

# cannabis & tech today

**EXCLUSIVE**  
**DR. SUE SISLEY**  
vs the DEA  
Fighting for  
Cannabis Research

## Clearing the Smoke with **CHEECH MARIN**

**PLUS**  
Creating Peak Innovation  
with CEO Roger Valdesky  
Jason Mewes on His  
Not-So-Rainy Comeback  
George Clinton: Music,  
Medicine, and Marijuana  
How the Cannabis and LGBTQ+  
Communities Can Grow  
Together



# cannabis & tech today

**EXCLUSIVE**  
**JIM BELUSHI**  
Transformation  
Through Cultivation

## **ANAT BARON** Building a Branding Empire

**PLUS**  
Announcing the Sustainable  
Leadership Awards!  
Big Mike Means Big Business  
What is Next Generation Growing?  
MJ Freeway CEO  
Jessica Billingsley Shares  
Her Journey  
Hemp-Based Materials  
Build Sustainable Homes



# cannabis & tech today

## **TOMMY CHONG** Old Dog, New Tricks

**PLUS**  
How to Make Your Grow  
Operation More  
Sustainable  
Exclusive: Aurora  
Cannabis COO  
Cam Battley  
Three Things  
Investors Look For  
Why Tobacco Farmers  
are Switching to Hemp

**EXCLUSIVE**  
**STEVE DEANGELO & TROY DAYTON**  
A View from the Top



# cannabis & tech today

**EXCLUSIVE**  
**ANAT BARON**  
Building a  
Branding Empire

## **JIM BELUSHI** Transformation Through Cultivation

**PLUS**  
Announcing the Sustainable  
Leadership Awards!  
MJ Freeway CEO  
Jessica Billingsley  
Shares Her Journey  
Big Mike Means Big Business  
What is Next Generation  
Growing?  
Hemp-Based Materials  
Build Sustainable Homes



# cannabis & tech today

## **WANDA JAMES** The Politics of Prohibition

**MIKE TYSON**  
Enters a  
New Arena

**GARY VAYNERCHUK'S**  
Got Five On It

**YVONNE DELAROSA**  
Malibu's Marijuana  
Matriarch

**ROLLY CRUMP'S**  
Whimsical World



# cannabis & tech today

## Media Kit



Our mission is to lift the veil on this budding industry, celebrate its innovations, destigmatize the products, and educate the market.

## How do we do that?

We build lasting partnerships with innovative brands to bring our audience value and help build our partners' businesses in the process.

### EDUCATE

Businesses and consumers on the industry.

### INSPIRE

New innovations in cannabis science and tech.

### LEAD

The conversation on cannabis's impact.

### TRANSFORM

How people view the cannabis industry.

## The Strategy

*Cannabis & Tech Today* is a global leader of a new publishing model we call "New Print" – a strategy that GfK Research found has a 120% ROI.

Leveraging ultra-premium print quality (\$9.99 per issue), a multi-channel digital distribution strategy, and our growing list of global event partners, we ensure our award-winning content and our advertising partners get in front of the largest possible audience.

*Cannabis & Tech Today* is not another life-style magazine. We blend the science, cutting-edge technologies, news, and innovative profiles businesses and consumers crave. The recurring sections include:

- Technology
- Innovator Profiles
- Science
- Legislation
- Media & Entertainment
- Innovative Products
- Women in Business
- Blockchain and Security
- Jobs of the Future
- Tech Zone
- Sustainability
- Events and Conferences



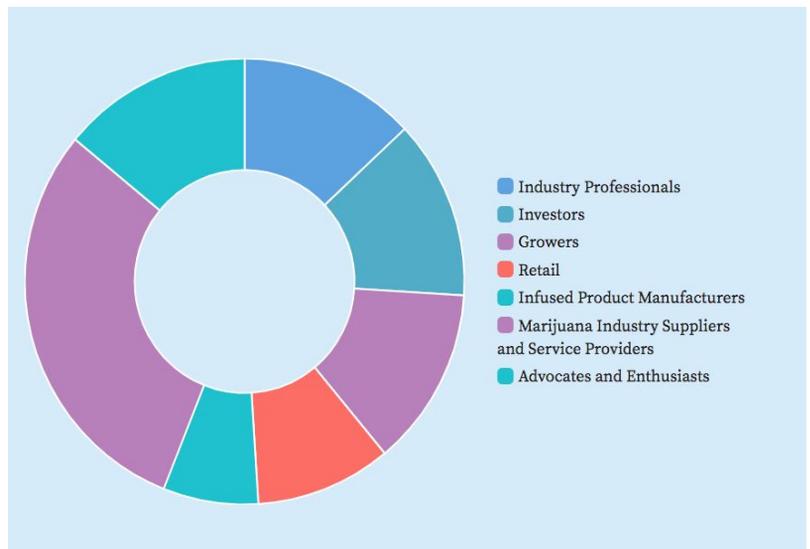
*“Our company was one of the initial advertisers with Cannabis & Tech and we’re glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also because of how great they are to work with to get our name out there through social media and great content.”*

