

MARIJUANA VENTURE

AWARD-WINNING NATIONAL CANNABIS BUSINESS MAGAZINE

#1
MARIJUANA
BUSINESS
MAGAZINE!

2020

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 30,000+ 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.



The Marijuana Venture difference



100% Business Focused

Available in major book chains

Monthly

Page Count*
*As of April 2017

Distributed in Canada

Cultivate 2017 Exhibitor

Targeted Distribution*
*Every license applicant

Available on Amazon

	100% Business Focused	Available in major book chains	Monthly	Page Count* *As of April 2017	Distributed in Canada	Cultivate 2017 Exhibitor	Targeted Distribution* *Every license applicant	Available on Amazon
Marijuana Venture	✓	✓	✓	180+	✓	✓	✓	✓
High Times	✗	✓	✓	142	✗	✗	✗	✓
Marijuana Business Mag	✓	✗	✗	154	✗	✗	✓	✗
MG	✗	✓	✓	84	✗	✗	✓	✗
Cannabis Business Times	✓	✗	✓	108	✗	✓	✓	✗
Cannabis Now	✗	✓	✗	138	✓	✗	✗	✓
Dope	✗	✗	✓	156	✗	✗	✗	✗

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

“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 a marketing tool that has helped us gain leads in a market we couldn’t reach directly. They work with you to determine which ad is most effective and will even team up with you at tradeshows. Aaron is a great partner to advertise with, helping you optimize many advertising opportunities.”

— Felecia Sparkman, Marketing Specialist, Americover, Escondido CA

“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, Nine Point Strategies, San Carlos CA

“We’ve been with Marijuana Venture since the first edition and it’s been, and still is, a very effective marketing tool for us.”

— Arnold Heckman, CEO, Cannaline, Elkridge MD

Readership



**OPINION LEADERS
BUSINESS INFLUENCERS
OWNERS/CEOS**

15,000 SUBSCRIBERS

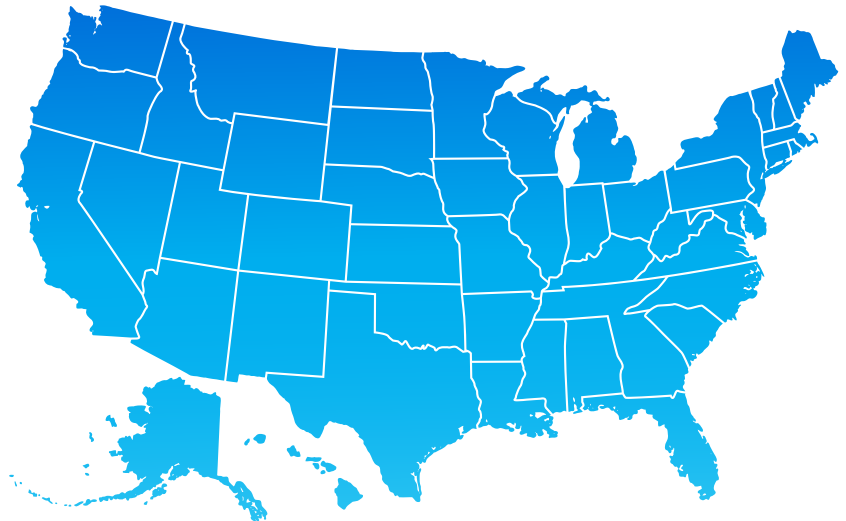
17,000 SOLD IN STORES

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



Hudson

BAM!
BOOKS-A-MILLION



amazon

Fry's
ELECTRONICS

Fred Meyer

KING
Soopers

IN CANADA:

Indigo

Chapters

SAFeway



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

Advisory panel



DAVID KERR serves business clients throughout Washington, including an emphasis on the emerging legal, regulatory and compliance issues facing new cannabis businesses. He can be reached at david@dkerrlaw.com.



DR. RACHEL KNOX is the co-founder and consulting physician at The American Cannabinoid Clinics in Oregon. Knox received her medical and business degrees from Tufts University after completing undergraduate work at Duke. She is a cannabis specialist who believes in using lifestyle as medicine to treat and prevent disease. Knox is a member of the Minority Cannabis Business Association.



CATHERINE MORISETT is an experienced litigator and partner in the Seattle office of Fisher & Phillips LLP, a national law firm committed to providing business solutions for employers' workplace legal problems. She counsels cannabis retailers, growers and other supporting industries with operations in California, Colorado, Oregon and Washington in all aspects of employment law. She can be reached at cmorisset@fisherphillips.com.



NADIA SABEAH, PH.D. also known as Dr. Greenhouse, specializes in agriculture heating and cooling system designs. She has a Ph.D. in agricultural and biosystems engineering from the University of Arizona and works as a licensed mechanical engineer in Sacramento, California, where she designs HVAC systems for controlled environment agriculture production facilities.



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.



SCOTT WARNER provides guidance on intellectual property rights and represents a diverse array of clients at Garvey Schubert Barer Law Firm, including hospitals, software, hardware and video game companies and more. He was once named "Washington's Most Amazing Lawyer" by Washington CEO Magazine.



BRENDA WELLS, PH.D. 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.

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

OTHER ADVERTISING OPPORTUNITIES

Blow-in inserts
Belly bands/cover wraps
Gate folds
Other ideas? Just ask!

