

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



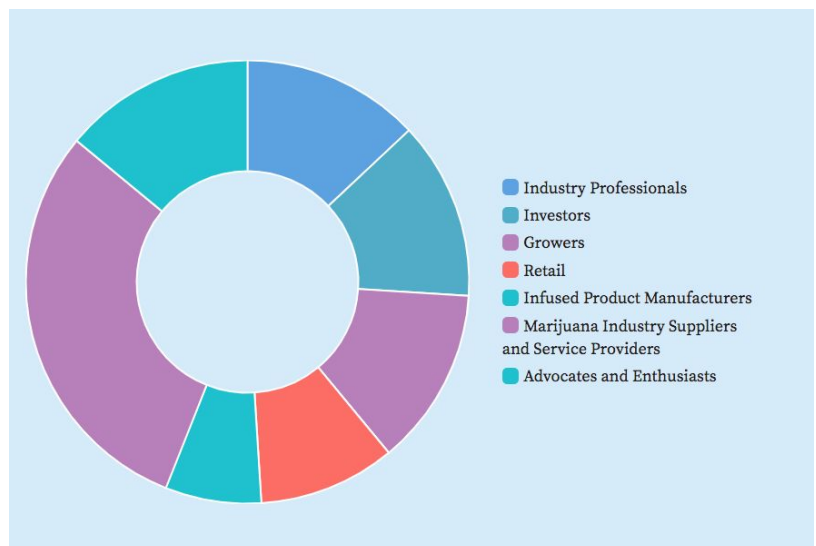
*"Our company was one of the initial advertisers with Cannabis & Tech and we're glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also 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.





## Spring 2022

### ISSUE FOCUS: Sustainability & Cultivation

- Resilience from Seed to Sale
- Lighting Innovations
- Sustainable Brand Strategies
- An Eco-Friendly Look at Indoor, Outdoor, and Hydro
- Making Green Packaging a Reality
- Prioritizing People, Profits, and the Planet

**Estimated Close Date:** Feb. 15, 2022

## Summer 2022

### ISSUE FOCUS: Concentrates & Compliance

- Innovations in Extracts
- Tech-Forward Regulatory Solutions
- Built-In Compliance
- Understanding Distillate, Isolate, and Full Spectrum
- Terpene Tech

**Estimated Close Date:** EST. June 15, 2022

## Fall 2022

### ISSUE FOCUS: Packaging & Retail

- Special MJBizCon Issue
- Industry Innovators
- Retail Best Practices
- Brand Strategy
- Influencer Marketing

**Estimated Close Date:** EST. Sept 15, 2022

## Winter 2022

### ISSUE FOCUS: Health & Wellness

- Innovator of the Year
- Top 20 Most Innovative Products
- Sustainable Leadership Awards
- Sex and Cannabis
- Emerging Cannabinoids
- Evolving Research

**Estimated Close Date:** Dec 15th, 2022

## 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



## AS THE CBD MARKET BOOMS, WHOLESALE OPPORTUNITIES PRESENT NEW BUSINESS GROWTH POTENTIAL

According to recent reports the CBD market is expected to reach \$3 Billion by 2021.

Are you an entrepreneur who is interested in creating your own enterprise, or simply looking for an opportunity to invest in the industry? As one of the fastest growing verticals today, take advantage of it before it's your competitors do.

Learn more at [cbdinvestnow.com](http://cbdinvestnow.com)

CBD  
American Shaman

## Ultra-Premium Print Magazines

Advertise in a magazine that represents the highest print quality available – award-winning editorial, 50 lb cardstock glossy cover, perfect bound, and advertisements from only the most innovative brands.

### Ad sizes and rates include:

- Full Page – \$9,500 (\$3,200 per month)
- Double Page Spread – \$14,500 (\$4,000 per month)
- Half Page – \$5,950 (\$1,500 per month)
- 1/6 Page – \$1,500 (\$275 per month)
- Outside Back Cover – \$24,950 (\$6,650 per month)
- Inside Front Cover – \$19,950 (\$4,983 per month)
- Inside Back Cover – \$14,750 (\$3,583 per month)
- Table of Contents – \$11,400 (\$2,983 per month)

## Section Sponsorships

Want to be associated with a full section of our magazine, such as our sections dedicated to Sustainability, Security, or Science? Become a section sponsor and get your logo on every page of that section.

**Cost: \$7,500 – includes Custom landing page, editorial consideration, and legacy partner perks.**

#1 THE LAB // Solving the 3 Biggest Hurdle Challenges of Modern Day Grow Ops



**Challenge #1: Getting the Right HVAC System Design**  
There's a considerable volume of air in the grow room, and it needs to be cooled and dehumidified. If the HVAC system is not properly sized, it can't handle the load, leading to high energy costs and poor plant health. The solution is to work with a professional HVAC designer to create a custom system for the grow room's specific needs.

