

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.



**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



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**6,584,000**

UNIQUE VISITORS EVERY MONTH

**3.6 million**

UNIQUE MOBILE VISITORS



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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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# COFFEE



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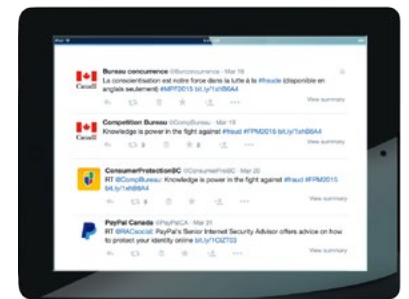
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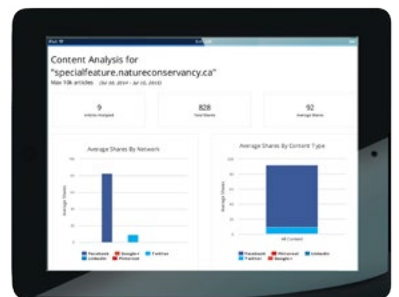
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