

**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



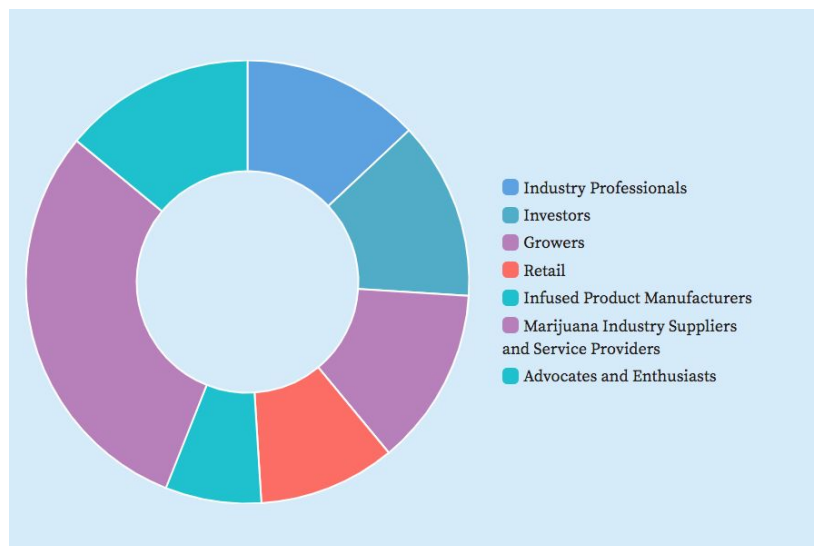
*"Our company was one of the initial advertisers with Cannabis & Tech and we're glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also 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 2021

**ISSUE FOCUS: Sustainability & Cultivation**

**Tech Zone: Michigan**

- Innovative Cultivators
- Statistical Analysis
- Sustainable Technologies
- Best Practices
- Security
- The Lab

**Estimated Close Date:** Feb. 15, 2021

## Summer 2021

**ISSUE FOCUS: Concentrates & Extracts Issue**

**Tech Zone: Illinois**

- Extraction Tech Today
- Innovator Profile
- The Expanding World of Concentrated Cannabinoids
- The Lab
- Cannabis Tourism
- Product Revolution
- Tinctures, Terpenes, and Customization
- Tech Zone

**Estimated Close Date:** EST. June 15, 2021

## Fall 2021

**ISSUE FOCUS: Packaging + Retail**

**Tech Zone: Washington**

**Packaging:** Sourcing materials closer to home, sustainable packaging, amplifying marketing & visibility • High-Profile Influencers • Packaging Innovators • Retail Strategies • Key Legislators • Security • The Lab

**Estimated Close Date:** EST. Sept 15, 2021

## WINTER 2021

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

- Innovator of the Year
- Most Innovative Products
- Leadership Profiles
- Sustainability Awards
- The Lab
- Tech Zone
- The Lighter Side

**Estimated Close Date:** Dec 15th, 2021

## 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 your competitors do.

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



## 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 – \$7,500 (\$2,500 per month)
- Double Page Spread – \$12,000 (\$4,000 per month)
- Half Page – \$4,500 (\$1,500 per month)
- 1/6 Page – \$825 (\$275 per month)
- Outside Back Cover – \$19,950 (\$6,650 per month)
- Inside Front Cover – \$14,950 (\$4,983 per month)
- Inside Back Cover – \$10,750 (\$3,583 per month)
- Table of Contents – \$8,950 (\$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: \$1,500** – only available in addition to a Full Page Ad or larger.

## 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 Native Ad

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: \$750 per episode**

**DEAL  
OF THE  
WEEK**

## Exclusive Product Deal Of The Week

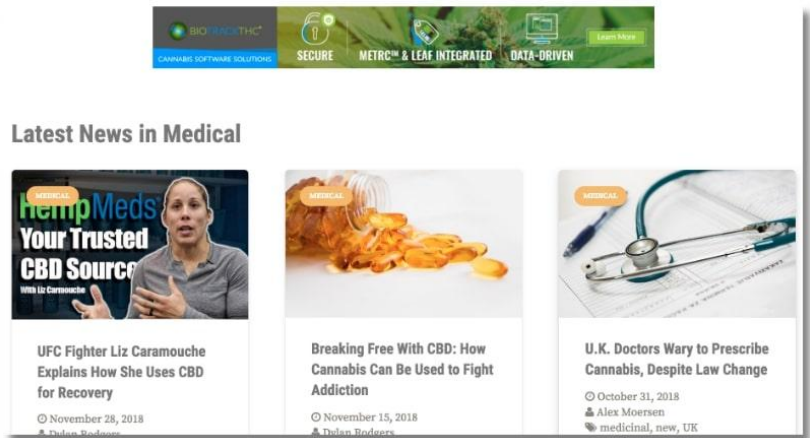
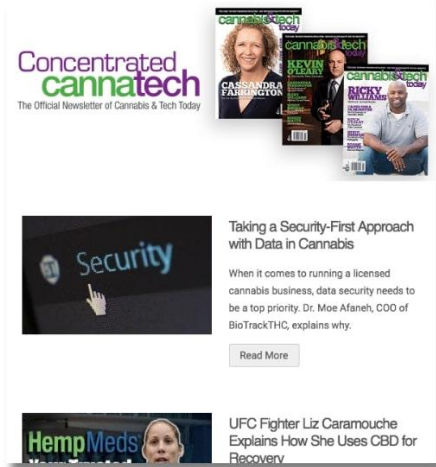
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



