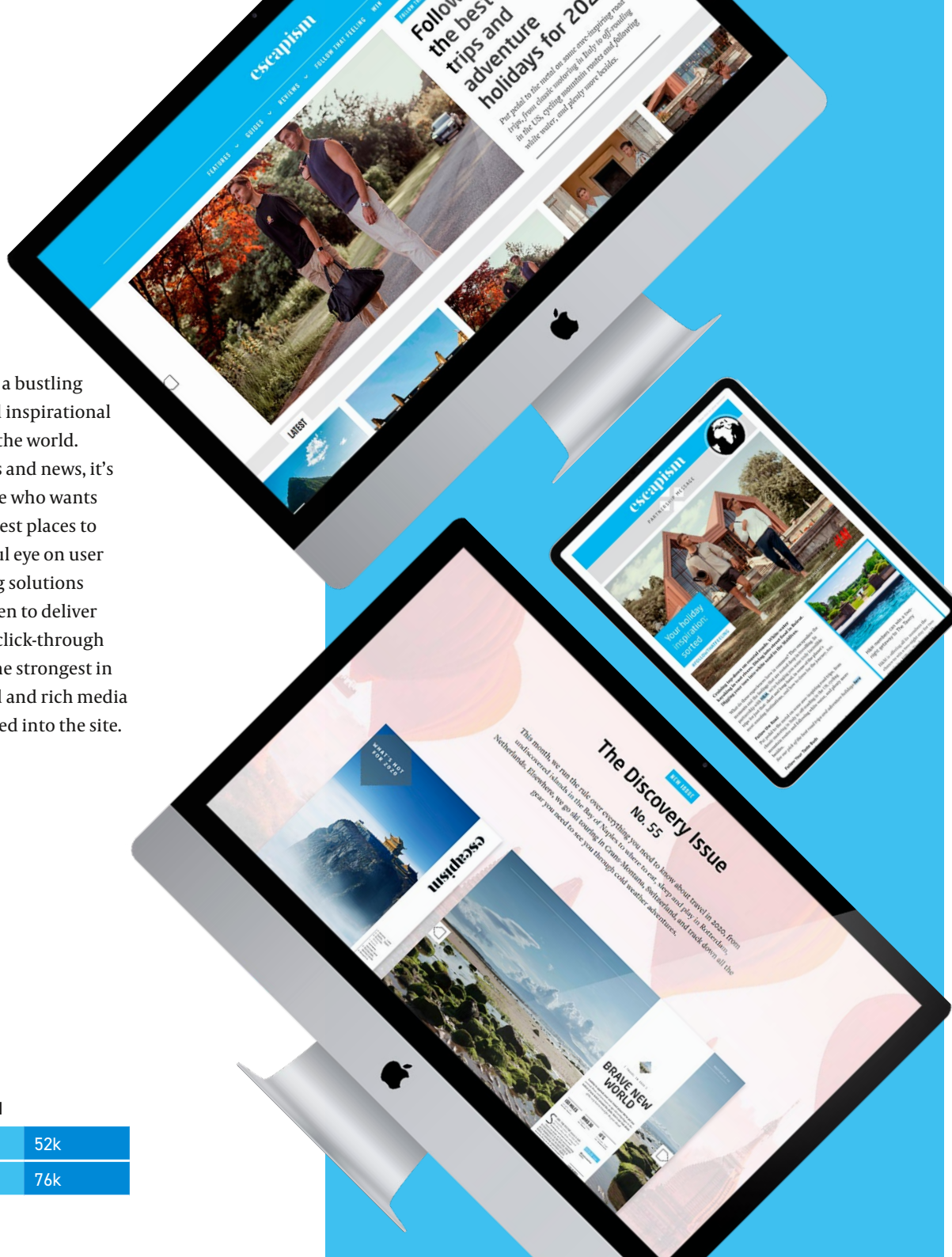
Print & Online Competition	£12,749
Online Competition	£6,999

ESCAPISM  
TRANSPORTS  
READERS FROM  
THE UK'S STREETS  
TO SOMEWHERE  
ELSE ENTIRELY



# Website

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.



## ESCAPISMMAGAZINE.COM

Unique Visitors p/m	52k
Pageviews p/m	76k

## RATE CARD

### HOMEPAGE/CHANNEL TAKEOVER

Per week	£6,999
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### ROS IMPRESSIONS

MPU, Leaderboards	£28 CPM
Double MPU	£38 CPM
Epic Parallax	£50 CPM

### COMPETITION PACKAGE

Online Competition	£6,999
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### DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£600
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# 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.

