



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Coffee Day

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Coffee culture is more than just a beverage preference; it's a global phenomenon that transcends borders and brings people together. It's the art of savouring a perfect cup, be it a pour-over or cappuccino, fostering camaraderie in cafes where conversations flow, ideas flourish, and friendships bloom. From Vancouver's bustling streets to St. John's tranquil corners, it celebrates the simplicity of coffee and the warmth of human connection, inviting Canadians to relish life, one sip at a time. Strategically timed to plan ahead of National Coffee Day September 29th and International Coffee Day October 1.

Proposed topic highlights:

CANADIAN IDENTITY — How coffee and iconic café chains have become intertwined with Canadian identity and cultural norms.

TRENDS & INSIGHTS — Emerging trends in coffee consumption, preferences, and the coffee industry's impact on the Canadian market.

SUSTAINABILITY — Eco-friendly practices, fair trade, and ethical sourcing within the coffee industry.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
August 2	September 19	September 27	August 2