

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Coffee-drinking is a wide-spread habit – and daily routine – among many Canadians, yet individual tastes vary greatly. Some grab a cup on the go from their favourite coffee shop, others lovingly prepare a pot at home. And with more and more choices on the market – including different roasts, flavoured and decaf options, cold brews and iced drinks – consumers are becoming more and more choosy about their perfect shot of caffeine. This is a 3 part series for 2017.



GOING LIVE IN PRINT AND ONLINE:

FEBRUARY 20, 2017
SEPTEMBER 14, 2017
DECEMBER 13, 2017

GET INVOLVED BY:

JANUARY 16, 2017
AUGUST 3, 2017
NOVEMBER 1, 2017

MATERIALS DUE:

FEBRUARY 13, 2017
SEPTEMBER 7, 2017
DECEMBER 6, 2017

This special feature will include the following highlights:

TOP COFFEE BRANDS. We explore the top brands and coffee shops that have earned the loyalty of Canadian coffee drinkers.

FLAVOURS. What's new in the world of coffee and how are consumer choices influencing what's on offer?

COFFEE GEAR. We look at accessories, such as grinders, drip-coffee machines, percolators, espresso-makers and other coffee-making equipment.

INNOVATION. We explore the technology and innovation that have improved quality and availability of coffees – from growing and roasting to packaging and distribution.

HEALTH BENEFITS. What is the latest evidence on how coffee consumption affects the health of Canadians?

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1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



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6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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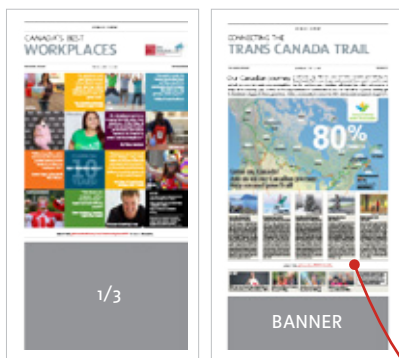
COFFEE



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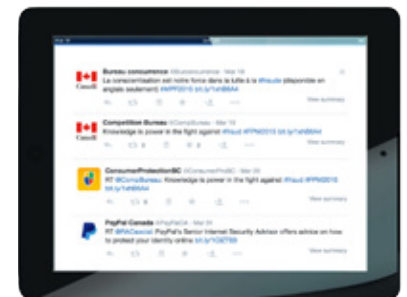
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