

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



COFFEE

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.



GOING LIVE IN PRINT AND ONLINE:
SEPTEMBER 14, 2017
DECEMBER 13, 2017

GET INVOLVED BY:
AUGUST 3, 2017
NOVEMBER 1, 2017

MATERIALS DUE:
SEPTEMBER 7, 2017
DECEMBER 6, 2017

The following editorial highlights have been proposed for the three-part special feature series:

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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WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

UNIQUE MOBILE VISITORS



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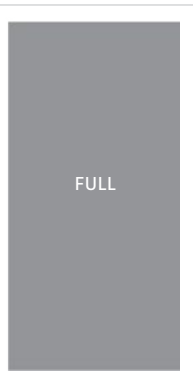
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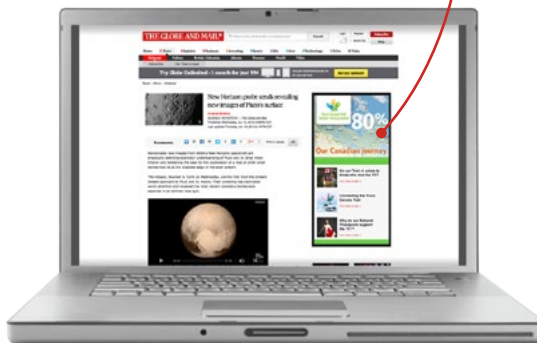


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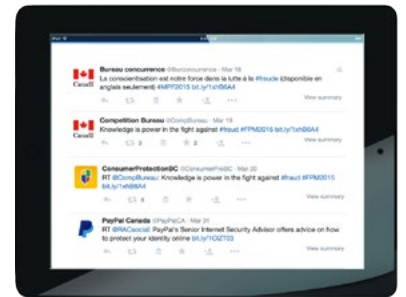


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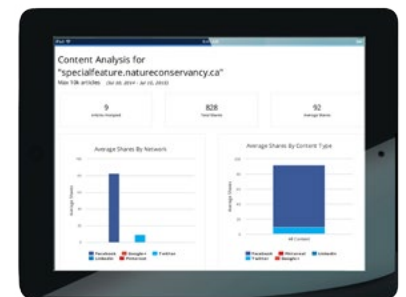
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