



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



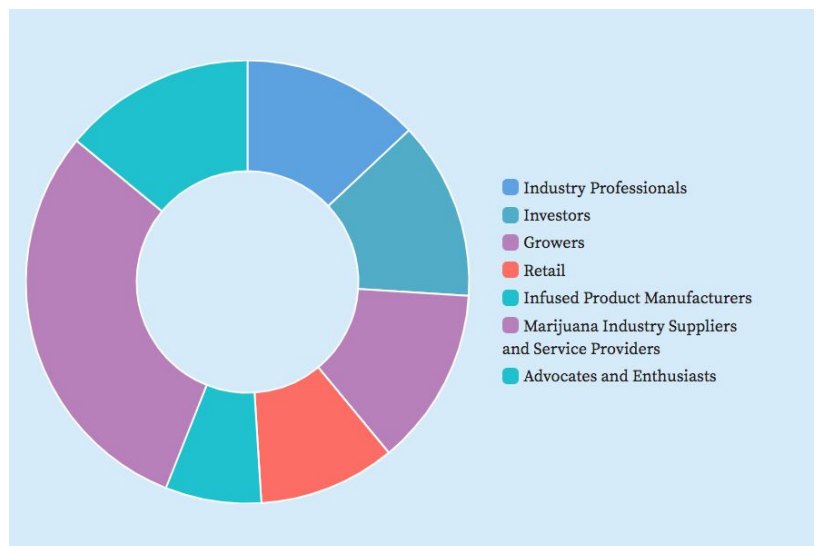
"Our company was one of the initial advertisers with Cannabis & Tech and we're glad we were. The magazine is very professional, has loads of great information, marrying the cannabis industry with high tech. We continue to advertise with them, not only because of the quality of the publication, but also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



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
- The Lab
- Cannabis Tourism
- Product Revolution
- Tinctures, Terpenes, and Customization
- 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



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

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.

#1 THE LAB // Solving the 3 Biggest HURC Challenges of Modern Day Grow Ops



Challenge #1 - Getting the Right HURC
Modern grow operations are complex. They require a lot of equipment, space, and resources. To ensure the best results, growers need to invest in the right HURC (Humidity, Temperature, and CO2) equipment. This is especially true for those who are growing in a controlled environment. The right HURC equipment can help growers to maintain the ideal conditions for their plants, which can lead to higher yields and better quality. The right HURC equipment can also help growers to save money by reducing the risk of equipment failure and the need for repairs.

Rising Above

How the Blaze & Blade Vaporizer is elevating the vaping experience

Vaping has become a popular way to consume cannabis. It's a convenient, discreet, and flavorful way to get your fix. But not all vapers are created equal. Some vapers are looking for a high-quality, flavorful experience, while others are looking for a low-quality, bland experience. The difference is in the quality of the vaporizer they are using. The Blaze & Blade Vaporizer is a high-quality, flavorful vaporizer that is designed to provide the best vaping experience possible. It features a built-in battery, a rechargeable battery, and a built-in charging dock. It also features a built-in display screen that shows the temperature of the vaporizer. The Blaze & Blade Vaporizer is a great choice for anyone who is looking for a high-quality, flavorful vaping experience.



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)

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

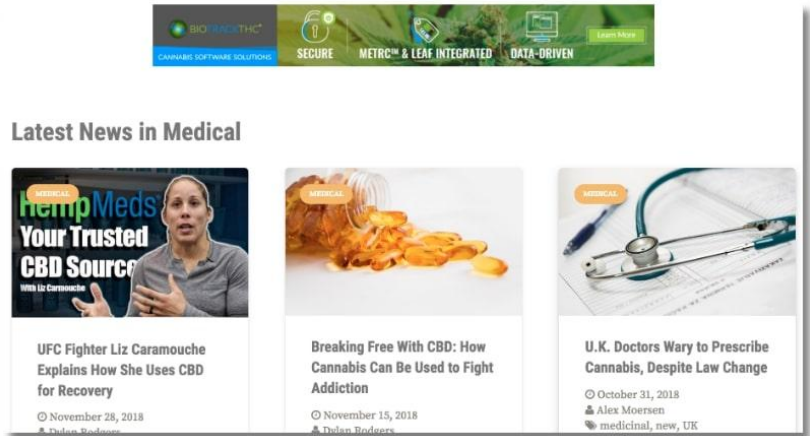
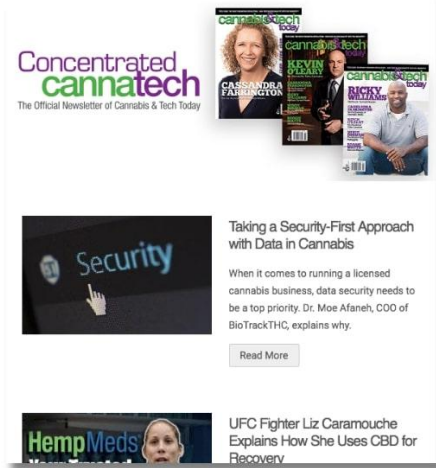
Newsletter campaign/social promotion and product featured in online store. **Cost: \$1,500**



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 directly to our email subscriber base of 9,000 active subscribers?

Cost: \$1,500 per send

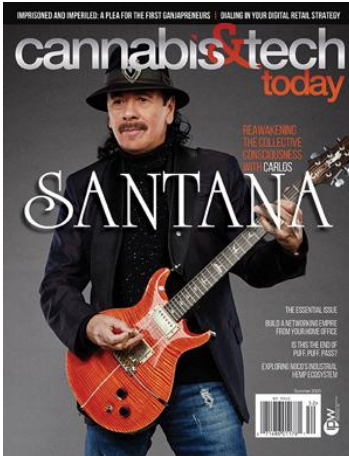
Digital Banner Ads

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.



Year End Issue:

Runs for 3
Months

Press Date:

Nov. 15, 2020
Tentative

Potential Covers:

Snoop Dogg,
Megan Rapinoe,
Martha Stewart,
Bernie

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

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

- Premium B2B directory listing for one year on cannatechtoday.com
- 6 Direct email blasts to our subscriber base
- Twelve months banner ads on CannaTechToday.com
- Six episode sponsor of the *Cannabis Tech Talks* podcast
- Twelve newsletter banner ads
- Three online native ads
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online editorial consideration for CannaTechToday.com
- Four Product Reviews in print and online
- 1 deal of the week newsletter featured product / service
- Four hours consulting
- Twelve months social media collaboration
- Four Double Page spreads - Year End 2020, Spring, Summer, and Fall 2021 issues
- 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 \$35,800 NET as opposed to the rate card of \$96,500

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

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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