



MARIJUANA VENTURE

2022 MEDIA KIT

OUR MISSION

Marijuana Venture is the ultimate resource for established and aspiring cannabis business professionals looking for the latest news on technology, retail and cultivation practices, legal advice, marketing tips, profiles on industry leaders, updates on the ever-evolving regulatory landscape and more.



SERRA DISPENSARY // PHOTO COURTESY SERRA



DISTRIBUTION

OWNERS/
CEOS

BUSINESS
MANAGERS

DECISION-
MAKERS

15,000

SUBSCRIBERS

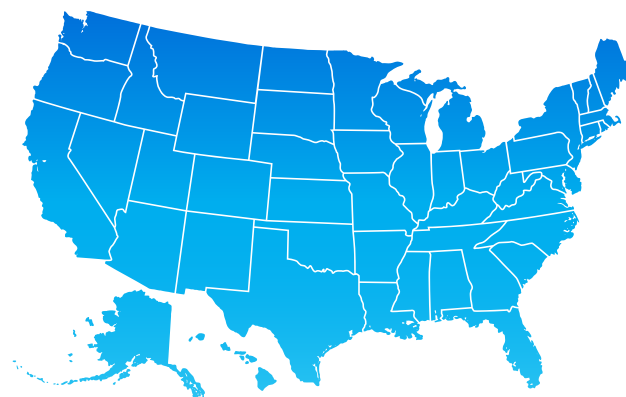
5,000

SOLD IN STORES

90%

BUSINESS OWNERS

DISTRIBUTED TO ALL 50 STATES



AVAILABLE IN:

BARNES & NOBLE
BOOKSELLERS

BAM!
BOOKS-A-MILLION

amazon

*Also available in many independent
bookstores and retailers nationwide*



AD RATES

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

2-PAGE SPREAD AD RATE

SINGLE ISSUE (x1)	\$4500
QUARTERLY (x3)	\$3500
HALF YEAR (x6)	\$3000
YEARLY (x12)	\$2500

FULL PAGE AD RATE

SINGLE ISSUE (x1)	\$3000
QUARTERLY (x3)	\$2500
HALF YEAR (x6)	\$2000
YEARLY (x12)	\$1500

HALF PAGE AD RATE

SINGLE ISSUE (x1)	\$1800
QUARTERLY (x3)	\$1500
HALF YEAR (x6)	\$1200
YEARLY (x12)	\$1000

THIRD PAGE AD RATE

SINGLE ISSUE (x1)	\$1500
QUARTERLY (x3)	\$1200
HALF YEAR (x6)	\$900
YEARLY (x12)	\$700

QUARTER PAGE AD RATE

SINGLE ISSUE (x1)	\$1000
QUARTERLY (x3)	\$800
HALF YEAR (x6)	\$600
YEARLY (x12)	\$500

PRIME PLACEMENT

BACK COVER	+40%
INSIDE COVERS	+25%
RESERVED PAGE	+10%



CUSTOM MARKETING SOLUTIONS

HEAVY CARD, DOUBLE PAGE	\$7500
TRIFOLD PAMPHLET INSERT	\$9500
FALSE COVER, DOUBLE PAGE	\$15000

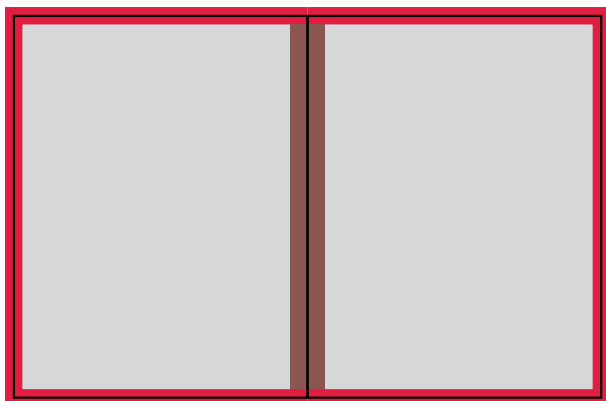
Other Advertising Opportunities

- BLOW-IN INSERTS
- BELLY BANDS / COVER WRAPS
- GATE FOLDS
- OTHER IDEAS? JUST ASK!

