

# MARIJUANA VENTURE

LEADING BUSINESS RESOURCE FOR RETAILERS & GROWERS

**#1**

MARIJUANA  
BUSINESS  
MAGAZINE!

2021

**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. At a ceremony in New York City, 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.



# What our advertisers say

“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*

“A great industry resource.”

— *Brendan Kennedy, CEO, Tilray*

“There are many wannabees in the cannabis industry media space, but Marijuana Venture is one of the very few worth following. It's a great venue for understanding key trends and learning about leading companies.”

— *Alan J. Brochstein, CFA, New Cannabis Ventures*

“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*

“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*

# Readership

OWNERS/CEOS  
BUSINESS MANAGERS  
DECISION-MAKERS

**15,000** SUBSCRIBERS

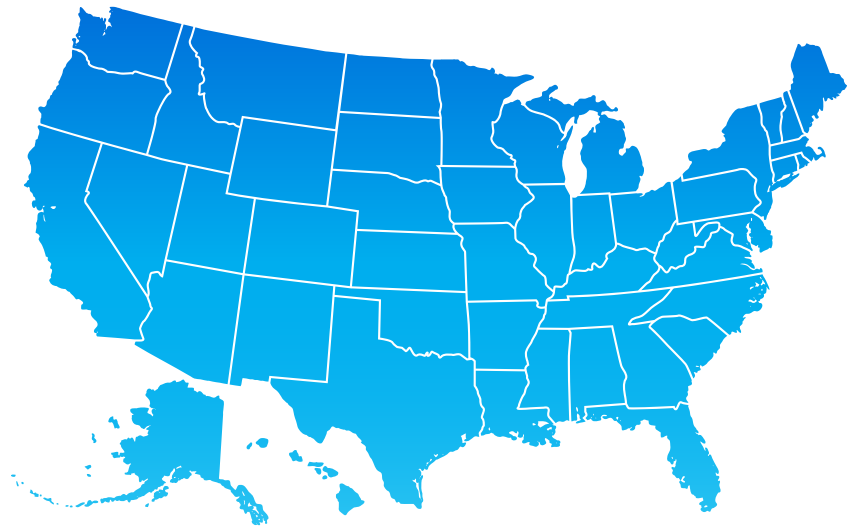
**5,000** SOLD IN STORES

**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

**Fry's**  
ELECTRONICS

**BAM!**  
BOOKS-A-MILLION

**amazon**

*Also available in many independent  
bookstores and retailers nationwide*

# 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**

## Prime placement

Back cover: +40%  
Inside covers: +25%  
Reserved page: +10%

## Premium print ads

False cover, double page: \$15000  
Heavy card, double page: \$7500  
Trifold pamphlet insert: \$9500

## 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](mailto:lisa@marijuanaventure.com) • (425) 306-4706

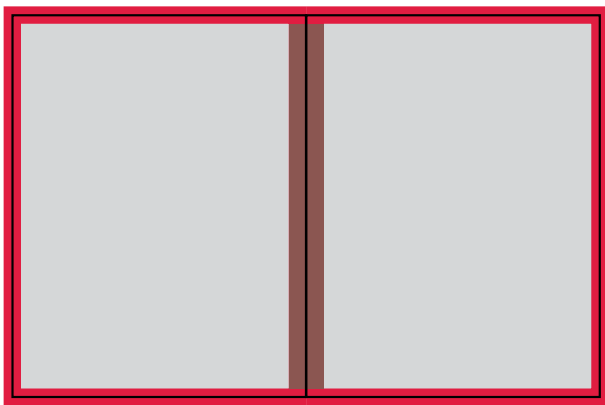
\*Special ad rates are valid only  
when applied to consecutive months

# Ad specs

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

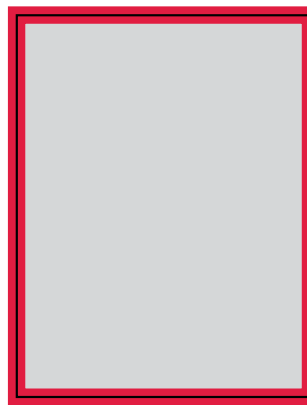
Deadlines are on the second Friday of the month, two months prior to publication.

Send to: [editor@marijuanaventure.com](mailto:editor@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"



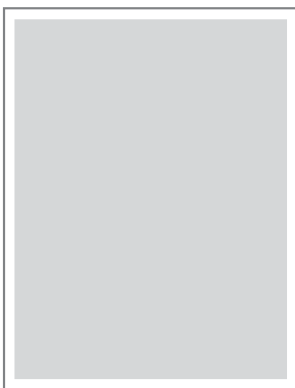
**Full page - with bleed \***

■ Bleed: 8.625" 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

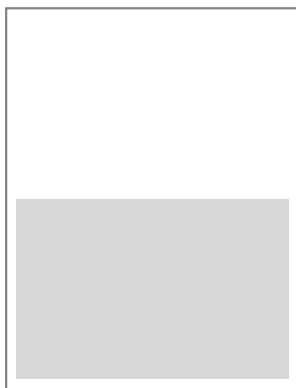
LIVE  
all important text/art should stay within these dimensions to avoid being cut off during printing

