

National Coffee Day



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GET INVOLVED BY: Wednesday, August 4

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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

National Coffee Day, also known as Coffee Day, celebrates coffee and the enjoyment it brings to people all over the world. This special feature highlights the coffee drinking habits of Canadians as well as the trends that influence whether they grab a cup from their favourite coffee shop or prepare a pot at home.

Proposed topic highlights:

FAVOURITES – 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?

WELL-BEING – The impact of coffee consumption on health and well-being.

GET INVOLVED TODAY. CONTACT:

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THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

ONLINE: National Edition

7.5 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

PRINT: National Edition

923,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2020, National, A14+

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

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