



Don't Let All that
Smoke Get in
Your Eyes



Clear the air
and get your
message to
the Fastest
Growing
Industry in
America, with
WeedWeek

Mary Jane, Aunt Mary, Bhang, Blasé, Bud, Flower, Ganja, Grass, Green Hashish, Herb, Kief, 420, Pot, Reefer, Whacky Tabacky, the names alone, much less the thousands of forms of media today, are bewildering.



But **WeedWeek** clears the air surrounding **Cannabis** and all its incarnations.

Let **WeedWeek**'s movers and shakers in the Pot Industry help move your business along.

Audience

Demographics

Psychographics



› **52.1%** have subscribed for more than one year

› **88.5%** reading it every or most weeks)

› **62.1%** are male

› Average age is **51 years old**

› **41.8%** are in the Cannabis Industry (Owners, C-Level Execs, Managers, Employees, Growers, Lawyers or Active or Prospective Investors)

› **Over 11,000** subscribers and growing.

The WeedWeek Editorial Team



Alex Halperin

Alex Halperin is among the most prominent journalists covering the cannabis industry. Along with creating **WeedWeek**, Alex writes the **Guardian's** cannabis column **High Time**. His work has also appeared in **Fast Company**, **Quartz**, **Rolling Stone**, the **Washington Post**, the **L.A. Times**, and numerous other national publications.



Donnell Alexander

Noted for **Ghetto Celebrity: Searching For My Father In Me**, Donnell also contributes to **Fast Company**, **The Nation**, **Time**, **The New York Observer**, **KCRW** radio, **ESPN** and many others.



Jesse Staniforth

Jesse Staniforth is a Montreal-based reporter. In addition to editing **WeedWeek Canada**, he is a regular contributor to **Leafly**. **Beyond cannabis**, he has reported on Canadian Indigenous issues, food safety and cybersecurity. His work has appeared in **ThinkProgress**, the **Toronto Star**, **Salon**, the **Walrus** and other publications.

Events or Bonus Distribution

We're starting a regular series of social/informational cannabis industry events, **Recharge**. Our first will be in **Los Angeles** in **February**. **Recharge** will be the perfect way for you to get your products and services in front of the people you want to reach. We are planning monthly **Recharges** in other cities. Stay in touch with us about where. And, we'll let you know as things develop.



weedweek



Advertising costs



2019 Digital Rate Card

Basic rates follow—but with all the solutions we have to meet

your objectives, there's just no way to fit them on one rate card. Call

732.872.2270 to get a solution customized to your needs.

Ad Unit	Placement	Price
Native Ad + Small Header	3 different placements throughout newsletter Header Placement of "Sponsored By" at Top Small Box with CTA	\$1100
Native Ad with Image	1 placement in appropriate section of newsletter Image to accompany text	\$750
Native Ad (text only)	1 placement in appropriate section of newsletter	\$550
Native Ad	Sponsored event block	\$250
Image and Text	Event listing	\$50
Site and Newsletter	Bullet point listings	\$250
Investor Announcement	Up to XX characters plus link	\$250
Sponsored Content Block	Link back to page on site	\$1000

Other Ad Types
Podcast Ad Block feature podcast advertiser
Culture Section Influencer of the Month Trade
Dedicated Email Blast Sponsor content back on site

Advertiser Provided Ads	1X \$350	4X \$275	8X \$200	26X \$125	52X \$75

Ad Specifications



Production Info
Requirements for electronic transmission of the ads and color processes and such.

Position Name	Creative Size (W x H in pixels)	File Type	Maximum Animation Loops
Medium Rectangle	300x250	gif, jpg or Rich Media	3 loops or 15 sec
Leaderboard or Banner	728x90	gif, jpg or Rich Media	3 loops or 15 sec
Billboard	970x250	gif, jpg or Rich Media	3 loops or 15 sec

Contact:

Ellen Bollinger
ellen@weedweek.net

John Bollinger
john@weedweek.net

Or 732.872.2270



weedweek