TRIM  
the final, printed page size



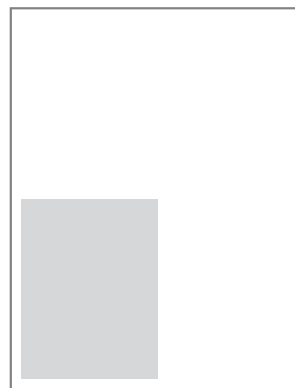
**Full page - w/o bleed**

7.5" x 10"



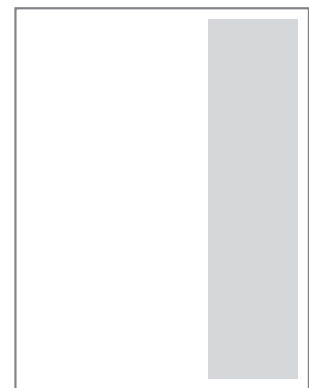
**Half page**

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



# 2021 Ad deadlines

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

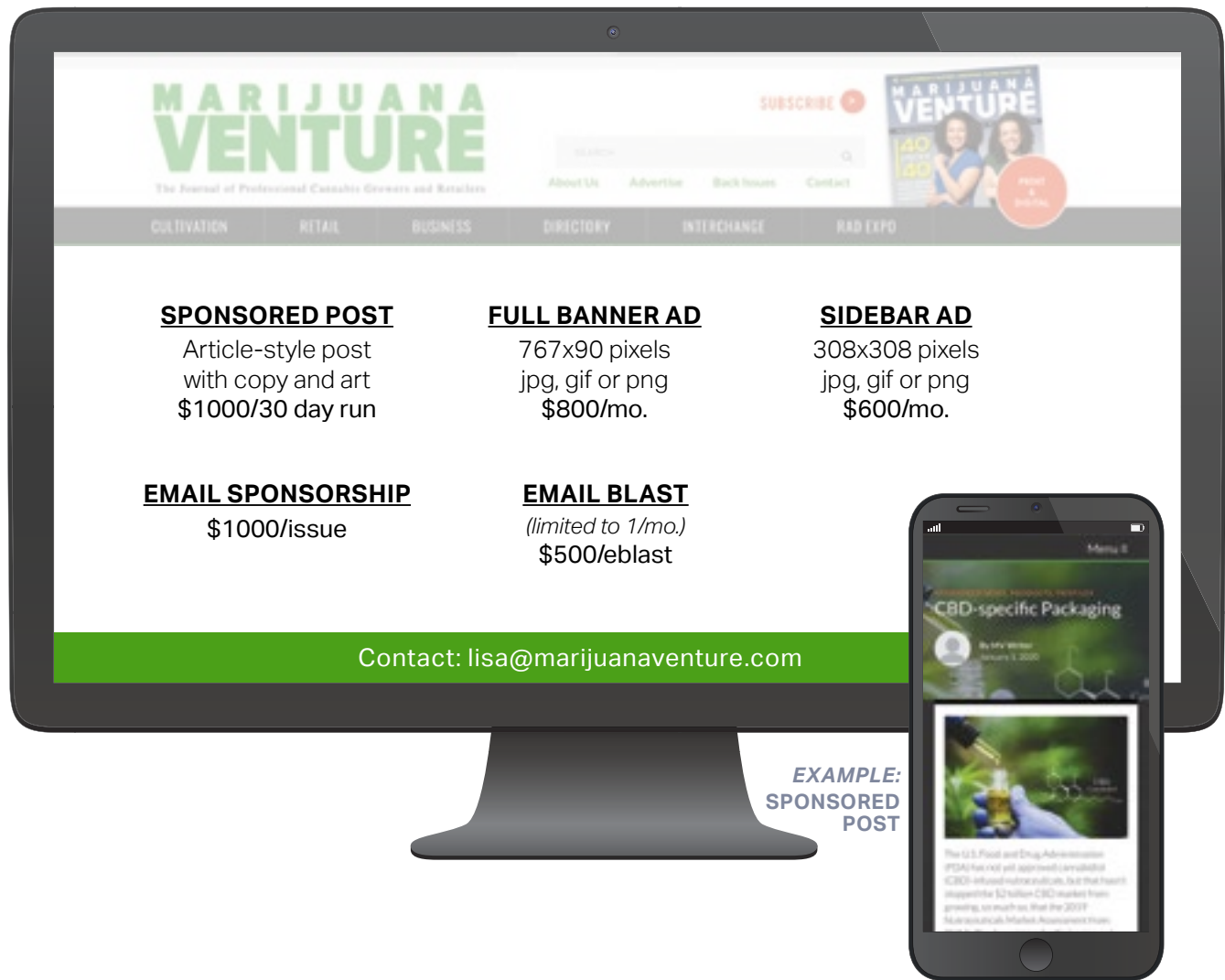
Deadlines are on the second Friday of the month, two months prior to publication

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

## Questions?

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# Web advertising



100,000+

VISITS PER DAY

47,000+

UNIQUE VISITORS  
PER MONTH

19,000+

AD IMPRESSIONS  
PER DAY



# Events



## **RAD EXPO** Retail & Dispensary Expo

**Market:** National

**Location:** Seattle Airport Marriott

**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

## **INTERCHANGE**

**Spokane, WA:** August 3-4, 2021

**Portland, OR:** September 15-16, 2021

**Renton, WA:** October 5-6, 2021

**What is Interchange?:** Interchange is the most efficient, productive business event for 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

# Contact info



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