

# MARIJUANA VENTURE

AWARD-WINNING NATIONAL CANNABIS BUSINESS MAGAZINE



2017

# Media Kit



# Philosophy

**MARIJUANA VENTURE** is America's leading business marijuana magazine.

Marijuana Venture is the largest business magazine for the legal cannabis industry. The magazine launched in March 2014 and has grown rapidly. In December 2015, at a ceremony in New York, Marijuana Venture was honored as one of the fastest growing magazines in America by the magazine industry. Marijuana Venture prints 20,000+ magazines each month, with about 15,000 sent directly to business owners. It is available in every major bookstore chain in North America.

Marijuana Venture has a team of attorneys, accountants, agricultural experts and other business professionals who lend their expertise and provide readers with the best information possible in the ever-changing world of legalized cannabis. Our goal is to help business owners operate efficiently, profitably and in full compliance with state regulations.

Much has changed since 2012 when Colorado and Washington legalized recreational marijuana. Other states have since followed suit. Marijuana Venture will continue to be the most trusted source for business information in the cannabis industry.

▶ Read the November issue!



# The Marijuana Venture difference



100% Business Focused

Available in major book chains

Monthly

Page Count\*  
\*As of October 2016

American Hort Member

Cultivate 2016 Exhibitor

Targeted Distribution\*  
\*Every license applicant

Available on Amazon

	100% Business Focused	Available in major book chains	Monthly	Page Count* *As of October 2016	American Hort Member	Cultivate 2016 Exhibitor	Targeted Distribution* *Every license applicant	Available on Amazon
Marijuana Venture	✓	✓	✓	180+	✓	✓	✓	✓
High Times	✗	✓	✓	160	✗	✗	✗	✓
Marijuana Business Mag	✓	✗	✗	108	✗	✗	✓	✗
MG	✗	✓	✓	84	✗	✗	✓	✗
Cannabis Business Times	✓	✗	✗	124	✓	✓	✓	✗
Cannabis Now	✗	✓	✗	124	✗	✗	✗	✗
Dope	✗	✗	✓	132	✗	✗	✗	✗

Unlike many marijuana magazines, Marijuana Venture does not publish advertisements or stories using the style of "Bongs & Thongs."

All Marijuana Venture content is geared toward business professionals in the legal cannabis industry.

# What our advertisers say

“Historically our ROI from print advertising has been less than favorable but because of the nice lead generation rate we are experiencing from Marijuana Venture, we have changed our advertising strategy and will continue to take advantage of this excellent brand-building opportunity.”

— Jimmy Lee, VP Sales, KES Science (AiroCide), Atlanta GA

“Subcooled Air had six new customer inquiries from one ad in Marijuana Venture Magazine.”

— Tom Dillon, Manager, SubCooled Air LP, Alvin TX

“Marijuana Venture is clearly the country's leading marijuana business publication, and the ads I've placed have been instrumental to the growth of my business. I used to have ads in all sorts of places like phone books and websites – but now I advertise only in Marijuana Venture, with better results.”

— Attorney Chris Crew, Crew Consulting, Lakewood WA

“We advertised with Marijuana Venture since their inception, and we chose a winner! The landscape for marijuana advertising is now a 'minefield' of advertising start-ups that makes your head spin (not in the good way). Marijuana Venture is #1 in quality and distribution. We will stay with them.”

— Will Smith, CEO, Bud Bar Displays, Gold River CA

“We read the magazine every month, and love the content. We also advertise and will continue to do so. It's the most effective way to get our brand out there.”

— Scott Griffin, CEO, Clarity Farms, Othello WA

“Marijuana Venture magazine is THE top-tier Cannabis professionals periodical, with relevant, well-written stories – and its readers are precisely those we want our ad dollars to reach.”

— Doug Banfelder, Premiere Dispensary Insurance, Scottsdale AZ

“Marijuana Venture is the only publication that got us the kind of response we wanted in a print ad. We received a lot of calls and inquiries from qualified buyers right off the bat.”