Jamie English,  
Director of Marketing,  
Surna Inc.

## Our Audience By the Numbers

We are a B2B and high-end B2C publication for cannabis industry professionals, investors, growers, retailers, product manufacturers, industry suppliers, service providers, and enthusiasts.

Our readers are educated, have disposable income, and care about business best practices, innovations, science, and other critical developments in the industry.



## Summer 2020

### ISSUE FOCUS: **Business Pivots and Innovations Lead The Charge**

Forced Disruption: Adapting Your Strategy for Success • Business Innovations – Reinventing Retail for Digital and Delivery • Cannacompanies Left Behind in Federal Relief Package • How Much Recreational Revenue Comes from Medical Patients? • Defining Essential Operations in a Crisis • No Puff Puff Pass • Networking from Home (Virtual networking, events online, etc). • Dispensary response, roundtable • Cannabis and CBD Sales Skyrocket amid Coronavirus Concerns.

**Estimated Close Date:** EST. 8/11/2020

## Fall 2020

### ISSUE FOCUS: **Packaging + Retail**

**Estimated Close Date:** EST. 10/1/2020

## Winter 2020

### ISSUE FOCUS: **Innovator of the Year / Most Innovative Products / Sustainability Awards**

**Estimated Close Date:** EST. 12/1/2020

## Spring 2021

### ISSUE FOCUS: **Cultivation & Lighting**

**Estimated Close Date:** CLOSED

## Key Figures

- 75,000 print impressions per quarter
- 3:1 pass along readership (our magazine doesn't get thrown away)
- 275,000 digital impressions per quarter
- National newsstand distribution
- Onsite distribution at major cannabis events
- Website & Newsletter impressions of 1.1 million per year through subscribers and page visitors.

## National Newsstand



## Digital Delivery Platforms



## Event Partner Distribution







## FB Live and Onsite Event Video Interview

Facebook Live video and onsite event interview with thought-leader from your company with professional production.

**Cost: \$2,500**



## Product Review Video Shoot

Video review of your product with professional production.

**Cost: \$1,500**

**DEAL  
OF THE  
WEEK**

## Exclusive Product Deal Of The Week

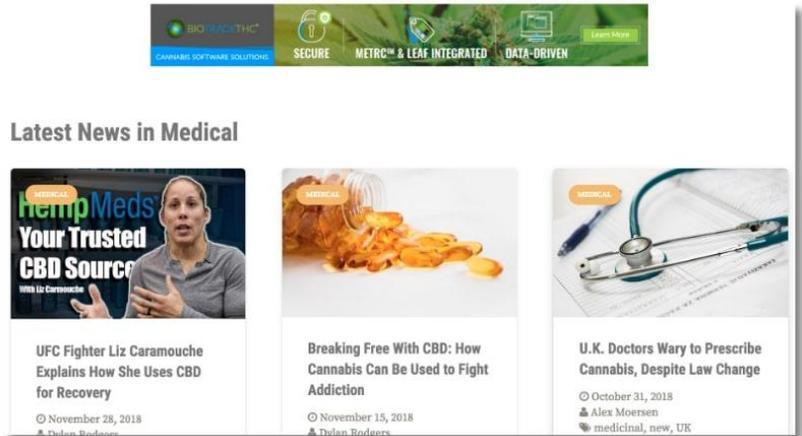
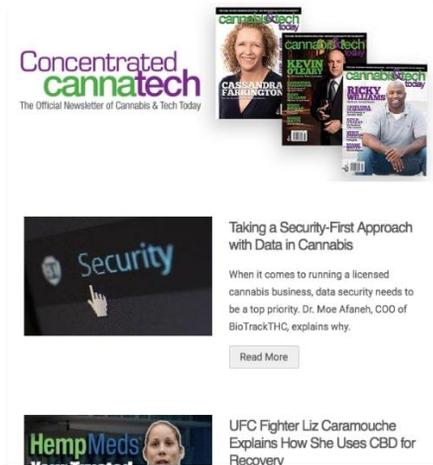
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



## Social Media Promotion

Boost the impact of your advertisements by having us send your creative and messaging out via our social channels – Twitter, Instagram, Facebook, and LinkedIn.

