



MARIJUANA BUSINESS DAILY

MEDIA KIT 2021 | PRINT & DIGITAL

JOIN THE ORIGINAL

Why us?

For a decade, MJBizDaily has connected and informed the cannabis industry.

Our coverage is “most trusted” and unbiased, created by professional journalists working in three countries. We have been featured in the world’s leading news and business outlets.

In 2019 alone, we gave \$435,000 to related nonprofits, making us possibly the largest corporate donors for the entire industry.

MJBizDaily is a woman-owned, privately-held company.

AS SEEN IN:

Forbes

Harvard
Business
Review

D | DOW JONES

Entrepreneur

THE HUFFPOST

THE WALL STREET JOURNAL

abc NEWS

CNBC

USA
TODAY

Inc.

BNN
Bloomberg

cheddar

TC
TechCrunch

msn

yahoo!
finance

Marijuana
Business **Daily**®

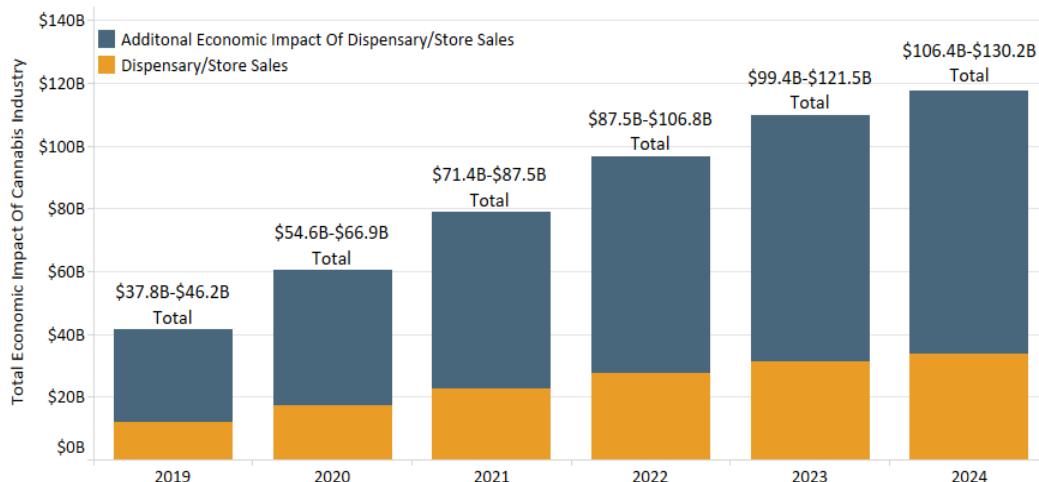
Why now?

The total economic impact of the U.S. cannabis industry is expected to reach **\$100 billion+** by 2022. →

Now is the time to:

- **Generate** leads
- **Announce** new products
- **Build** your brand
- **Drive** sales
- **Educate** the market
- **Advertise & Exhibit**

U.S. Cannabis Industry Total Economic Impact: 2019 - 2024
(In Billions Of U.S. Dollars)



Source: Marijuana Business Factbook
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Our Core Brands

MEDIA

Marijuana Business Daily
Marijuana Business Daily International
Hemp Industry Daily
Marijuana Business Magazine