— Mitch Greenblatt, Co-owner, Groco Supply, Bellevue WA

# Readership

now distributed in  
**CANADA**  
with **250** new  
retail locations

**OPINION LEADERS**  
**BUSINESS INFLUENCERS**  
**OWNERS/CEOS**

**15,000** SUBSCRIBERS

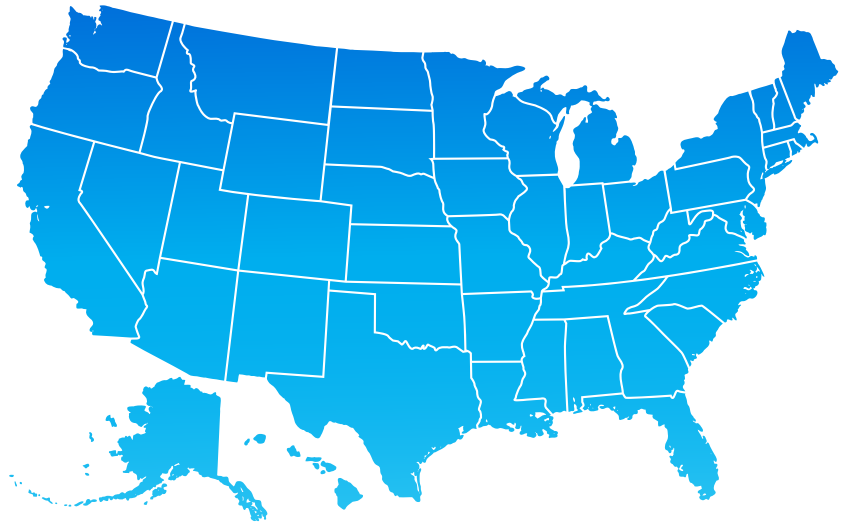
**6,500** SOLD IN STORES

**90%** BUSINESS OWNERS

**79%** OF COMPANIES THAT  
HAVE RUN ONE  
FULL PAGE AD  
HAVE CONTINUED  
ADVERTISING WITH  
MARIJUANA VENTURE

**83%** OF COMPANIES THAT  
HAVE RUN MULTIPLE  
FULL PAGE ADS  
HAVE CONTINUED  
ADVERTISING WITH  
MARIJUANA VENTURE

Distributed to **all 50 states**



**PLUS** Australia, Puerto Rico, Canada, UK

Available in:

**BARNES & NOBLE**  
BOOKSELLERS



**Hastings**  
Discover Your Entertainment

**Chapters**

**amazon**

**BAM!**  
BOOKS-A-MILLION



**KING**  
Soopers

**Fred Meyer**

**Fry's**  
ELECTRONICS

**Indigo**

*select airport stores across the western U.S.  
and many independent bookstores nationwide*

**MARIJUANA**  
**VENTURE** 



# Expert contributors



**MICHELE BROOKE** is an attorney in California who practices civil litigation and civil cannabis law ([www.brookelawgroup.com](http://www.brookelawgroup.com)). She is a member of Americans for Safe Access, NORML and the American Herbal Products Association.



**NICK MOSELY** is the scientific director and part owner of Confidence Analytics, a state-certified cannabis quality assurance laboratory serving producers, processors and collectives throughout Washington state. Confidence Analytics can be reached by email at [info@conflabs.com](mailto:info@conflabs.com).



**LAUREN RUDICK** represents investors and startup organizations in all aspects of business and intellectual property law, specializing in cannabis, media and technology. Her law firm, Hiller, PC, is a white-shoe boutique firm with a track record for success, handling sophisticated legal matters including business and corporate law.



**C.J. SCHWARTZ** is the CEO and chief science officer of Marigene and Hempgene, two companies specializing in cannabis genetics. He has more than 15 years of experience in plant molecular genetics and has published in multiple peer-reviewed scientific journals. He can be reached at [cj.schwartz@marigene.com](mailto:cj.schwartz@marigene.com).