## NEWSLETTERS

Average database size	35k
Average open rate	21.3%

## RATE CARD

Super MPU	£1,999
Solus newsletter	£9,999





# 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.



## AUDIENCES

Instagram	7k
Twitter	11.5k
Facebook	22.7k

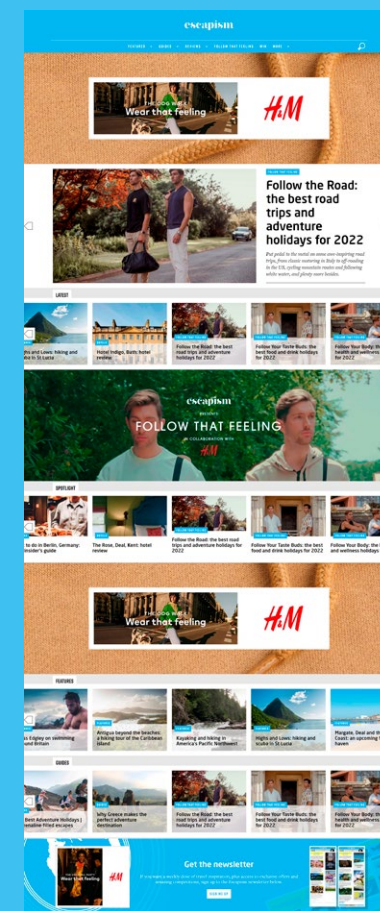
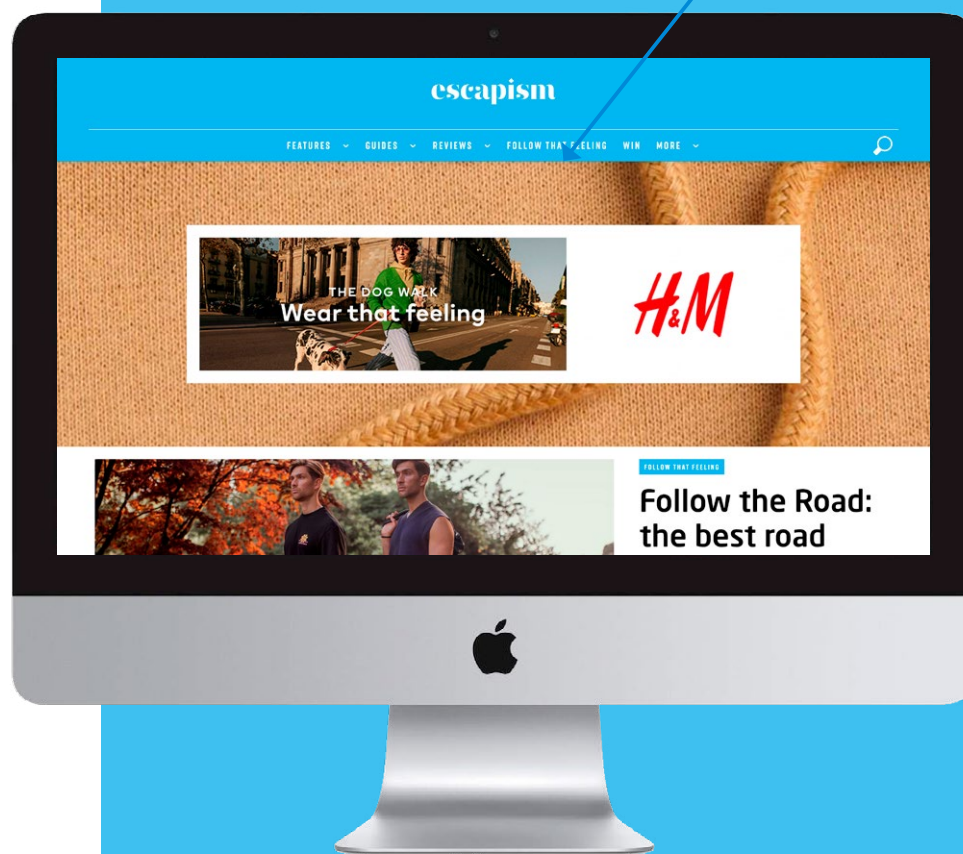
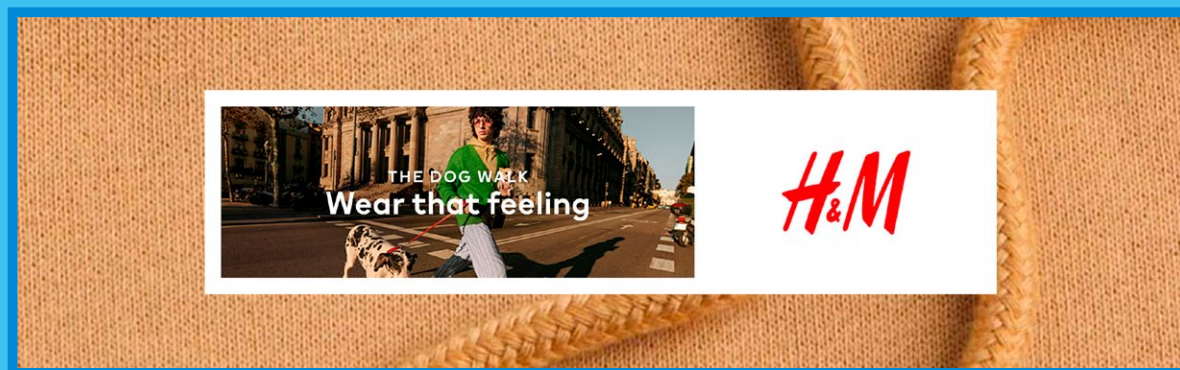


