

# Organic Week



**PUBLICATION DATE:** Friday, September 10  
**GET INVOLVED BY:** Friday, July 16  
**PRINT/DIGITAL AD MATERIAL DUE:** Wednesday, August 25  
**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Organic Week – held September 13 to 19, 2021 – represents the largest annual celebration of organic food, farming and products across the country. This special feature, produced in collaboration with the Canada Organic Trade Association (COTA), highlights the organic sector’s contributions to advancing health, economic and environmental sustainability, and food security.

- Proposed topic highlights:**
- LEADERSHIP & ENGAGEMENT** – Meet Canadian advocates, farmers, innovators and industry leaders.
  - ORGANIC A PRIORITY DURING COVID** – Health and environmental benefits in the spotlight.
  - ORGANIC AS A REGENERATIVE SYSTEM** – Regenerative practices key for sustainable food systems.
  - ORGANIC AS A CLIMATE CHANGE SOLUTION** – Farming and food production practices and their impact on climate change.
  - SCIENTIFIC RESEARCH THAT BACKS ORGANIC CLAIMS** – Highlighting up-to-date statistics and research findings.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto: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**  
**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

**Click on the report below to see a similar feature**