**SUZANNE WAINWRIGHT-EVANS** has been in the horticulture industry for more than 25 years, focusing on biological control and proper use of pesticides. She has worked throughout the U.S. and internationally as a consultant for greenhouses, nurseries and gardens. She is the owner of Buglady Consulting, now in business 15 years.



**BRENDA WELLS** is the Robert F. Bird Distinguished Scholar of Risk and Insurance at East Carolina University. During her career she has taught insurance courses that include commercial liability, commercial property and insurer operations, and has published articles on the risk management implications of cannabis legalization. She can be contacted at [brenda@riskedstrategies.com](mailto:brenda@riskedstrategies.com).

# Ad rates

## 2-page spread

One month: \$4500  
Quarterly: \$3500  
Half year: \$3000  
**One year: \$2500**

## Full page

One month: \$3000  
Quarterly: \$2500  
Half year: \$2000  
**One year: \$1500**

## Half page

One month: \$1800  
Quarterly: \$1500  
Half year: \$1200  
**One year: \$1000**

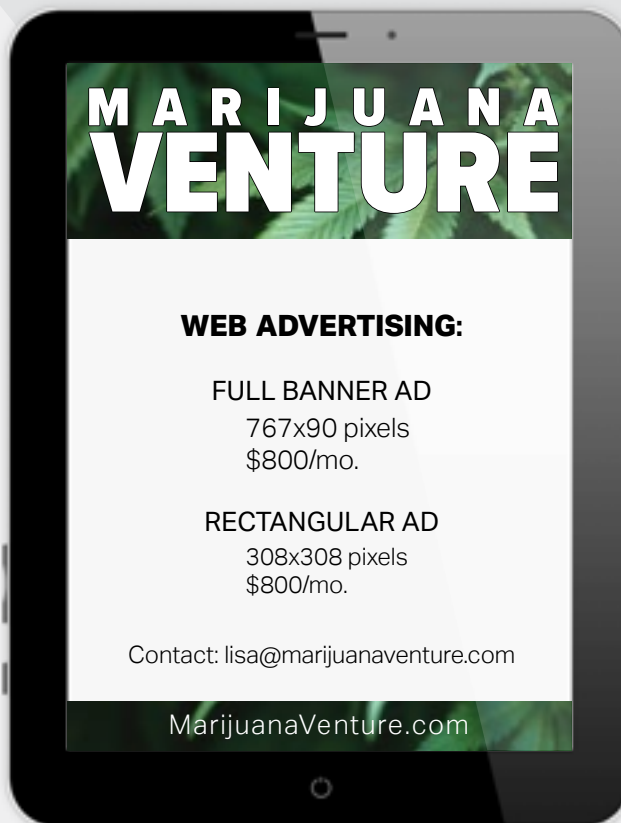
## Third page

One month: \$1500  
Quarterly: \$1200  
Half year: \$900  
**One year: \$700**

## Quarter page

One month: \$1000  
Quarterly: \$800  
Half year: \$600  
**One year: \$500**

\*Special ad rates are valid only when applied to consecutive months

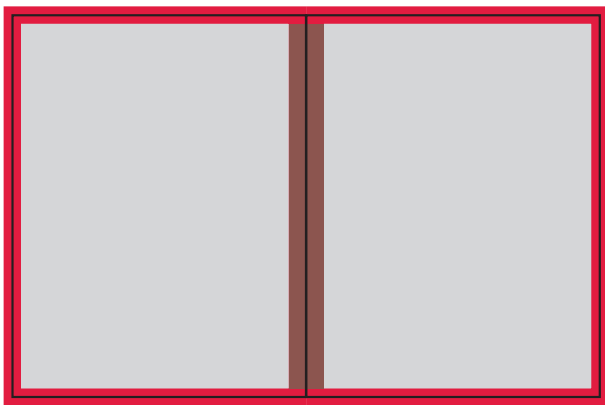


\* Special ad placement rates available upon request (inside front cover; inside back cover; back cover)

