



MAKE ANYDAY TAKEOUT DAY

CANADA TAKEOUT

MEDIA KIT 2021



WHAT IS CANADA TAKEOUT?

A HUB FOR ALL THINGS TAKEOUT ACROSS CANADA

A CELEBRATION OF EATING OUT AT HOME

Beyond a much-needed break from cooking, ordering out from a local restaurant helps support neighbourhood commerce and contributes to the vibrancy of your community.

WHAT HUNGRY PEOPLE GET ON CANADA TAKEOUT

- A locator map of local restaurants doing takeout
- Exclusive content from trend-setting restaurateurs
- “Coming Soon” announcements
- Special discounts from your favourite local restaurants
- Weekly roundups of places to eat across Canada

WHAT FOODSERVICE OPERATORS GET

- Marketing opportunities
- Ideas from, and connections to, other operators
- An additional avenue to communicate with customers
- Direct ordering
- Industry Insider access



REGISTERED TAKEOUT RESTAURANTS IN CANADA (& Counting!)



EST. JANUARY 2021

MEASUREABLE IMPACT

“The number of restaurant meals consumed at home has increased significantly and now makes up the largest share of the market at 44%.” - NPD Group

- 95% of operators align their promotions with Canada Takeout weekly Food Holidays
- Takeout accounts for 52% of total business, according to a recent survey of foodservice operators across Canada
- 94% of foodservice operators plan on continuing to offer takeout, upon resuming normal operations, as per provincial/regional allowances



STATISTICS

RESTAURANTS REGISTERED:

14,500
(AND COUNTING)

75+

MAJOR SPONSORS & PARTNERS

SOCIAL FOLLOWING:

17,500+ 

5.7 MILLION
YOUTUBE VIDEO VIEWS



52.9 MILLION 

#TakeoutDay HASHTAG REACH

 **160.1 MILLION**

#TakeoutDay HASHTAG IMPRESSIONS

PRESS REACH 
101 MIL

  **43.7 MIL**
NATIONWIDE TV IMPRESSIONS

459,000+ 
WEBSITE VISITORS

PAGE VIEWS: **765,000+**

CANADA TAKOUT

canadatakeout.com



PARTNERSHIP OPPORTUNITY

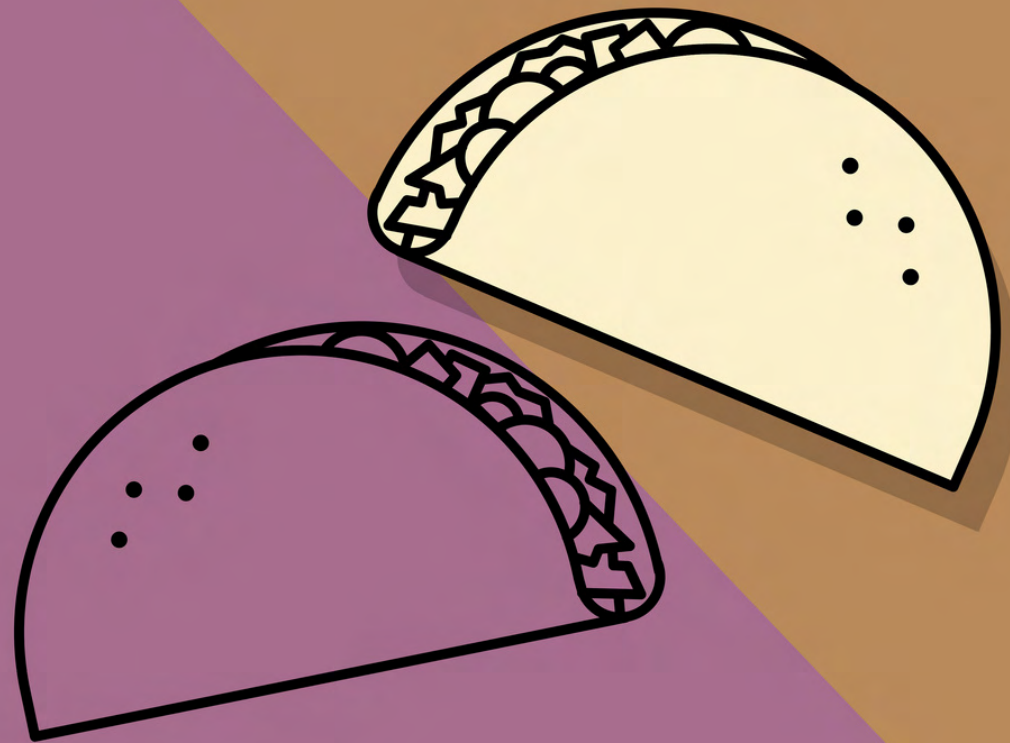
CAMPAIGN ASSET \$1000

Align your brand with Canada Takeout's initiatives by becoming a Campaign Partner, and gain access to Canada Takeout collateral, for use on your platforms.

NATIONAL FAJITA DAY

Tuesday, August 18th

#takeoutday



YOUR LOGO HERE



FEATURE OPPORTUNITY

**FOOD HOLIDAY - SOCIAL MEDIA POSTS &
INTEGRATED AD BUY \$3500**

Be part of Canada Takeout's weekly Food Holiday campaigns – perfect for brands tied to a specific culture or cuisine. Have your logo placed on campaign assets, your handles added to boosted social posts and Canada Takeout assets for your own social feeds.