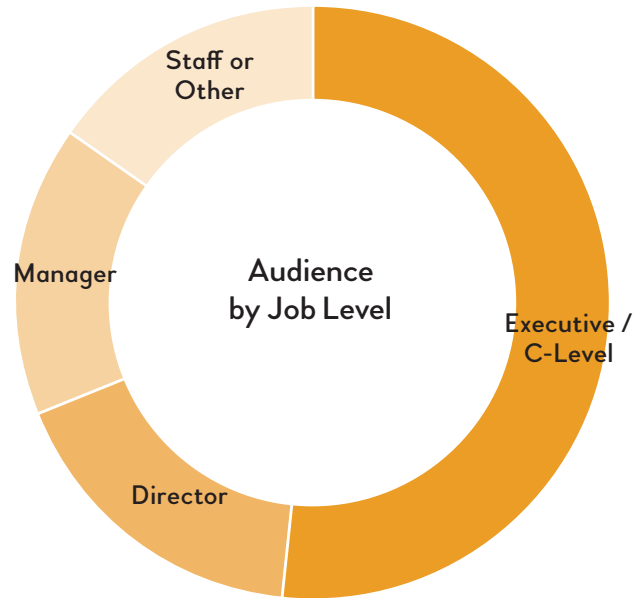
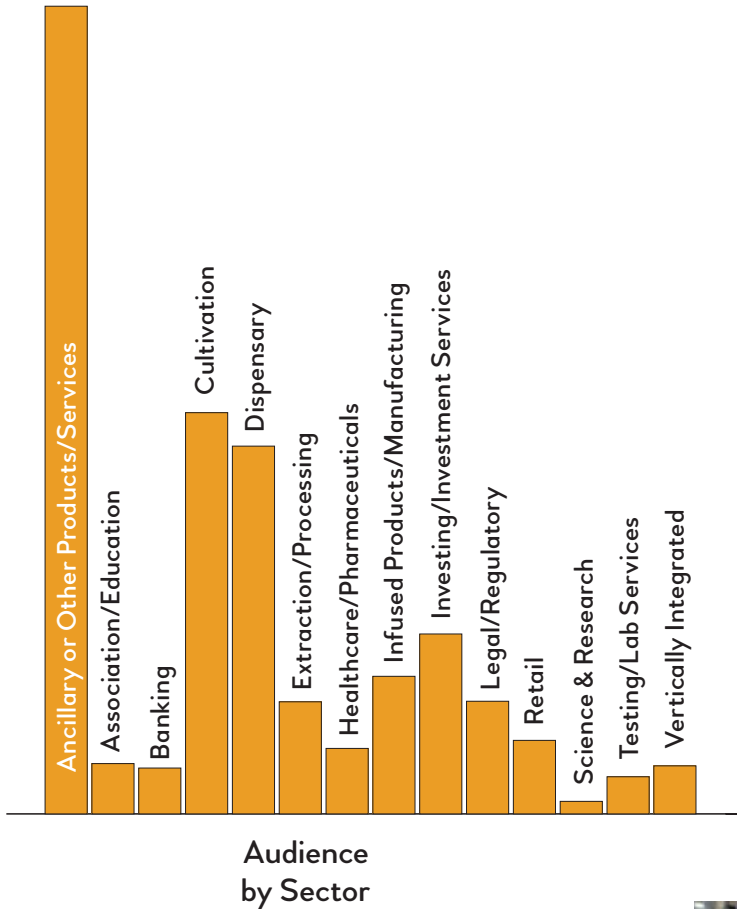
EVENTS

MJBizCon
MJBizCon NEXT
Hemp Industry Daily Conference
The Emerald Conference

U.S. CANNABIS BUSINESS REACH

REAL BUSINESS GETS DONE HERE

Unlike most of our competitors, we don't double as a consumer or culture brand. Our large audience is ready to buy.