# Ad specs

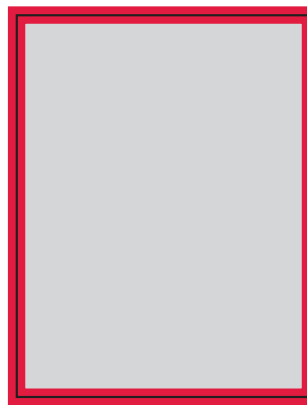
## High Resolution // 300 ppi PDF format, CMYK

The deadline will be on the third Friday of the month two months prior to publication.



### 2-page spread \*

- Bleed: 17.25" x 11.375"
- Live: 16.25" x 10.375" (exclude 1" in center)
- Trim: 16.75" x 10.875"



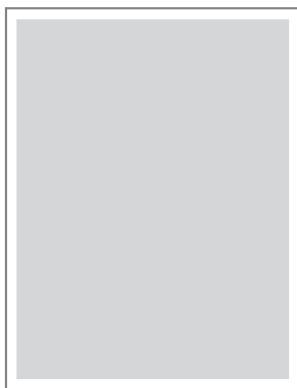
### Full page - with bleed \*

- Bleed: 8.625" x 11.375"
- Live: 7.625" x 10.375"
- Trim: 8.375" x 10.875"

\* BLEED  
*size of document we should receive; background art should extend to these dimensions*

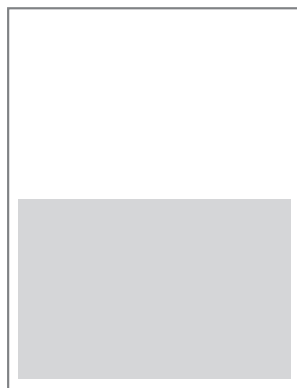
LIVE  
*all important text/art should stay within these dimensions to avoid being cut off during printing*

TRIM  
*the final, printed page size*



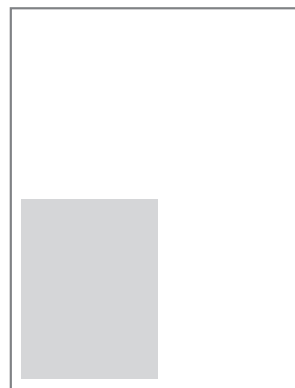
### Full page - w/o bleed

7.5" x 10"



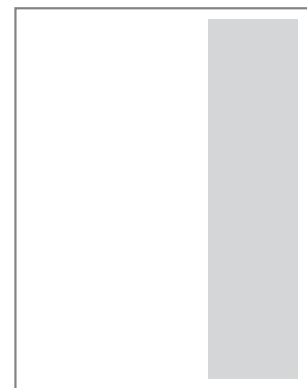
### Half page

7.5" x 5"



### Quarter page

3.667" x 5"



### Third page

10" x 2.35"

## Questions?

Contact: [editor@marijuanaventure.com](mailto:editor@marijuanaventure.com) - OR - (425) 656-3621



# Ad deadlines

**Print-ready ads must be submitted to a Marijuana Venture representative by the listed deadline to be guaranteed a spot**

Deadlines are on the second Friday of the month, two months prior to publication.

January issue	<b>November 18</b>
February issue	<b>December 16</b>
March issue	<b>January 20</b>
April issue	<b>February 17</b>
May issue	<b>March 17</b>
June issue	<b>April 14</b>
July issue	<b>May 12</b>
August issue	<b>June 9</b>
September issue	<b>July 14</b>
October issue	<b>August 11</b>
November issue	<b>September 8</b>
December issue	<b>October 13</b>

## Questions?

Contact: [editor@marijuanaventure.com](mailto:editor@marijuanaventure.com) - OR - (425) 656-3621

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