## 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: \$500 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

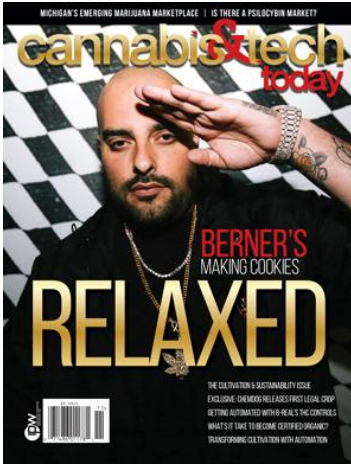
Advertise on our website for one month with a banner ad on our home page and get tens of thousands of eyeballs on your company's promotions and creative.

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



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





## ISSUE FOCUS: Concentrates & Extracts

### Editorial Topics:

- Extraction Tech Today
- Innovator Profile
- The Expanding World of Concentrated Cannabinoids
- Cannabis Tourism
- Product Revolution
- Tinctures, Terpenes, and Customization
- The Lab
- Tech Zone: Illinois

### Summer 2021 Issue:

Runs for 3 Months

### Press Date:

June 15th, 2021  
Tentative

### Potential Covers:

Rob Gronkowski

## SUMMER PRINT SPECIAL

One full page inside *Cannabis & Tech Today*  
\$7,500 NET

**ONE FULL YEAR of full page ads inside**  
***Cannabis & Tech Today***  
**\$12,000 NET\***

## DIGITAL DOMINATION

- Premium B2B directory listing for one year on [cannatechtoday.com](http://cannatechtoday.com)
- Four Direct email blasts to our subscriber base
- Four episode sponsor of the *Cannabis Tech Talks* podcast
- One online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Twelve months social media collaboration

**12 MONTHS DIGITAL - \$12,000 NET\***

**Fall 2021 issue - Retail and Packaging Solutions**  
**(Copies will be onsite at MJBizCon 2021)**

Sourcing materials closer to home, sustainable packaging, amplifying marketing & visibility • High-Profile Influencers • Packaging Innovators • Retail Strategies • Key Legislators • Security • The Lab

**Press Date:** Sept 15th, 2021

**EXPO DOMINATION (3 month package)**

- One entry into Cannabis & Tech Today Sustainable Leadership Awards (awarded at MJBizCon 2021)
- 3 month banner ads on *Cannabis Tech Today* website
- 3 banner ads on Concentrated CannaTech newsletter
- Online editorial for press releases  
(shared out through social media and newsletter)
- 3 month premium listing on CannaTechToday.com business directory
- One episode sponsor of Cannabis Tech Talks podcast
- 3 direct email blasts to our subscriber base
- 3 months of social media collaboration
- Full page ad inside *Cannabis & Tech Today* (print and digital editions)
- Unlimited digital distribution rights for print publication  
(share your ad with your network)

**Package value on rate card - \$14,150**

**Available for only:**

**\$8,490 net**

## Top Shelf Package - 12 months print and digital package

- Twelve months of full page ads inside Cannabis & Tech Today (right-hand read, print and digital Editions)
- Twelve newsletter banner ads inside Concentrated Cannatech eNewsletter
- Deluxe B2B directory listing for one year on cannatechtoday.com
- Four episode sponsor of the *Cannabis Tech Talks* podcast
- Twelve months social media collaboration
- Unlimited digital distribution rights for each Cannabis & Tech Today issue
- Up to 25 print copies of the publication

**Only \$24,000 NET as opposed to rate card of \$47,950 NET**

## Legacy Partner Package - 12 months print and digital package

- Twelve months of **prime position** full page ads inside *Cannabis & Tech Today* (Right-hand read, print and digital editions)
- Twelve newsletter banner ads inside *Concentrated CannaTech eNewsletter*
- Twelve months social media collaboration
- Unlimited digital distribution rights for each Cannabis & Tech Today issue
- **Six episode sponsor of the *Cannabis Tech Talks* podcast**
- **Premium B2B directory listing for one year on cannatechtoday.com**
- **Four direct email blasts to the *Concentrated CannaTech* subscribers**
- **Two sponsored content pieces on cannatechtoday.com**
- **Four product reviews in print and online**
- **Twelve months of section sponsorship inside *Cannabis & Tech Today* subject to availability**
- **Up to 100 copies of publication. More available on request**

**Only \$27,500 NET as opposed to open rate card of \$67,946 NET**

*\*Can not be combined with other Emerge Virtual Cannabis Conference and Cannabis & Tech Today discounts \*\*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)*

## 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

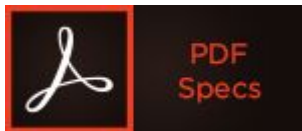
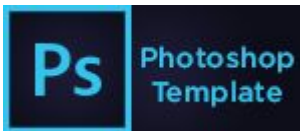
### 1/6 Page

**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

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

**Published By**



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