87% of our audience is involved in purchasing decisions

GROSS REVENUE

Median: **\$0.55 million**

Less than \$500,000: **40%**

\$500,000 – \$999,999: **11%**

\$1 million – \$49.9 million: **16%**



44% are the final decision makers



MJBIZDAILY NEWSLETTER

EMAIL

MJBIZDAILY NEWSLETTER ADVERTISING

Your message in the most-read newsletter in the industry

EMAIL BLAST

Your advertising message directly to the inboxes of our readers

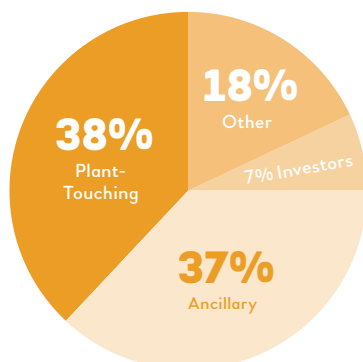
52,000+
Total Subscribers

24%

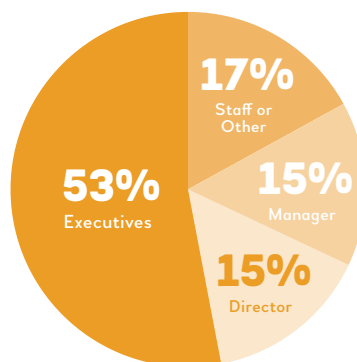
Unique Open Rate

3%

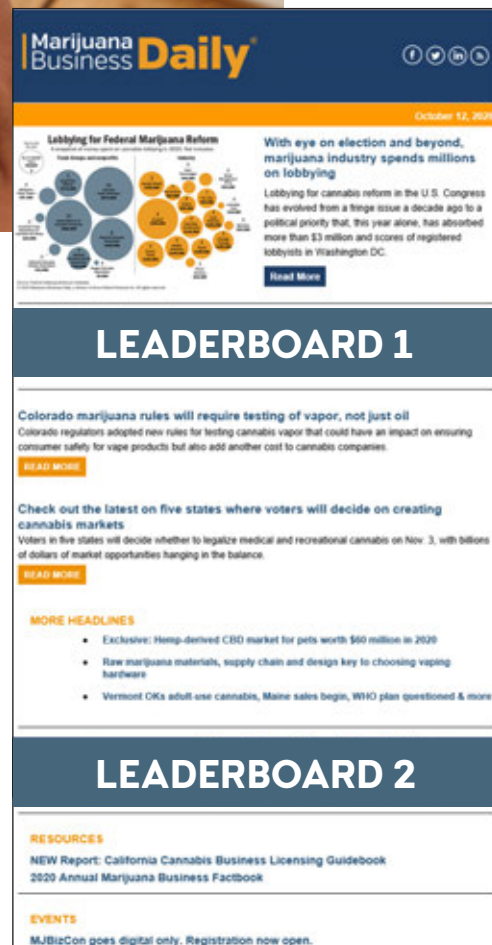
Unique CTR



Subscriber Demographics
by Business Sector



Subscriber Demographics
by Job Level



Marijuana Business Daily
dedicated email blast
\$5,000 / 1x per week

Marijuana Business Daily
email newsletter leaderboard 1
\$4,000 / 5x per week
email newsletter leaderboard 2
\$1,700 / 5x per week

Marijuana Business Daily International
email newsletter leaderboard
\$1,000 / 1x per week

700k+ average monthly page views

350k+ average monthly unique users



MJBIZDAILY.COM

WEBSITE

RUN OF SITE

The broadest reach. Priced per thousand impressions so you know exactly what you are paying for.

TARGETED RUN OF SITE

Reach only the audience you want. Segmented by state or topic (retail, cultivation, science, manufacturing)

PREMIUM POSITIONS

Be seen with video or browser-wide Catfisher ad

HOMEPAGE

Dominate our top page

SPONSORED CONTENT

Our premium ad generating tool. Demonstrate your thought leadership and build your business

PRESS RELEASE PUBLICATION

Your news on our site

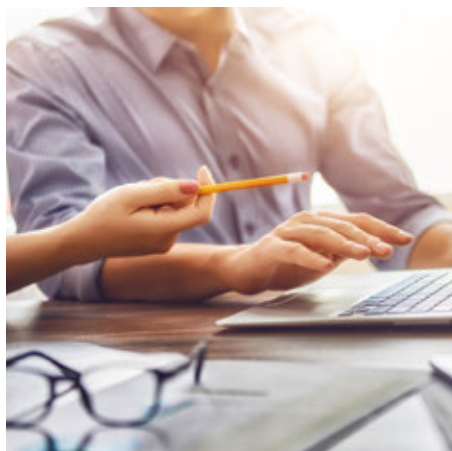
| GUARANTEED IMPRESSIONS | RUN OF SITE CPM RATE |
|------------------------|----------------------|
| 10,000 | \$400 |
| 20,000 | \$800 |
| 30,000 | \$1,200 |
| 40,000 | \$1,600 |
| 50,000 | \$2,000 |
| 60,000 | \$2,400 |
| 70,000 | \$2,800 |

| OTHER PRODUCTS | COST |
|---------------------------|-----------------|
| Targeted Run of Site CPM | \$50 |
| Premium Postions CPM | \$50 |
| Homepage leaderboard | \$3,500/month |
| Homepage Medium Rectangle | \$3,000 / month |
| Press Release | \$500 / post |

MJBIZDAILY MARKETING PACKAGES

DIGITAL BRANDING MADE EASY

Our comprehensive branding packages make it easy to market right -- and save. 5% off ala carte prices.



