

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 15,000 magazines each month, with about 10,000 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*	American Hort Member	Cultivate 2016 Exhibitor	Targeted Distribution*	Available on Amazon
Marijuana Venture	✓	✓	✓	164	✓	✓	✓	✓
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

**OPINION LEADERS
BUSINESS INFLUENCERS
OWNERS/CEOS**

10,000 SUBSCRIBERS

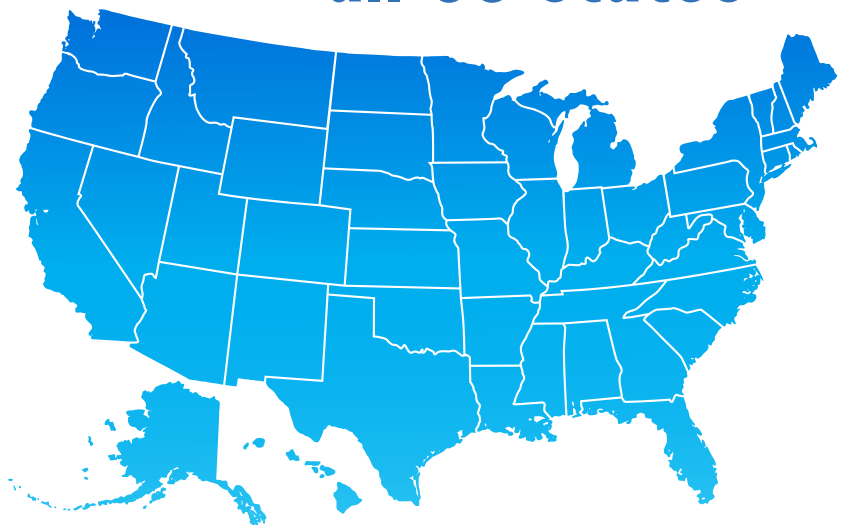
5,000 SOLD IN STORES

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

Hastings
Discover Your Entertainment

BAM!
BOOKS-A-MILLION

amazon

QFC
Quality Food Centers

7
ELEVEN

Fry's
ELECTRONICS

Fred Meyer

KING
Soopers

and many independent bookstores nationwide

Expert contributors



MICHELE BROOKE is an attorney in California who practices civil litigation and civil cannabis law (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.



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.



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.

