

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



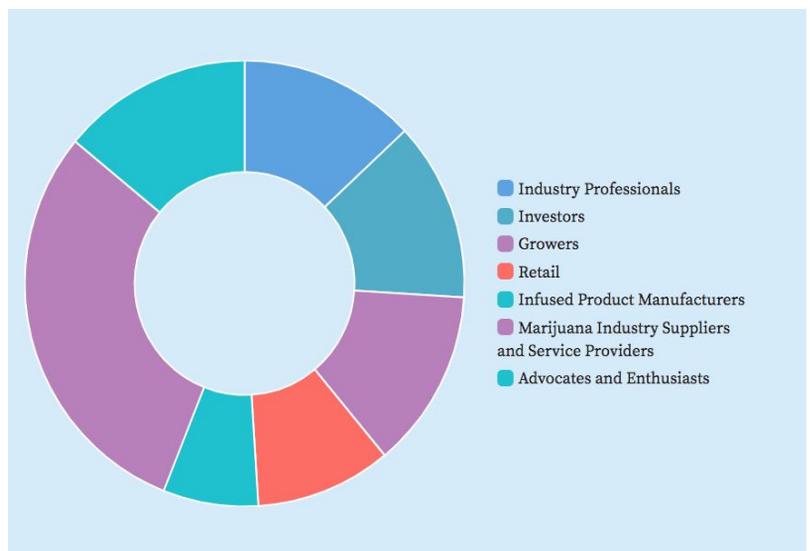
“Our company was one of the initial advertisers with Cannabis & Tech and we’re glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also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



Learn more at cbdinvestnow.com

cbdamericanshaman.com

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.

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)

#1 THE LAB // Solving the 3 Biggest HARC Challenges of Modern Day Grow Rooms



Challenge #1 - Getting the Right HARC Solution Design
There is a considerable "solution gap" in the HARC industry. Many growers are still using old-school, inefficient grow room designs that are not optimized for the modern grower's needs. The HARC solution design is a modern, efficient grow room design that is optimized for the modern grower's needs. It features a variety of advanced features that make it the most effective grow room solution available today.

Rising Above

How the Blaze & Boker Volcano vaporizer is elevating the vaping experience

Vaping has become a popular method of cannabis consumption. However, not all vaporizers are created equal. The Blaze & Boker Volcano vaporizer is a high-quality, reliable device that offers a superior vaping experience. It features a variety of advanced features that make it the most effective vaporizer available today. The device is easy to use and provides a consistent, flavorful vapor that is perfect for both recreational and medicinal users.



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.*



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

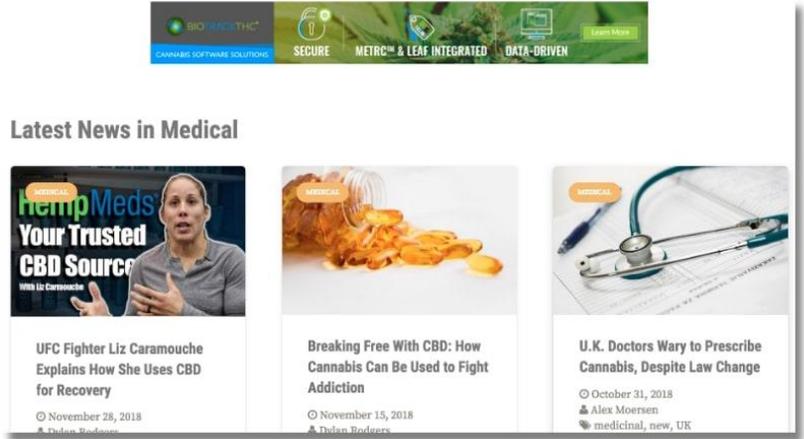
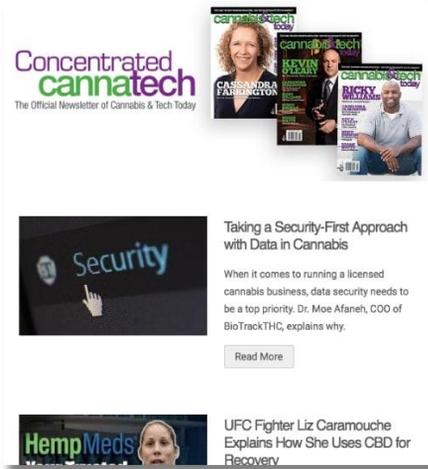
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



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

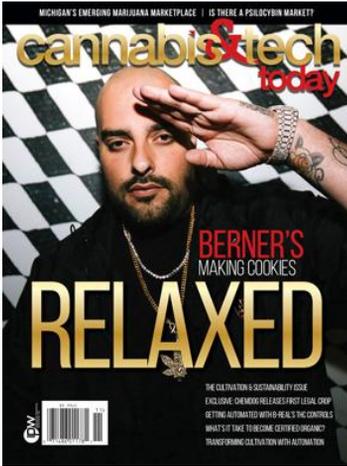
Interested in sending a message to directly our email subscriber base of 9,000 active subscribers?
Cost: \$1,500 per send

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: Innovator of the Year / Most Innovative Products / Sustainability Awards

Editorial Topics:

- Innovator of the Year
- Most Innovative Products
- Leadership Profiles
- Sustainable Leadership Awards Review
- Product Revolution
- The Lab
- Tech Zone: Arizona

Winter 2021 Issue:

Runs for 3 Months

Press Date:

January 15th, 2021
Tentative

Potential Covers:

Method Man, Nick
and Nate Diaz, Gronk

WINTER 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
- 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*

Winter 2021 issue

Innovator of the Year / Most Innovative Products / Sustainability Awards

Innovator of the Year

Most Innovative Products

Leadership Profiles

Sustainability Awards

The Lab

Tech Zone: Arizona

The Lighter Side

Press Date:

Jan 15th, 2021

Cannabis & Tech Today (3 month package)

- **3 month banner ads on *Cannabis & Tech Today* website**
- **3 banner ads on Concentrated CannaTech newsletter**
- **One entry to Cannabis & Tech Today Innovation Awards**
- **Full page ad inside *Cannabis & Tech Today* (print and digital editions)**
- **Unlimited digital distribution rights for print publication (share your ad with your network)**
- **Up to 50 copies of the print publication**

Package value on rate card - \$11,000

Available for only:

\$7,500 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

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

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