

cannabis & tech today

EXCLUSIVE
ANAT BARON
Building a
Branding Empire

JIM BELUSHI
Transformation
Through Cultivation

PLUS

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



IN CBD PREVENT ALZHEIMER'S? | INNOVATOR PROFILE: RICARDO BACA | CANNABIS VS. THE NFL

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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



THE INVESTMENT AND CULTIVATION ISSUE | INNOVATOR PROFILE: ORANGE PHOTONICS

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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



MICHIGAN'S EMERGING MARIJUANA MARKETPLACE | IS THERE A PSYLOCYBIN MARKET?

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BERNER'S
MAKING COOKIES

RELAXED

THE CULTIVATION & SUSTAINABILITY ISSUE
EXCLUSIVE: CHEMDOG RELEASES FIRST LEGAL CROP
GETTING AUTOMATED WITH B-REAL'S TIC CONTROLS
WHAT'S IT TAKE TO BECOME CERTIFIED ORGANIC?
TRANSFORMING CULTIVATION WITH AUTOMATION



CREATING AN INCLUSIVE INDUSTRY | THE FUTURE OF HEMP BIOPLASTICS

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A PRESCRIPTION FOR
WELLNESS WITH
DR. CHANDA MACIAS

AND
RELIEVED

cannabis & tech today

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



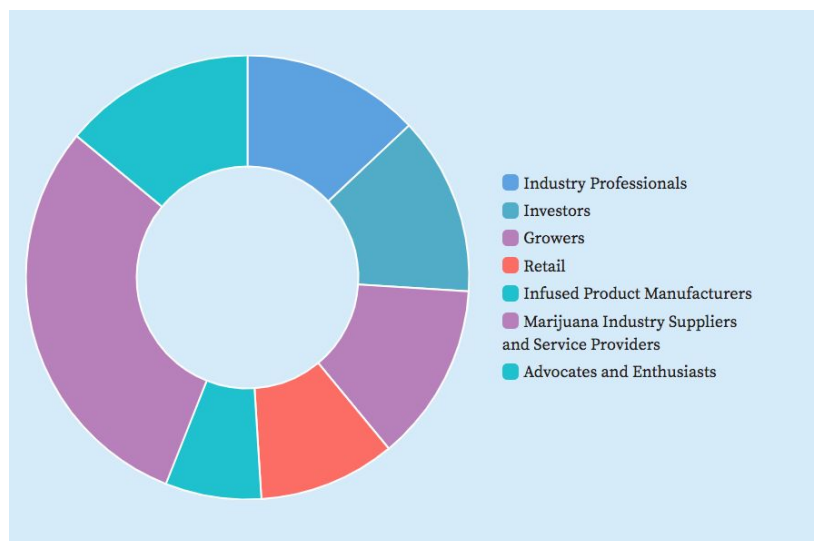
"Our company was one of the initial advertisers with Cannabis & Tech and we're glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also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



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

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 HURC Challenges of Modern Day Grow Ops



Challenge #1 – Getting the Right HURC
Modern growers are looking for a way to increase their yield and quality while reducing costs. The HURC (Hydroponic Urban Resource Center) is a new concept that combines the best of both worlds. It's a fully automated, indoor cultivation system that uses hydroponics and LED lighting to grow cannabis plants. The HURC is designed to be a turnkey solution for growers who want to maximize their yield and quality while minimizing their costs. It's a perfect solution for growers who want to grow cannabis in a controlled environment, without the need for outdoor space or weather conditions. The HURC is a fully automated system that uses hydroponics and LED lighting to grow cannabis plants. It's a perfect solution for growers who want to maximize their yield and quality while minimizing their costs. It's a perfect solution for growers who want to grow cannabis in a controlled environment, without the need for outdoor space or weather conditions.

Rising Above

How the Blaze & Bolder Vapourizer is elevating the vaping experience

Vaping has become a popular way to consume cannabis, and the Blaze & Bolder Vapourizer is a leading brand in the industry. The vapourizer is designed to provide a smooth, flavorful experience, and it's a perfect solution for growers who want to maximize their yield and quality while minimizing their costs. It's a perfect solution for growers who want to grow cannabis in a controlled environment, without the need for outdoor space or weather conditions. The vapourizer is a fully automated system that uses hydroponics and LED lighting to grow cannabis plants. It's a perfect solution for growers who want to maximize their yield and quality while minimizing their costs. It's a perfect solution for growers who want to grow cannabis in a controlled environment, without the need for outdoor space or weather conditions.



