

Square Up Media Announces Foodism Platform To Launch As London's Largest Food Magazine

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Square Up Media has announced that its popular digital platform Foodism will be launched as a monthly print title in December. The news follows a year in which Foodism has become established as a website and weekly e-newsletter. It has also appeared as a dedicated print section in sister title Escapism, the UK's largest independent travel magazine, but will be available as a standalone magazine for the first time.

110,000 copies of the first issue will be printed and distributed on the 1st and 2nd of December, with Square Up Media projecting an ABC-audited circulation figure of nearly 105,000, securing it the title of London's largest food magazine.

It will use the same distribution model as Escapism – handed out through select Evening Standard vendors as well as Foodism-branded reps spanning Zone 1 and Zone 2 Tube stations.

While the focus of the digital platform has been worldwide, the print title will be London-centric. Features in the first issue include a battle between the capital's emerging street foods, an insight into the trends set to drive London eating and drinking in 2015, and a look at some of London's most tattooed chefs.

Brands supporting the first print issue include Starbucks, Kenwood, and Pilsner Urquell along with the Searcy's group and Virgin Limited Edition. The magazine will also be collaborating with several of the country's leading supermarkets, including Waitrose and ASDA .

Foodism editor Jon Hawkins: "Londoners have never been more passionate about eating and drinking, and we felt a great opportunity existed to create a free magazine that reflects the ever-growing buzz around these subjects. This is not just a magazine for obsessive foodies, either – it's for anyone who likes their eating, drinking and cooking served up with a big slice of fun."

Square Up Media CEO Tim Slee says the move to print was an easy decision: "While some publishers are still struggling to turn their print products into digital ones, we've come full circle," he says. "After nearly a year of online success, we can bring Foodism into print with less risk than any title we've ever launched. Our brands have enjoyed strong digital performance this year, but this doesn't mean print is redundant – far from it, in fact. Controlled circulation titles have never been more popular – and their market share is only going to continue increasing."

The title's digital platforms will continue to service an audience of nearly 80,000 subscribers – the company's fastest growing database.

Foodism magazine will be the latest title added to Square Up Media's print portfolio, which already includes Square Mile, Hedge and Escapism.

The first issue will be distributed on 1 and 2 December.

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INFORMATION

Foodism

Foodism began in November 2013 as a website and weekly email for food and drink lovers. In December 2014 it launches as a stand-alone print magazine. It will be distributed monthly at zones 1 and 2 tube stations For more information visit www.foodism.co.uk

Square Up Media

Square Up Media is one of London's leading luxury publishing houses. Its portfolio includes Square Mile magazine, Hedge magazine, Escapism magazine, Foodism magazine, Festival Baby and squaremile.com. For more information visit squareupmedia.com

For More Information

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