MEDIA BOOST **\$7,309**

Access to the full MJBiz audience:

- 20,000 website impressions
- Email ad
- Social Slam
- Half-page ad in magazine



EVENT BOOST **\$4,709**

Drive traffic for your event investment:

- 20,000 website impressions
- Social Slam before the show
- Full-page ad in at-show magazine issue



NEW PRODUCT LAUNCH KIT **\$5,985**

Easy access to MJBiz audience:

- 20,000 web site impressions
- Email blast
- Company press release

STEADY PRESENCE WITH EASY PLANNING AND BUDGETING

Two subscription models available



SILVER **\$380**

- 3 month minimum, 12 month max
- 10,000 impressions on MJBizDaily.com monthly
- 10% discount on any added ala carte media products
- Buy now, autopay monthly



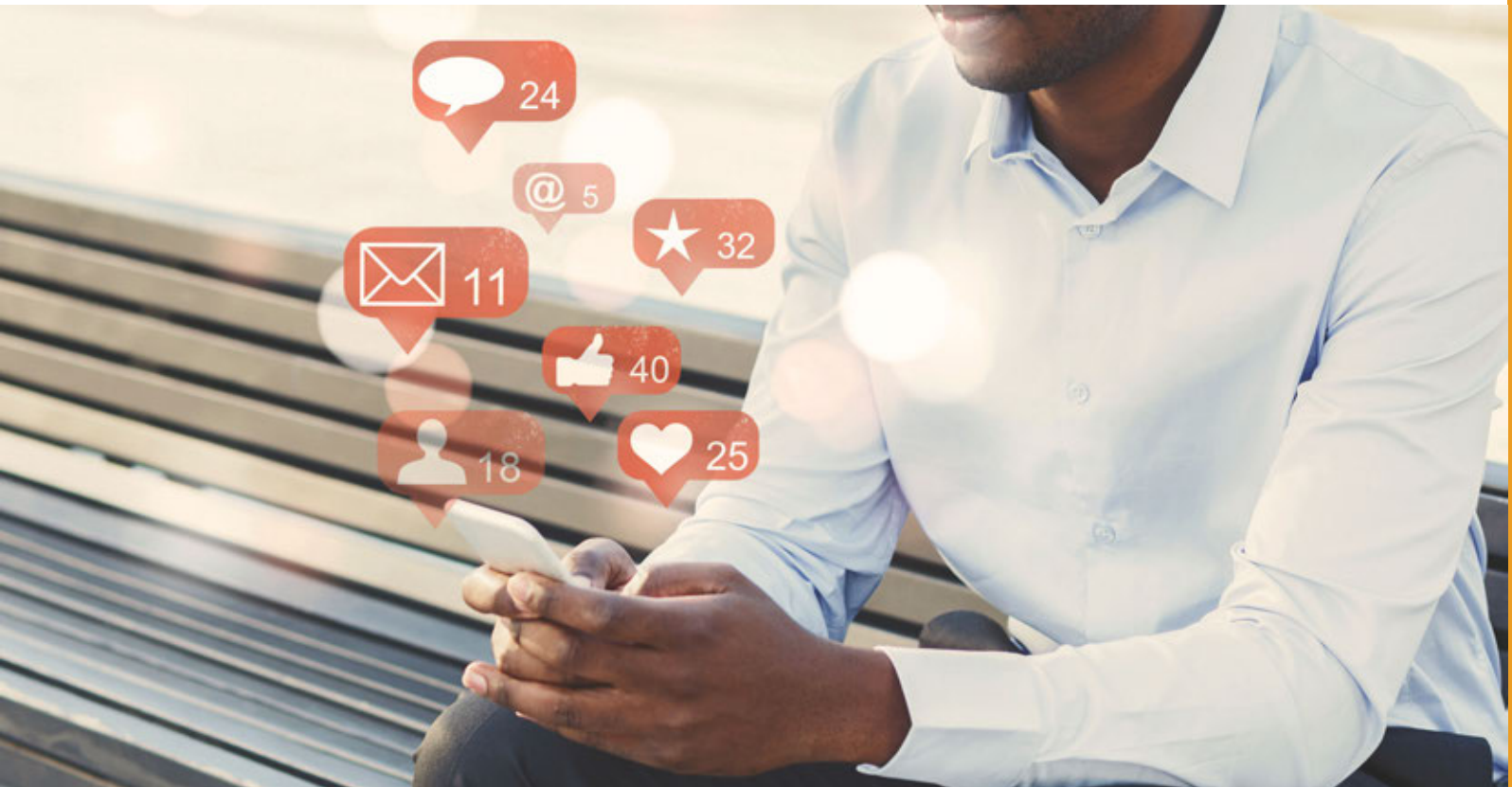
GOLD **\$570**

- 3 month minimum, 12 month max
- 15,000 impressions on MJBizDaily ROS monthly
- Monthly social slam
- 10% discount on all added media buys
- Buy now, autopay monthly



