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.
Editorial Calendar

Year End 2020

ISSUE FOCUS: Packaging + Retail / Innovator of the Year / Most Innovative Products / Sustainability Awards

Packaging: Sourcing materials closer to home, sustainable packaging, amplifying marketing & visibility • High-Profile Influencers • Packaging Innovators • Retail Strategies • Key Legislators • Security • The Lab • I Stand with Social Equity: Insider Perspectives • From Closet to Corporation • Building Brand Value Through Sustainability

Estimated Close Date: Nov 15th, 2020

Spring 2021

ISSUE FOCUS: Sustainability & Cultivation

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

Estimated Close Date: Feb. 15, 2021

Summer 2021

ISSUE FOCUS: Concentrates & Extracts Issue

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

Estimated Close Date: EST. May 15, 2021

Fall 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: EST. Aug 15, 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
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: $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)
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

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: $500 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: $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

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

- Packaging - sourcing materials closer to home, sustainable packaging,
- amplifying marketing & visibility
- High-Profile Influencers
- Packaging Innovators
- Retail Strategies
- Key Legislators
- Security
- The Lab
- I Stand with Social Equity: Insider Perspectives
- From Closet to Corporation
- Building Brand Value Through Sustainability

PACKAGES:

**Extreme Value Package**
Six months in print and digital for less than the price of one full page

- Two full page ads - Year End issue and Spring 2021 (Print and Digital)
- Sponsor two episodes of the *Cannabis Tech Talks* podcast
- One year standard business directory listing on cannatechtoday.com
- Six months of banner ads on Cannabis & Tech Today Online
- Online Editorial Consideration - Will be sent out through Social Media and Newsletter
- Unlimited digital distribution rights for each issue

Only $9,500 NET as opposed to rate card value of $22,000 NET

*Upgrade to Two Double page Spreads for only $4,500 more = $14,000 NET*
**Rates Card / Packages**

### 9 Month Digital Deluxe package

- Premium B2B directory listing for one year on cannatechtoday.com
- 3 Direct email blasts to our subscriber base
- Nine months banner ads
- Three episode sponsor of the *Cannabis Tech Talks* podcast
- Nine newsletter banner ads
- One online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online editorial consideration for CannaTechToday.com
- One ‘Deal of the Week’ newsletter featured product / service
- One hour marketing consulting
- Six months social media collaboration

Only $13,500 NET as opposed to rate card of $23,750 NET

### 12-Month Legacy Partner Package

- Four full page ads inside *Cannabis & Tech Today* (print and digital editions)
- Preferred ad placement inside *Cannabis & Tech Today* (subject to availability)
- Twelve months of banner ads on cannatechtoday.com
- Twelve newsletter banner ads
- Twelve months social media collaboration
- Four podcast sponsorships
- Premium B2B directory listing for one year on cannatechtoday.com
- Four direct email blasts to our subscriber base
- Ongoing online editorial consideration for cannatechtoday.com
- Four podcast sponsorships
- Unlimited digital distribution rights for each issue
- ONE section sponsorship per issue *subject to availability*
- Up to 100 copies of publication. More available on request

Only $39,950 NET as opposed to open rate card of $52,950 NET

*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)*
# Print Specifications

**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
- InDesign Template
- Illustrator Template
- Photoshop Template
- PDF Specs

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.
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.