ADVERTISING SOLUTION

# 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	£6,999
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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

Front cover wrap package: £54,999  
 includes Front Cover, Inside Front FP, Inside Back Cover FP and Outside Back FP



Outside back cover

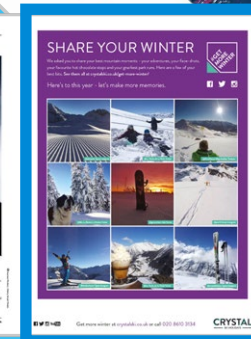
Front cover



Inside front cover



Inside back cover



• G...  
 • Fre...  
 • Dehe...  
 • Oslo, No...  
 • Utah, USA

ISSUE  
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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.



## RATE CARD

Advertorial Double Page Spread	£20,799
Advertorial Full Page	£9,749



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. The option to keep opt-in user data is also available, subject to an extra fee and according to GDPR.



Newsletter slot

Competition print listing

Social post

### COMPETITION RATE CARD

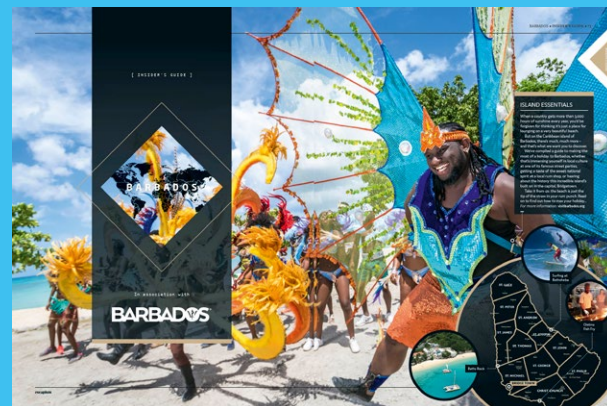
Print & Online Competition	£12,749
Online Competition	£6,999



ADVERTISING SOLUTION

# The eight-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.



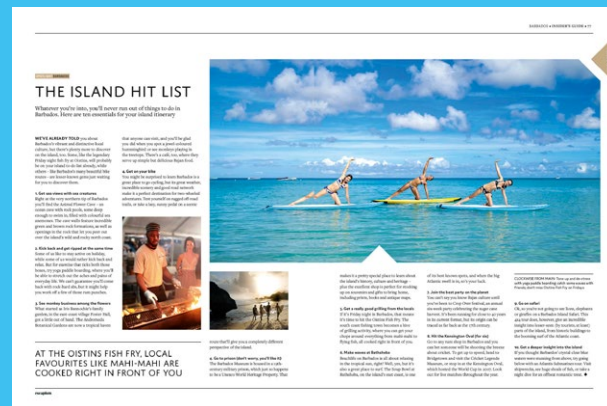
Guide opener

Branding logo

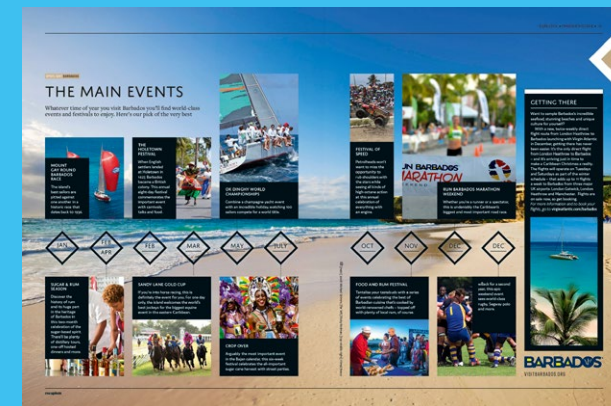
Introduction



Feature 1



Feature 2



Feature 3

RATE CARD

8-page guide	£49,999
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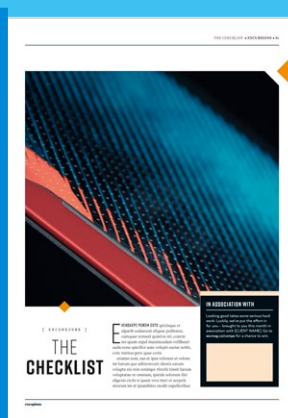
ADVERTISING SOLUTION

