Media Kit
Our mission is to inspire understanding, celebrate innovation, enlighten perspectives, and educate the market.

How do we do that?
We offer investigative journalism, brand partnerships, and strategic alignments that serve to highlight the best of the industry. *Cannabis & Tech Today* elevates our partners’ messaging with storytelling, compelling design, and carefully curated event activations.

**EDUCATE**
Businesses and consumers about the industry.

**INSPIRE**
New innovations in cannabis science and technology.

**LEAD**
The conversation on the evolution of cannabis culture.

**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 lifestyle magazine. We curate coverage consumers crave, from scientific discoveries to cutting-edge technologies. Recurring sections include:

- The Lab
- Innovator Profiles
- Hemp
- Legislation
- Media & Entertainment
- Business Innovations
- Social Equity
- Product Revolution
- Finance & Investments
- 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 industry professionals and connoisseurs. This publication caters to everyone from cultivators to consumers. Entrepreneurs, investors, and industry elites appreciate our business insight. Cannabis aficionados love our celebrity profiles and product spotlights. We pull from every sector of the industry to offer comprehensive, thoughtful cannabis coverage.

Our readers are educated, tech-forward, early-adopters with disposable income. The Cannabis & Tech Today audience cares about critical developments, from emerging technologies to industry-first scientific discoveries. We blend education with entertainment to offer our readers engaging, informative insight into the rapidly expanding world of cannabis.
Spring 2022
Sustainability and Cultivation

Tech Zone - New York

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

Estimated Closing Date: March 1, 2022

Summer 2022
Concentrates and Compliance

Tech Zone - Oklahoma, OK

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

Estimated Closing Date: June 3, 2022

Fall 2022
Packaging and Retail

Tech Zone - Las Vegas, NV

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

Estimated Closing Date: September 9, 2022

Winter 2022
Health and Wellness

Tech Zone - New England

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

Estimated Closing Date: November 18, 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
A la carte

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

*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.

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.

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)

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

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
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

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

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

- **Premium B2B directory listing** for one year on cannatechtoday.com
- Four **direct email blasts** to our subscriber base
- Twelve months **banner ads on Cannabis & Tech Today Online**
- Two **podcast sponsorships** on Cannabis Tech Talks
- Twelve **newsletter banner ads**
- Two online **sponsored content posts** to be shared through social media and newsletter
- Ongoing online **editorial consideration** for cannatechtoday.com
- Four **product reviews** in print and online
- Twelve months **premium directory listing on cannatechtoday.com**
- **Unlimited digital distribution rights** for each issue
- Four **section sponsorships** inside Cannabis & Tech Today per issue. *subject to availability
- Up to 100 **copies of publication**. More available on request

Rate card media value - $53,950 net

*Your Investment level - Only $17,940 net*

Extreme Value Package

- Six months **full page ads** (2 issues) (print and digital, right-hand read opposite relevant editorial)
- Two **podcast sponsorships** on Cannabis Tech Talks
- Six months of **banner ads on Cannabis & Tech Today Online**
- Online **editorial consideration** - Will be sent out through Social Media and Newsletter
- 50 **copies** and **Unlimited digital distribution rights** for each issue
- **Premium B2B directory listing** for one year on cannatechtoday.com
- Four **section sponsorships** inside Cannabis & Tech Today per issue. *subject to availability
- Up to 100 **copies of publication**. More available on request

Rate card media value - $25,000 net

*Your Investment level - Only $12,500 net*
### Print Specifications

**Full Page**
- **Trim:** 8.375" x 10.875"
- **Bleed:** 8.875" x 11.375"
- **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.
- **Extend artwork .25" past trim on all 4 sides.**

**Double Page Spread**
- **Trim:** 16.75" x 10.875"
- **Bleed:** 17.25" x 11.375"
- **Live Area:** 16.25" x 10.375"
- **Gutter:** 1" center, no text
- **Extend artwork .25" past trim on all 4 sides.**

**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**

### File Submission

**For files under 10MB, please email advertisement to:**
production@goipw.com

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

### 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

### Full Page Templates Available

[Id InDesign Template](#)

[Ai Illustrator Template](#)

[Ps Photoshop Template](#)

[PDF Specs](#)

Click icon to initiate template download

---

**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
Digital Specifications

Banner 728 x 90

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

Rectangle 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.