MOBIZDAILY

SOCIAL MEDIA



Harness the power of our large social media audience.
Your message on our Twitter, LinkedIn, Facebook and
Instagram channels.
Total reach (10.18.2020): 161,683

SOCIAL SLAM

COST

\$1,500 / post

SPECS

Images:

Facebook, Twitter, LinkedIn:
1200 x 628

Instagram: 1080 x 1080

Copy:

Facebook, Instagram,
LinkedIn: 100 Words

Twitter: 280 Characters

Other: Hashtags, Web Links, Social Handles



LEAD GENERATION

SPONSORED CONTENT

Get your thought leadership in front of the largest, most qualified audience in the market.

Your content and logo appears on the home page, in the news feed, for a month.

- A click on your company name sends users to your web site
- A click on "Read More" launches your supplied PDF or video complete with your branding and the full-length content you want to share
- **Exclusivity:** While your content is featured, we won't permit sponsored content from competing organizations

Leads delivered after first 7 days and at the end of the month.

COST
\$8,000

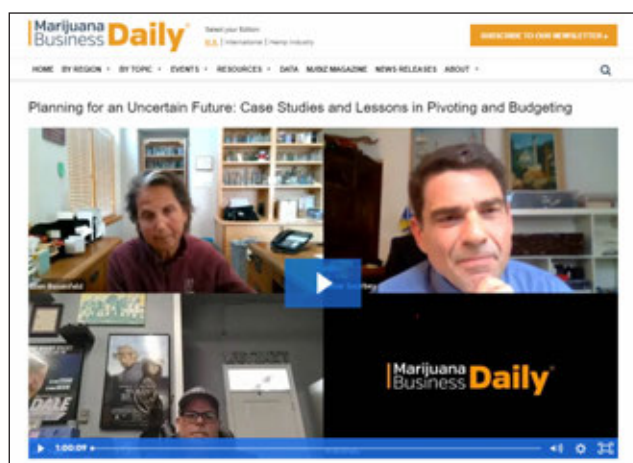


SPONSORED WEBINAR

Vendor created content. Lead Gen. We host and market with 5 mentions in MJBizDaily newsletter, 3 social posts.

Leads delivered after first 7 days and at the end of the month.

COST
\$10,000



MARIJUANA BUSINESS MAGAZINE

PRINT

Marijuana Business Magazine is distributed exclusively to professionals in the cannabis industry who are the decision makers and influencers within their organizations.

Now in its eighth year of publication, Marijuana Business Magazine is widely recognized as the cannabis industry's largest and most influential trade magazine.



READER ENGAGEMENT

Discussed with a colleague: **68%**

Visited an advertiser's website: **63%**

Saved an ad/article for future reference: **53%**

Referred to a colleague by passing along a link or an issue: **47%**

Requested additional information about products: **31%**

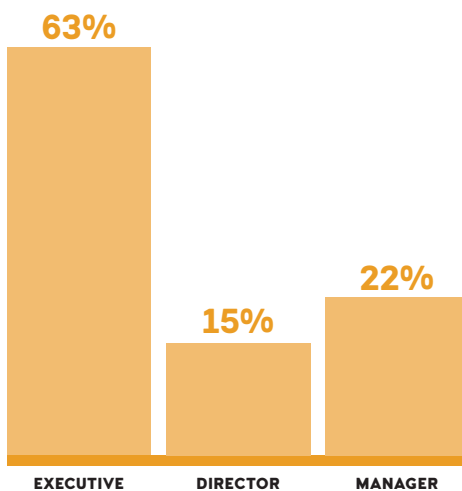
Recommended/specified products/services: **22%**

Bought products/services advertised: **21%**

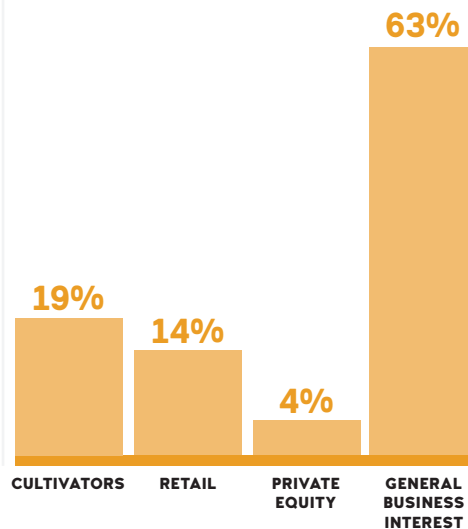
Contacted an advertiser to request a quote: **15%**