SOCIAL OPPORTUNITY

EVERGREEN CONTENT - SOCIAL MEDIA POSTS & INTEGRATED AD BUY \$2500

Become part of Canada Takeout's Evergreen Content and be seamlessly integrated into CTO's regular social calendar. Includes shout-outs from you and customers, tagging of your brand's accounts and social engagement*.

*subject to approval by CT team

ADVERTORIALS + NEWSLETTERS

1

INTEGRATED ADVERTORIAL

\$1500

Be featured on the Canada Takeout blog. Have influence over copy and image selection to amplify your brand's value propositions and key messages across up to two key accounts or locations.

2

LONG FORM - CUSTOM

\$2500

Tell a big story on our blog. Includes 100% share of voice in a custom blog post devoted entirely to your brand, influence over copy, amplification of key messaging, image selection, and the ability to feature your business. Ideal for franchises, or hospitality groups.

3

OPERATOR NEWSLETTER

\$3000

Work with our team to craft bespoke copy for maximum impact. Leverage our database of 14,500+ restaurateurs and operators to share your brand's news, offer a promotion, rebate or share a message of support.

4

CUSTOMER NEWSLETTER

\$2500

Ideal for offering a discount, combo or making an announcement, you can reach an audience of 5,000+ to share news or promote an offering. Craft custom messages, select powerful imagery and hone your brand's message. Align with Food Holidays for more impact.



INFLUENCER MARKETING

\$4000

Ideal for promoting products, special offers, new customer locations and your most 'gramable assets. Earn up to 500,000+ impressions with a bespoke influencer campaign. We'll do the heavy lifting by engaging our network of key opinion leaders and foodies to share and amplify your message. Starts at 20 influencers, with a reach of at least 350,000.

DIGITAL ADVERTISING

HOMEPAGE

MID-PAGE BILLBOARD 1300 X 203 \$2500

SINGLE BOX AD 320 X 500 \$1500

LEADERBOARD \$1000

TOP BITES

MID-PAGE BILLBOARD 1300 X 203 \$1500

SINGLE BOX AD 320 X 368 \$750

BIGGER BITES

MID-PAGE BILLBOARD 1300 X 203 \$1500

INDUSTRY INSIDER

TOP-PAGE BILLBOARD 1300 X 203 \$2500

APRIL 15TH PAGE

SINGLE BOX AD 320 X 368 \$500

Rates reflect monthly placement and include one hyperlink.
Custom page takeover packages are available.



SAMPLE FOOD HOLIDAYS

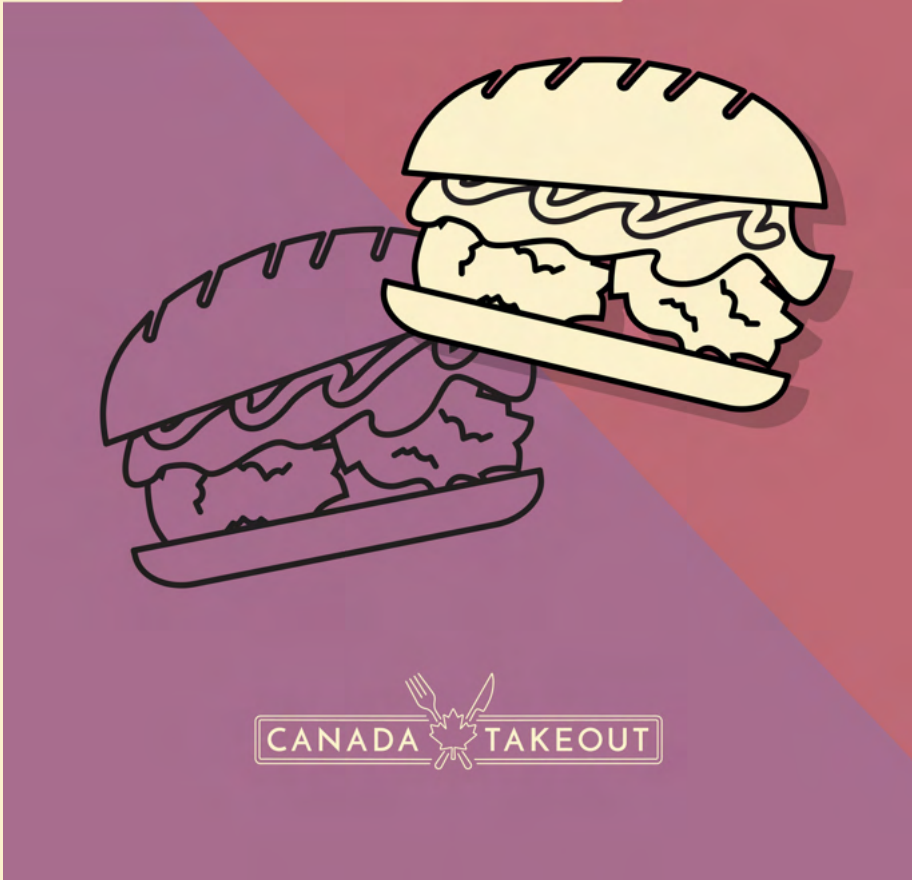
VISIT CANADATAKEOUT.COM FOR OUR CURRENT FOOD HOLIDAYS



FRIED CHICKEN SANDWICH DAY

Wednesday, March 31st

#takeoutday



PIZZA DAY

Wednesday, August 11th

#takeoutday



CHINESE FOOD DAY

Tuesday, August 25th

#takeoutday



MAKE IT SWEET

THERE'S NOTHING SWEETER THAN
GREAT CANADIAN PARTNERSHIPS

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