For pricing and other details, contact your Marijuana Venture representative or our sales team:

sales@marijuanaventure.com • (425) 306-4706

AD SPECS

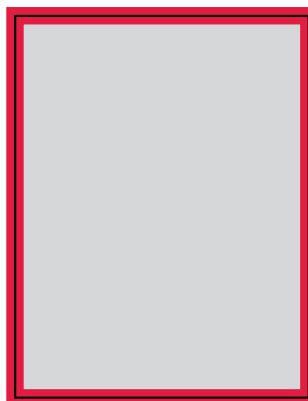


2-page spread *

■ Bleed: (.25") 17.25" x 11.375"

■ Live: 16.25" x 10.375" (exclude 1" in center)

□ Trim: 16.75" x 10.875"

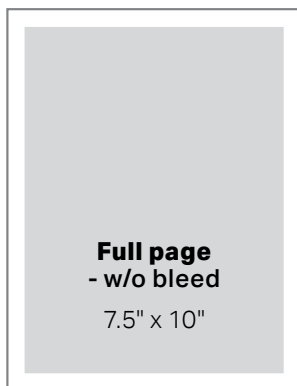


Full page - with bleed *

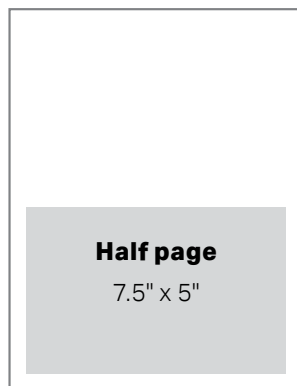
■ Bleed: (.25") 8.625" x 11.375"

■ Live: 7.625" x 10.375"

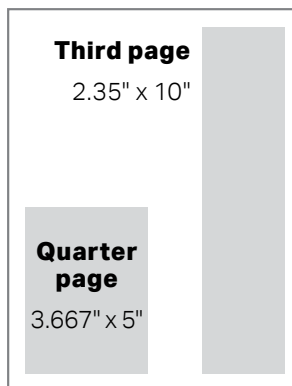
□ Trim: 8.375" x 10.875"



**Full page
- w/o bleed**
7.5" x 10"



Half page
7.5" x 5"



Third page
2.35" x 10"

**Quarter
page**
3.667" x 5"

templates
are available
upon
request

* BLEED: .25" on all sides

the size of document we should receive; background art should extend to the bleed dimensions

LIVE/SAFETY FROM TRIM: .25"

all important text/art must be a minimum of .25" from the trim and .5" from the bleed on all four sides to avoid being cut off

TRIM: 8.375" x 10.875"

the printed page size is 8.375" x 10.875"

Production Requirements

FILE FORMAT: PDF

RESOLUTION: 300 DPI

COLOR MODE: CMYK

Please do not include registration/crop marks

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

Send ad materials to your sales representative

2022 DEADLINES

ISSUE	CLOSING DATE
JANUARY	11/12/21
FEBRUARY	12/10/21
MARCH	1/14/22
APRIL	2/11/22
MAY	3/11/22
JUNE	4/08/22
JULY	5/13/22
AUGUST	6/10/22
SEPTEMBER	7/08/22
OCTOBER	8/12/22
NOVEMBER	9/09/22
DECEMBER	10/14/22