**Challenge #2: Managing Humidity and Temperature**  
Humidity is a critical factor in cannabis cultivation. Too much humidity can lead to mold and mildew, while too little can cause stress to the plants. The solution is to use a combination of dehumidifiers and humidifiers to maintain the ideal humidity levels.

**Challenge #3: Ensuring Proper Air Circulation**  
Proper air circulation is essential for preventing mold and ensuring even growth. The solution is to use high-quality fans and ductwork to create a consistent airflow throughout the grow room.

## Rising Above

How the Blaze & Boka Vapourizer is elevating the vaping experience

Vaping has become a popular way to consume cannabis, and the Blaze & Boka Vapourizer is a leading brand in the industry. The device is designed to provide a smooth, flavorful vapor that is easy to inhale and exhale. It features a sleek, modern design and a variety of settings to suit different preferences. The Blaze & Boka Vapourizer is also known for its durability and ease of use, making it a great choice for both beginners and experienced vapers.

The device is made from high-quality materials and is built to last. It has a simple, intuitive interface that allows users to adjust the temperature and power settings with ease. The vapor produced is smooth and flavorful, with a hint of the cannabis strain being vaped. The Blaze & Boka Vapourizer is also a great choice for those who want to enjoy cannabis without the hassle of smoking.

Overall, the Blaze & Boka Vapourizer is a top-quality device that offers a superior vaping experience. It is a great choice for anyone looking to enjoy cannabis in a convenient, discreet, and flavorful way.



## Native Advertising

Increase engagement with your advertising by creating (or having us create) a native ad. These ads are thought leadership and best practice articles that feel like a natural part of the magazine. Whether you write it yourself or one of our specialists writes it for you, this is an opportunity to share your company's vision with our readers.

### We offer two native advertising options:

- Native Advertising (Created by You) **\$6,000**
- Native Advertising (Created by Our Team) **\$7,500**

An example of native advertising is on the right in the image above.

*\*No more than 500 words per native ad. All native ads will be designated as "Brought To You By (Company Name)". Native advertising produced by our team will align to our editorial standards and AP Style Guide – i.e., it'll be thought leadership, not a sales pitch.*



## Online Sponsored Content

Designed to look like an editorial piece, but self promotional piece encouraging your services.

**Cost: \$3,500**



## Cannabis Tech Talks Podcast Sponsorship

Sponsorship of the award winning podcast, Cannabis Tech Talks. Logo appearance and 30 second commercial slot.

**Cost: \$1,000 per episode**

**DEAL  
OF THE  
WEEK**

## Exclusive Product Deal Of The Week

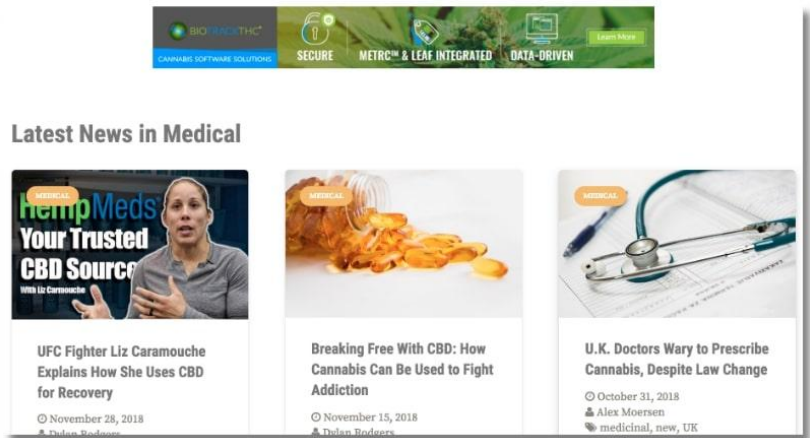
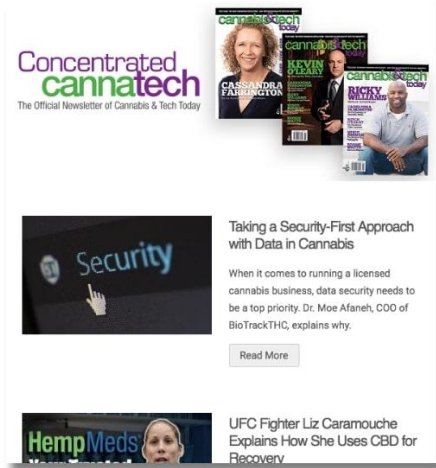
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



## 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 9,000 subscribers.

**Cost: \$1,000 per send**

## Direct Email Blasts

Interested in sending a message to directly our email subscriber base of 9,000 active subscribers?

**Cost: \$1,500 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: \$1,000 for one month**



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



## 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**



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