Ad rates

2-page spread

One month: \$3500
Quarterly: \$3000
Half year: \$2500
One year: \$2000

Full page

One month: \$2500
Quarterly: \$2000
Half year: \$1500
One year: \$1250

Half page

One month: \$1500
Quarterly: \$1200
Half year: \$900
One year: \$800

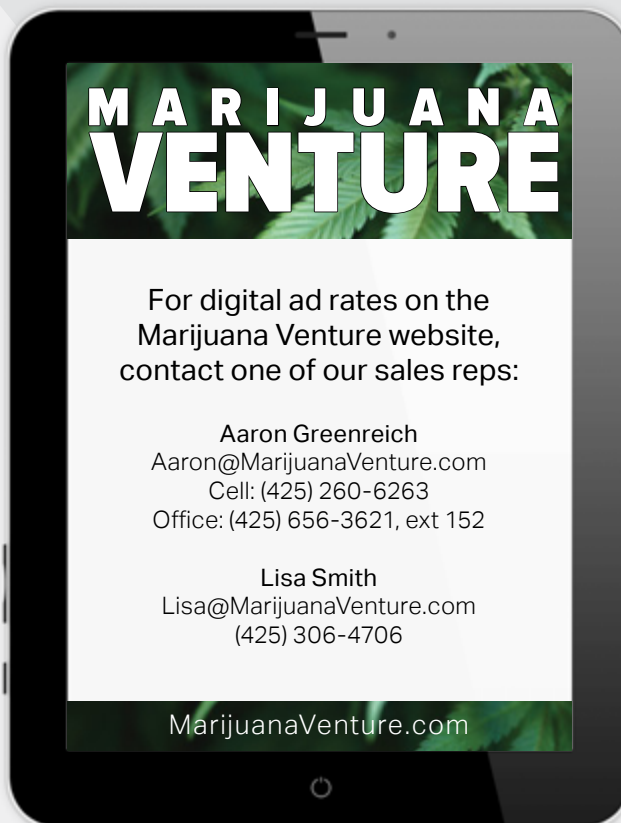
Third page

One month: \$1300
Quarterly: \$1000
Half year: \$700
One year: \$500

Quarter page

One month: \$800
Quarterly: \$600
Half year: \$500
One year: \$400

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

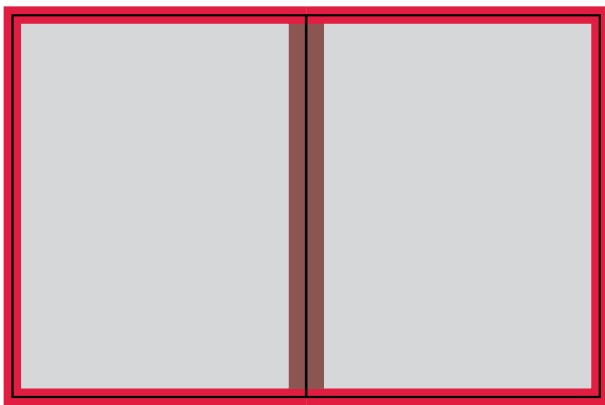


* Special ad placement rates available upon request (inside front cover; inside back cover; back cover)

Ad specs

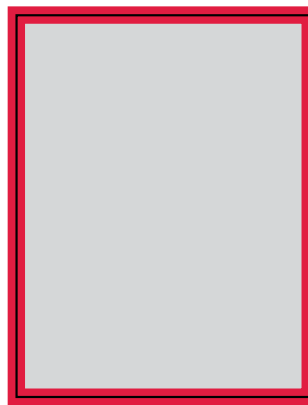
**High Resolution // 300 ppi
PDF format, CMYK**

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



2-page spread *

- Trim: 10.375" x 16.25"
- Bleed: 11.375" x 17.25"
(.5" around trim and 1" in the center)



Full page - with bleed *

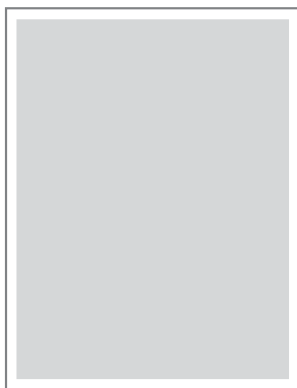
- Trim: 10.375" x 7.625"
- Bleed: 11.375" x 8.625"
(.5" around trim)

WEB ADVERTISING 

FULL BANNER AD
759x89 pixels

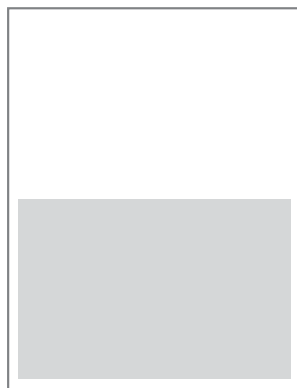
RECTANGULAR AD
308x308 pixels
300x150 pixels

** background art should extend to the "bleed"
All important text/art should be kept within the "trim"*



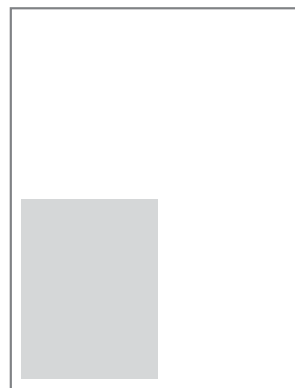
Full page - w/o bleed

10" x 7.5"



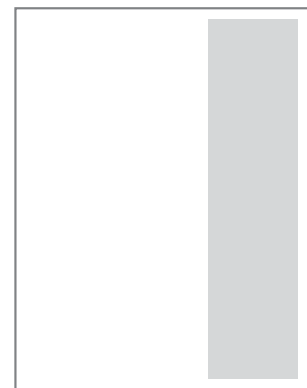
Half page

5" x 7.5"



Quarter page

5" x 3.667"



Third page

10" x 2.35"

Questions?

Contact: 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 third Friday of the month, two months prior to publication.

January issue	November 18
February issue	December 16
March issue	January 20
April issue	February 17
May issue	March 17
June issue	April 21
July issue	May 19
August issue	June 16
September issue	July 21
October issue	August 18
November issue	September 15
December issue	October 20

Questions?

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

Contact info



Greg James

Publisher

(425) 656-3621

greg@marijuanaventure.com

Garrett Rudolph

Editor

(425) 656-3621

editor@marijuanaventure.com

Lisa Smith

Sales Manager

(425) 306-4706

lisa@marijuanaventure.com

Aaron Greenreich

Sales Executive

Cell: (425) 260-6263

Office: (425) 656-3621, ext 152

aaron@marijuanaventure.com

www.MarijuanaVenture.com