Asked for a presentation from an advertiser: **6%**

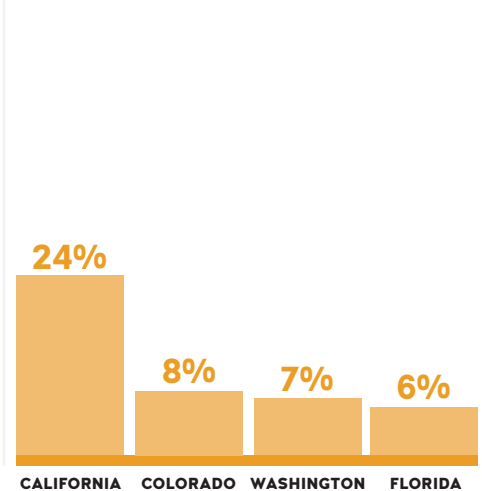
SUBSCRIBER JOB LEVEL



SUBSCRIBER DEMOGRAPHICS



TOP MAGAZINE DISTRIBUTION



2021 EDITORIAL CALENDAR

Every issue of Marijuana Business Magazine contains valuable information from across the full spectrum of the cannabis industry, including hemp, retail, cultivation, extraction, financial, legal, packaging, investing and more.

In consultation with our Advisory Board, cover stories in 2021 will offer the overall themes the industry wants and needs: confronting change, overcoming pain points, and finding opportunities. Each issue has a different focus.*

** Note: content is subject to change without notice.*

2021 COVER PACKAGES

January: **Business Reset**

- States to watch.
- What political leadership could mean for marijuana reform.
- How economic factors will affect cannabis industry sectors.

February: **Liability in the Cannabis Industry**

- Protecting yourself in business partnerships.
- The latest developments in RICO lawsuits.
- The FDA's crackdown on claims made by CBD producers.

March: **Planting Season**

- What obstacles are preventing indoor and outdoor growers from reaching their full potential?
- How to manage inventory when crops are planted well in advance of sale?
- Ways for growers to optimize efficiency in terms of staff and spending.

April: **Salary and Employment**

- How to achieve profitability versus top-line revenue growth.
- What benefits are your competitors offering?
- What are the best ways to attract and retain staff?

May/June: **Health and Wellness**

- Are synthetic cannabinoids a threat to traditional cultivators?
- The importance of delivery/curbside with medical patients.
- Emerging products for health-minded consumers.

July: **Scaling Up**

- Knowing today's regulatory issues on state-by-state basis.
- Deciding whether to brand white-labeled products or set up your own facility.
- How to find partners and investors, and when to consider acquisitions.

August: **Climate Change**

- Protecting your outdoor grow from wildfires.
- Remediation if your crop is exposed to smoke and ash.
- How weather where could change across the country.

September: **The Retail Issue**

- Options for selling CBD in the mainstream and through virtual orders.
- Will the post-COVID era popularize the use of vending machines and kiosks?
- Are delivery and curbside services here to stay?

October: **How to Invest in Cannabis**

- Where are the most lucrative state markets? Is international cannabis investment worthwhile?
- Funding minority entrepreneurs and small-scale cultivators.
- How to court investors.

November/December: **National Consumer Insights**

- Which brands made great strides with consumers in 2021?
- What are the fastest-growing marijuana markets in the United States?
- Is flower still king? We rank the most popular products.