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

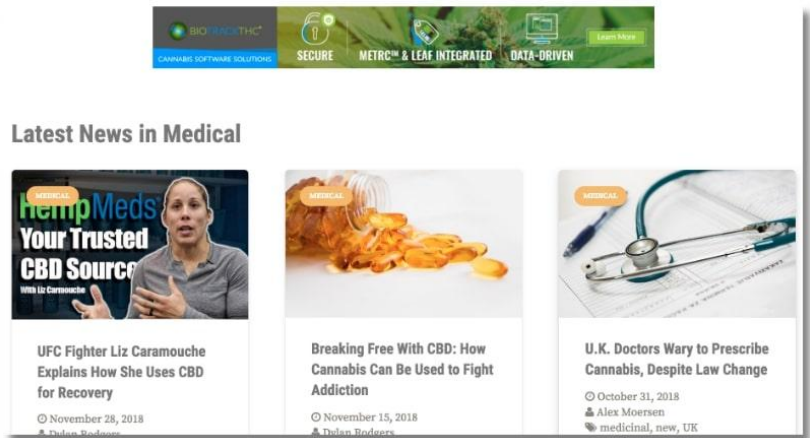
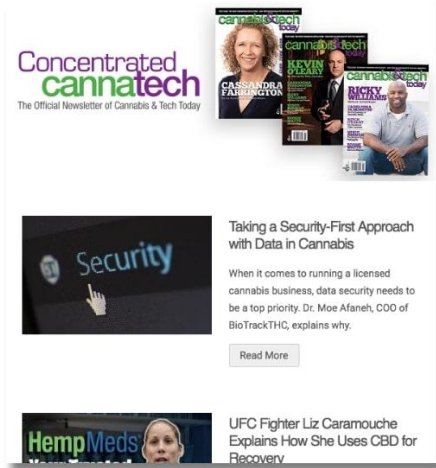
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



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.

12-Month Legacy Partner Package

- Twelve months of **full page ads** (print and digital, right-hand read opposite relevant editorial)
- Twelve months **banner ads on cannatechtoday.com**
- Twelve **newsletter banner ads**
- Twelve months **social media collaboration**
- Four **podcast sponsorships** on Cannabis Tech Talks
- 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 - \$90,950 net

Your Investment level - Only \$49,950 net

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 innotechtoday.com
- Three **'Deal of the Week' newsletter** featured product / service placed in store
- Product / Service placed in **CannaTechToday.com Store**
- Twelve months **social media collaboration**

Rate card media value - \$53,950 net

Your Investment level - Only \$17,940 net

Print ONLY Frequency Package

- Twelve months of **full page ads** inside Cannabis & Tech Today (4 issues) in print and digital editions
- Up to **50 copies** of the publication
- **Unlimited digital distribution rights** to the publication

Rate card media value - \$38,000 net

Your Investment level - Only \$15,950 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

Rate card media value - \$25,000 net

Your Investment level - Only \$12,500 net

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

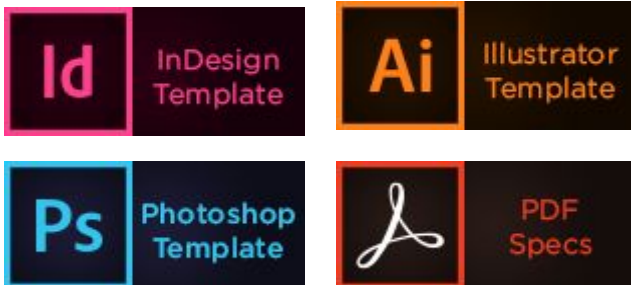
1/6 Page

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

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

Banner 728 x 90

A horizontal rectangular banner with a dark orange-to-brown gradient. The text "728 x 90" is centered in a large, bold, white sans-serif font.

728 x 90

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

Rectangle 300 x 250

A vertical rectangular rectangle with a dark orange-to-brown gradient. The text "300 X 250" is centered in a large, bold, white sans-serif font.

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

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