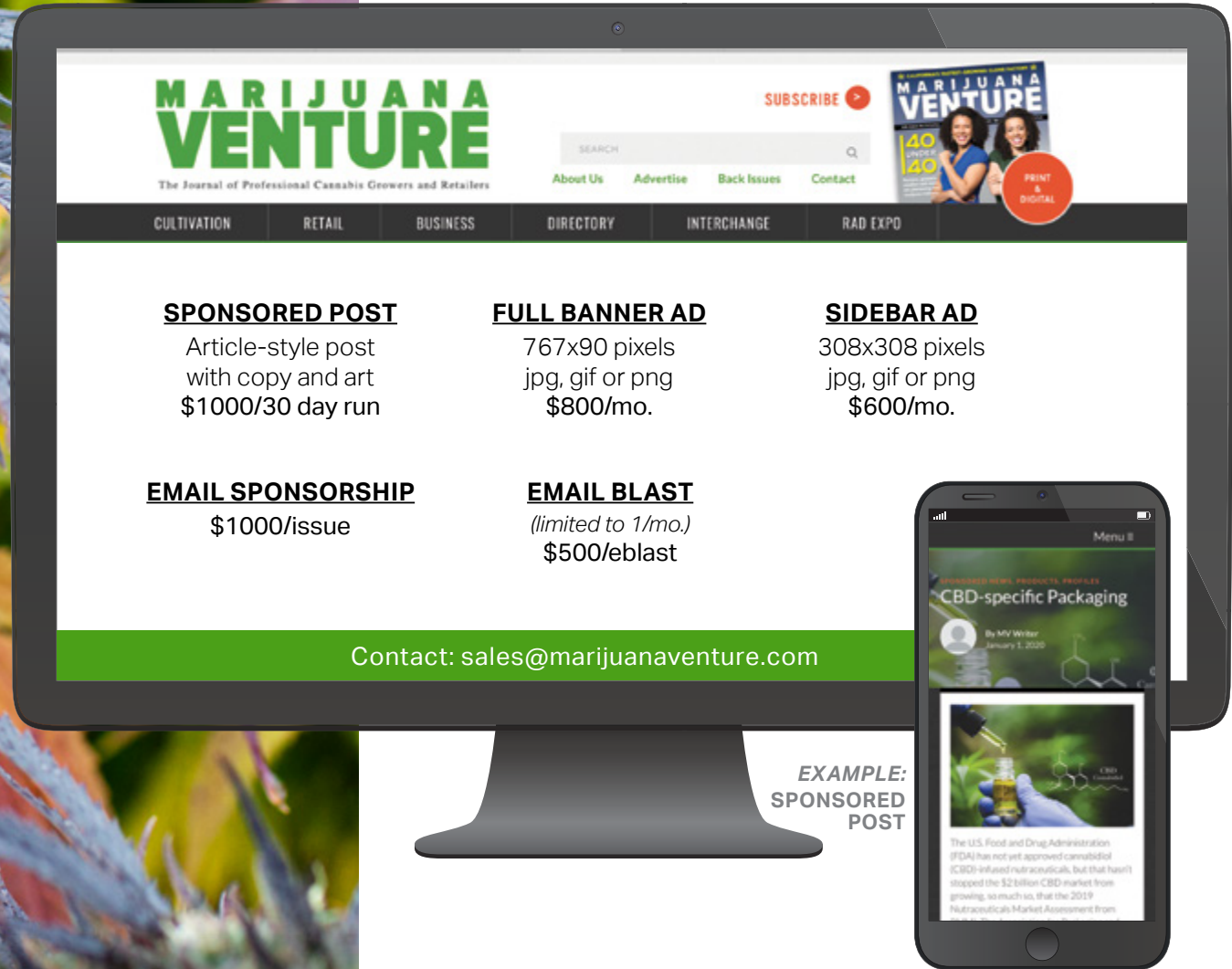
Print-ready ads must be submitted to a Marijuana Venture representative by the listed deadline to be guaranteed a spot

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



JOE'S HERB CABINET // PHOTO COURTESY JESSLYN WOMACK PHOTOGRAPHY

DIGITAL ADVERTISING



**MARIJUANA
VENTURE**
The Journal of Professional Cannabis Growers and Retailers

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CULTIVATION

RETAIL

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INTERCHANGE

RAD EXPO

SPONSORED POST

Article-style post
with copy and art
\$1000/30 day run

FULL BANNER AD

767x90 pixels
jpg, gif or png
\$800/mo.

SIDEBAR AD

308x308 pixels
jpg, gif or png
\$600/mo.

EMAIL SPONSORSHIP

\$1000/issue

EMAIL BLAST

(limited to 1/mo.)
\$500/eblast

Contact: sales@marijuanaventure.com

EXAMPLE:
SPONSORED
POST



TAHOMA GROWERS



EVENTS: INTERCHANGE

Interchange is the #1 buy/sell event for the cannabis industry because *it works*.

Held over two days, Interchange is an event where producers, processors, and ancillary companies meet with a series of retailers in a 1:1 private setting to convey product offerings with an end goal of structuring deals.

This unique process enhances industry-wide productivity and provides an environment to foster relationships with like-minded business professionals.

To join find out more, contact Raina at interchange@marijuanaventure.com or visit www.interchangemv.com.



“IT’S BY FAR THE BEST TRADE EVENT OF ITS KIND AND MY BUYERS LOVE IT.”

— IAN EISENBERG
Owner, Uncle Ike’s

“WE CRUSHED IT WITH VENDORS AND FELT VERY WELL TAKEN CARE OF. I HONESTLY CANNOT IMAGINE IT HAVING GONE ANY BETTER.”

— ADAM DEWEY
Director of Purchasing, Elwha Peaks Cannabis

“THE ONLY SHOW WORTH THE MONEY!”

— ROB MCKINLEY
CEO, Phat Panda



Renton, WA
JUNE 15-16, 2022

Spokane Valley, WA
AUGUST 16-17, 2022

Portland, OR
SEPTEMBER 21-22, 2022

Lansing, MI
OCTOBER 19-20, 2022

Renton, WA
NOVEMBER 8-9, 2022



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