- 1 Post per Month (All Channels) – **\$500**
- 3 Posts per Month (All Channels) – **\$1,250**



## Newsletter Banner Ads

Want to get your ad in front of our audience in a more personalized way?

Purchase a spot in our weekly newsletter! It'll be delivered to the inboxes of over 8,000 subscribers.

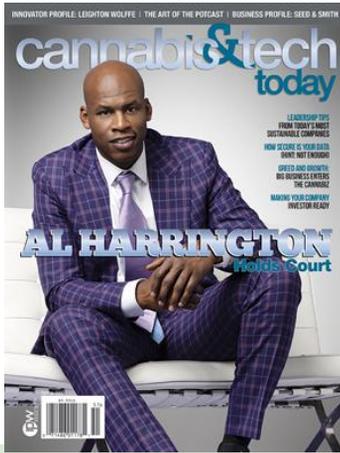
**Cost: \$500 per send**

## Digital Banner Ads

Advertise on our website for one month with a banner ad on our home page and get tens of thousands of eyeballs on your company's promotions and creative.

**Cost: \$500 for one month**

*Ask about Custom Publishing, Podcasts, Agency Services, Brand Ambassadors, and Product Placement in major motion pictures and music videos.*



**Summer Issue:** Runs for 3 Months  
**Press Date:** Aug 11th, 2020

## EDITORIAL TOPICS:

- Forced Disruption: Adapting Your Strategy for Success (frictionless checkout, online strategy, delivery, adapting your retail environment, cashless checkout)
- Business Innovations - Reinventing Retail for Digital and Delivery
- Cannacompanies Left Behind in Federal Relief Package
- How Much Recreational Revenue Comes from Medical Patients?
- No Puff Puff Passing
- Networking from Home (Virtual networking, events online, etc).
- Dispensary response, roundtable?
- Cannabis and CBD Sales Skyrocket amid Coronavirus Concerns.

## PACKAGES:

### Extreme Value Package

Six months in print and digital for less than the price of one full page

- Two full page ads - Summer and Fall 2020 (Print and Digital)
- Two episode sponsor of the *Cannabis Tech Talks* podcast
- Six months standard business directory listing on [cannatechtoday.com](http://cannatechtoday.com)
- Six months of banner ads on Cannabis & Tech Today Online
- Online Editorial Consideration - Will be sent out through Social Media and Newsletter
- Unlimited digital distribution rights for each issue

**Only \$7,500 NET**

**Upgrade to Two Double page Spreads for only \$4,500 more = \$12,000 NET**

## 9 Month Digital Deluxe package

- Premium B2B directory listing for one year on cannatechtoday.com
- 3 Direct email blasts to our subscriber base
- Nine months banner ads
- Three episode sponsor of the *Cannabis Tech Talks* podcast
- Nine newsletter banner ads
- One online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online editorial consideration for CannaTechToday.com
- Four Product Reviews in print and online
- One 'Deal of the Week' newsletter featured product / service
- One hour consulting
- Six months social media collaboration
- Full page ad in Summer, Fall and Winter (print and digital editions)
- Unlimited digital distribution rights for each issue
- Up to 50 copies of publication

**Only \$12,360 NET**

## 12 Month Digital Domination Package

- Premium B2B directory listing for one year on cannatechtoday.com
- 6 Direct email blasts to our subscriber base
- Twelve months banner ads on CannaTechToday.com
- Six episode sponsor of the *Cannabis Tech Talks* podcast
- Twelve newsletter banner ads
- Three online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online editorial consideration for CannaTechToday.com
- Four Product Reviews in print and online
- 1 deal of the week newsletter featured product / service
- Four hours consulting
- Twelve months social media collaboration
- Four Double Page spreads - Summer, Fall, Winter 2020 and Spring 2021 issues
- Unlimited digital distribution rights for each issue
- ONE section sponsorship per issue **subject to availability**
- Up to 100 copies of publication. More available on request