# The Checklist feature sponsorship

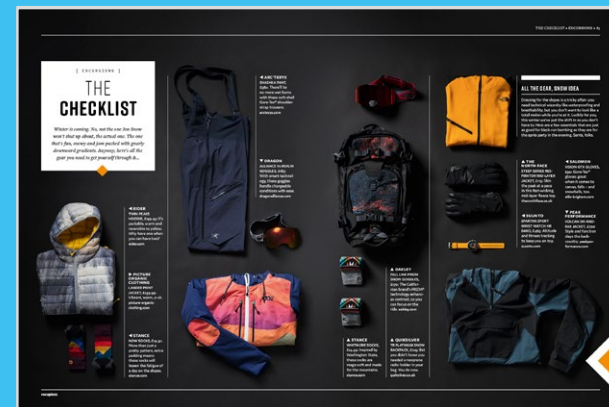
- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on opening page
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter



Opening advert



In association



Closing advert

RATE CARD

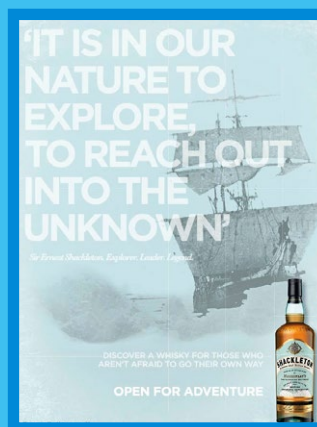
Sponsorship of The Checklist feature	£24,999
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ADVERTISING SOLUTION

# Intrepid series feature sponsorship

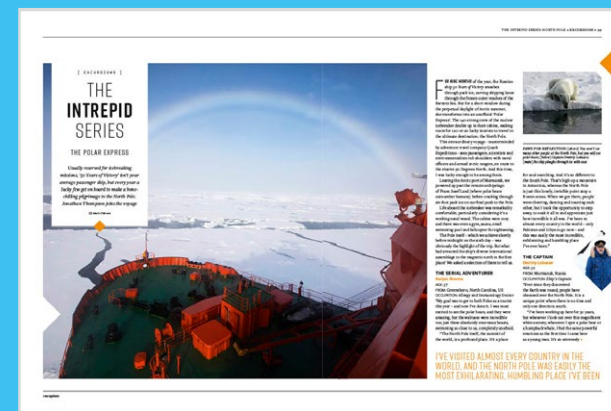
- Opening single-page advert
- 'In association' strip, plus logo
- Boxout on opening page
- In-feature bookend adverts
- Closing single-page advert
- Digital competition online
- 1 x Super MPU in e-newsletter



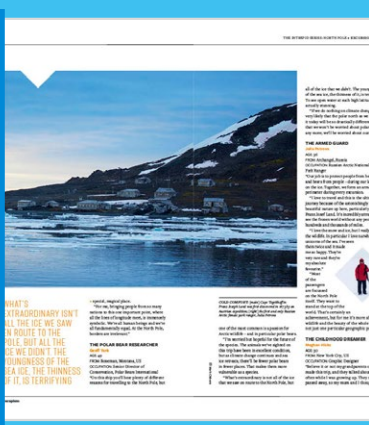
Opening advert



In association



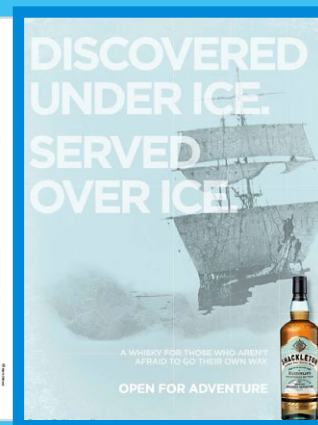
1/3 advert



1/3 advert



Closing advert



RATE CARD

Sponsorship of the Intrepid Series feature	£29,999
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ADVERTISING SOLUTION

# Selector section sponsorship

- 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



RATE CARD

Sponsorship of the Selector section	£24,999
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# escapism

## Get in touch

ADVERTISING ENQUIRIES  
[advertising@escapismmagazine.com](mailto:advertising@escapismmagazine.com)

EDITORIAL ENQUIRIES  
[stories@escapismmagazine.com](mailto:stories@escapismmagazine.com)

ADVERTISING PRODUCTION  
[production@escapismmagazine.com](mailto:production@escapismmagazine.com)

SUBSCRIPTIONS  
[subscriptions@escapismmagazine.com](mailto:subscriptions@escapismmagazine.com)

RECRUITMENT  
[jobs@escapismmagazine.com](mailto:jobs@escapismmagazine.com)

 @ESCAPISMMAG

 @ESCAPISMMAGAZINE

 @ESCAPISMMAG

thread/needle