

Coffee



PUBLICATION DATE: Wednesday, March 25
GET INVOLVED BY: Wednesday, February 12
MATERIAL DUE: Wednesday, March 18

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Drinking coffee is part of the daily routine of many Canadians, whether they grab a cup on the go from their favourite coffee shop or prepare a pot at home. With more and more choices on the market – including different roasts, flavoured and decaf options, cold brews and different coffee-making equipment – consumers are honing their personal preferences for how they like their caffeinated drinks.

Proposed topics:

BRAND IDENTITY – The brands that have the loyalty of Canadian coffee drinkers.

COFFEE GEAR – Accessories, such as grinders, drip machines, percolators, espresso-makers and other coffee-making equipment.

INNOVATION – What’s new in the world of coffee-making, from growing and roasting to packaging and distribution?

HEALTH IMPLICATIONS – How does coffee consumption affect health and well-being?

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager, rdeacon@globeandmail.com

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS.
PARTICIPATING ADVERTISERS
CAN BE MENTIONED/QUOTED
WITHIN CONTENT SPACE.

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

ONLINE: National Edition
4.6 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition
899,000 WEEKDAY PRINT READERS

Source: Vividata Spring 2019, National,
Globe Weekly Print and Digital Readers

WITH POWERFUL INTERACTIVITY RESULTS

35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a
similar feature on this topic