**Only \$35,800 NET**

*\*Unlimited Digital distribution rights and custom landing page to share out. \*\*Payment terms are Net 15 as standard, alternate payment must be agreed to by CFO \*\*\*Agency Services offered at legacy partner discount (PR, custom publishing, writing, web services, etc) \*\*\*\*All existing advertisers from the Spring Issue will receive a future issue at no cost, same size ad*

## ***Investor Spotlight Package***

- Print editorial inside *Cannabis & Tech Today* 250 words
- Online editorial post on *Cannabis & Tech Today* online
- 60 second commercial slot on Investor track
- Consideration for *Cannabis Tech Talks* podcast appearance
- ¼ page ad inside Investor Spotlight section of *Cannabis & Tech Today*
- Investor Spotlight post on Concentrated CannaTech Newsletter and Social Media outlets
- Deluxe Business Listing on *Cannabis & Tech Today* online for 3 months
- One direct email blast to newsletter subscriber

**ONLY \$4,200 NET**

## ***Shark Spotlight Package***

- Print editorial inside *Cannabis & Tech Today* 500 words
- 2 minute video pitch on Investor track
- Sponsorship one episode of *Cannabis Tech Talks*
- Consideration for *Cannabis Tech Talks* podcast appearance
- Online editorial post on *Cannabis & Tech Today* online
- ½ page ad inside Investor Spotlight section of *Cannabis & Tech Today*
- Investor Spotlight post on Concentrated CannaTech Newsletter and Social Media outlets
- Premium Business Listing on *Cannabis & Tech Today* online for 3 months
- One direct email blast to newsletter subscriber base

**ONLY \$7,500 NET**

*\*Unlimited Digital distribution rights and custom landing page to share out. \*\*Payment terms are Net 15 as standard, alternate payment must be agreed to by CFO \*\*\*Agency Services offered at legacy partner discount (PR, custom publishing, writing, web services, etc) \*\*\*\*All existing advertisers from the Spring Issue will receive a future issue at no cost, same size ad*

**IMPORTANT:**



Please DO NOT include any printer's marks (crops, registration, or color bars, etc.)



On Full Page and Spread ads please double-check bleed is set to .25" on all sides

## Full Page

**Trim:** 8.375" x 10.875"

**Bleed:** 8.875" x 11.375"

Extend artwork .25" past trim on all 4 sides.

**Live Area:** 7.875" x 10.375"

Keep all pertinent text & imagery within this space. Minimum recommended safety is 3/8" inside the trim line

## Double Page Spread

**Trim:** 16.75" x 10.875"

**Bleed:** 17.25" x 11.375"

Extend artwork .25" past trim on all 4 sides.

**Live Area:** 16.25" x 10.375"

**Gutter:** 1" center, no text

## Half Page

**Size:** 7.875" x 5"

Contain within .5 border if needed  
No Bleed

## 1/6 Page

**Horizontal:** 5" x 2.5"

**Vertical:** 2.5" x 5"

Floating Ads -- No Bleed

## Full Page Templates Available



Click icon to initiate template download

## File Requirements

**Preferred File Format:**

- Press Ready High Resolution PDF
- Resolution: 300 DPI
- Color Format: CMYK only
- Quality: Maximum
- Compress text & line art

**Other File Formats Accepted:**

High Resolution, unlayered TIFF  
Resolution: 300 dpi Color: CMYK, process

## File Submission

For files under 10MB, please email advertisement to:  
[production@goipw.com](mailto:production@goipw.com)

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.

## Banner 728 x 90



**728 x 90**

728 x 90 Banner | GIF, JPG, PNG | Max file size: 200 kb

## Rectangle 300 x 250



**300 X 250**

300 x 250 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

## File Requirements

**RESOLUTION:** 72dpi // **Color:** RGB // **Format:** GIF, JPG, PNG

***Remember: Include in your email the URL to which the advertisement should be directed when clicked.***

# More Information

**Published By**



Innovative Properties Worldwide, Inc.  
620 S Dahlia Circle, M103  
Denver, CO 80246 | 720.476.4920  
**goipw.com**