For pricing and other details,
contact your Marijuana Venture representative
or Lisa Smith at
lisa@marijuanaventure.com • (425) 306-4706



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

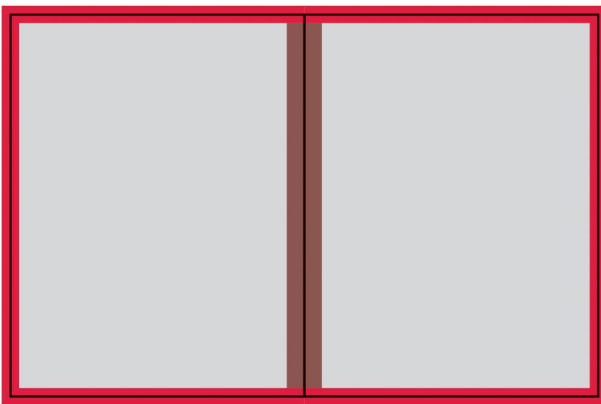
Ad specs

High Resolution (300 ppi) • PDF format • CMYK

Please export pdf files without crop/printer's marks

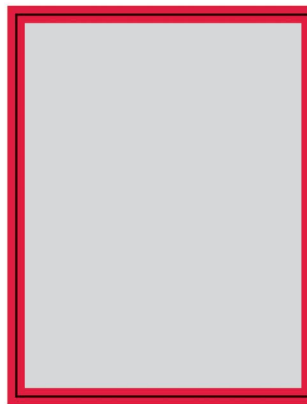
Deadlines are on the second Friday of the month, two months prior to publication.

Send to: chloe@marijuanaventure.com



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: 8.875" 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

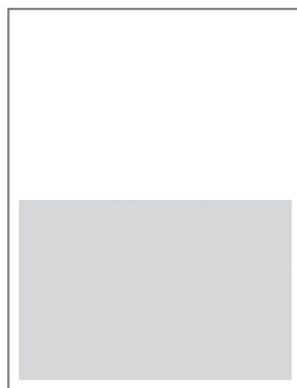
LIVE
all important text/art should stay within these dimensions to avoid being cut off during printing

TRIM
the final, printed page size



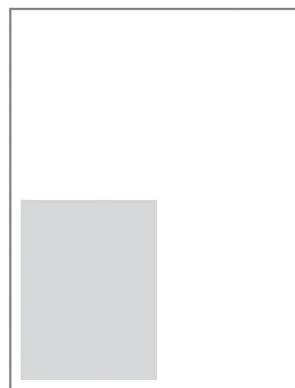
Full page - w/o bleed

7.5" x 10"



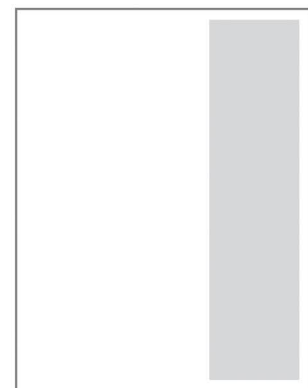
Half page

7.5" x 5"



Quarter page

3.667" x 5"



Third page

10" x 2.35"

Questions?

Contact: chloe@marijuanaventure.com - OR - (425) 656-3621

2020 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	November 8
February issue	December 13
March issue	January 10
April issue	February 14
May issue	March 13
June issue	April 10
July issue	May 8
August issue	June 12
September issue	July 10
October issue	August 14
November issue	September 11
December issue	October 9

Questions?

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

Web advertising



MARIJUANA VENTURE
The Journal of Professional Cannabis Growers and Retailers

SUBSCRIBE

SEARCH

About Us | Advertise | Contact | Shop Online

FEATURES | CULTIVATION | RETAIL | BUSINESS | DIRECTORY | INTERCHANGE

WEB ADVERTISING:

<u>SPONSORED POST</u> Article-style post with copy and art \$1000/mo.	<u>FULL BANNER AD</u> 767x90 pixels jpg, gif or png \$800/mo.	<u>SIDEBAR AD</u> 308x308 pixels jpg, gif or png \$600/mo.
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Contact: lisa@marijuanaventure.com

www.MarijuanaVenture.com

MARIJUANA VENTURE
The Journal of Professional Cannabis Growers and Retailers

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Menu

YOUR AD HERE!

100,000+

VISITS PER DAY

47,000+

UNIQUE VISITORS
PER MONTH

19,000+

AD IMPRESSIONS
PER DAY

Events



MAY 1-2, 2019 | NOVEMBER 20-21, 2019

INTERCHANGE

Market: Washington (*Oregon coming soon!*)

Location: Renton, WA

What is Interchange?: Interchange is the most efficient, productive business event for Washington's state-licensed cannabis producers and processors to pitch their product to the state's top retailers in guaranteed one-on-one meetings.

Contact: 425.656.3621

Interchange@marijuanaventure.com

WWW.MARIJUANAVENTURE.COM/INTERCHANGE

“Interchange is the only event we come to for taking on new accounts. It is the most efficient and effective use of our time. We've got more new products and new farms out of this than we do with any other activity.

—STEVE LEE, OWNER
Green2Go



OCTOBER 23-24, 2019

RAD EXPO Retail & Dispensary Expo

Market: National

Location: Portland, OR

What is RAD Expo?: The RAD (Retail and Dispensary) Expo is the nation's #1 B2B trade show for the retail side of the cannabis industry. Future and existing retail shops can find everything they need to start and run their store all in one place.

Contact: 425.656.3621

RAD@marijuanaventure.com

WWW.THERADEXPO.COM

“The RAD Expo is the only conference where we know almost everyone we talk to will be a potential client or partner because of its focus on retail and brands. It was a great match for The Peak Beyond.

—JEFF LAPENNA, CEO
The Peak Beyond

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