RATES & DEADLINES



| | 1x | 5x | 10x |
|---------------------|---------|---------------|---------------|
| Two-Page Spread | \$4,106 | \$3,284/issue | \$2,874/issue |
| Back Cover | \$3,502 | \$2,801/issue | \$2,451/issue |
| Full Page | \$2,657 | \$2,125/issue | \$1,859/issue |
| Premium Full Page | N/A | \$2,415/issue | \$2,052/issue |
| Half Page | \$1,394 | \$1,115/issue | \$975/issue |
| Marketplace | \$489 | N/A | N/A |
| Geo-targeted Tip On | \$2,500 | \$2,000/issue | \$1,750/issue |

TRADITIONAL

- 1x, 5x, 10x high-impact ad units
- 5 issues: 20% off, 10 issues: 30% off (Buy upfront, billed per issue)
- Premium positions available

ADDITIONAL OPTIONS

- Gatefolds, dot whacks and other unique positions available
- For custom units, contact sales at sales@mjbizdaily.com



| | Ad Close | Materials Due |
|----------------------|----------|---------------|
| 1 January | 12/04/20 | 12/09/20 |
| 2 February | 01/01/21 | 01/06/21 |
| 3 March | 01/29/21 | 02/03/21 |
| 4 April | 02/26/21 | 03/03/21 |
| 5 May-June | 04/02/21 | 04/07/21 |
| 6 July | 06/04/21 | 06/09/21 |
| 7 August | 07/02/21 | 07/07/21 |
| 8 September | 08/06/21 | 08/11/21 |
| 9 October | 09/03/21 | 09/08/21 |
| 10 November-December | 10/01/21 | 10/06/21 |

DIGITAL ADD-ONS

- Sponsor the monthly email announcement of our latest digital edition **\$500/month**
- Own the left frame of our digital edition **\$700/month**
- Own the right frame of our digital edition **\$900/month**
- Video embed your digital print ad version **\$300/month** (client must provide hosted video)
- Activate hyperlinks on your digital print ad version (**price varies** based on number of links)

SCIENCE AUDIENCE



Our multi-disciplinary science audience includes geneticists, analytic chemists, medical researchers and more. These are the people advancing the quality and impact of cannabis.

Targeted CPM on mjbizdaily.com
\$50 / CPM

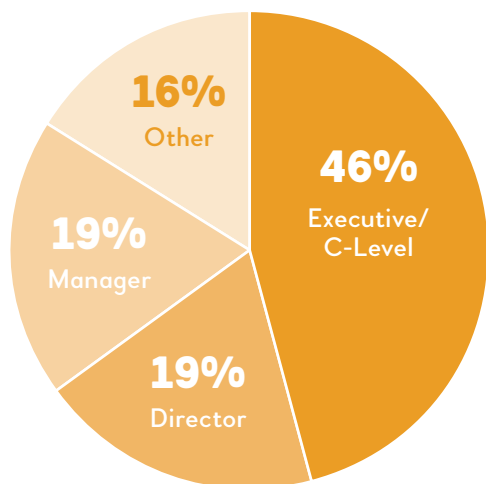
LEAD GENERATING OPPORTUNITY

SPONSORED WEBINAR

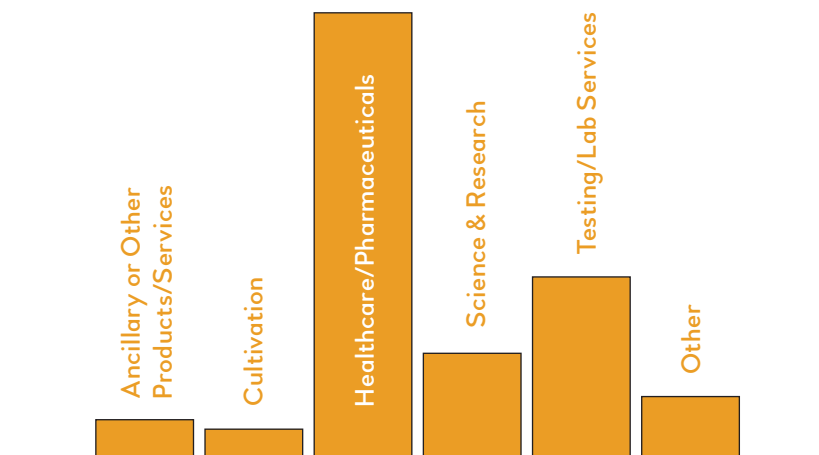
Your presentation marketed to our audience.
We host; you present. Lead generating opportunity.

Science Brief Newsletter Advertising
\$500/ per issue

Science Sponsored Webinar
\$3,000 / per session



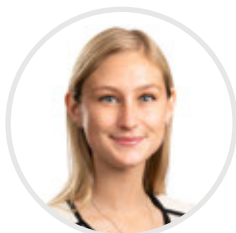
Science Audience
by Job Level



Science Audience
by Business Sector

MEET THE MJBIZDAILY

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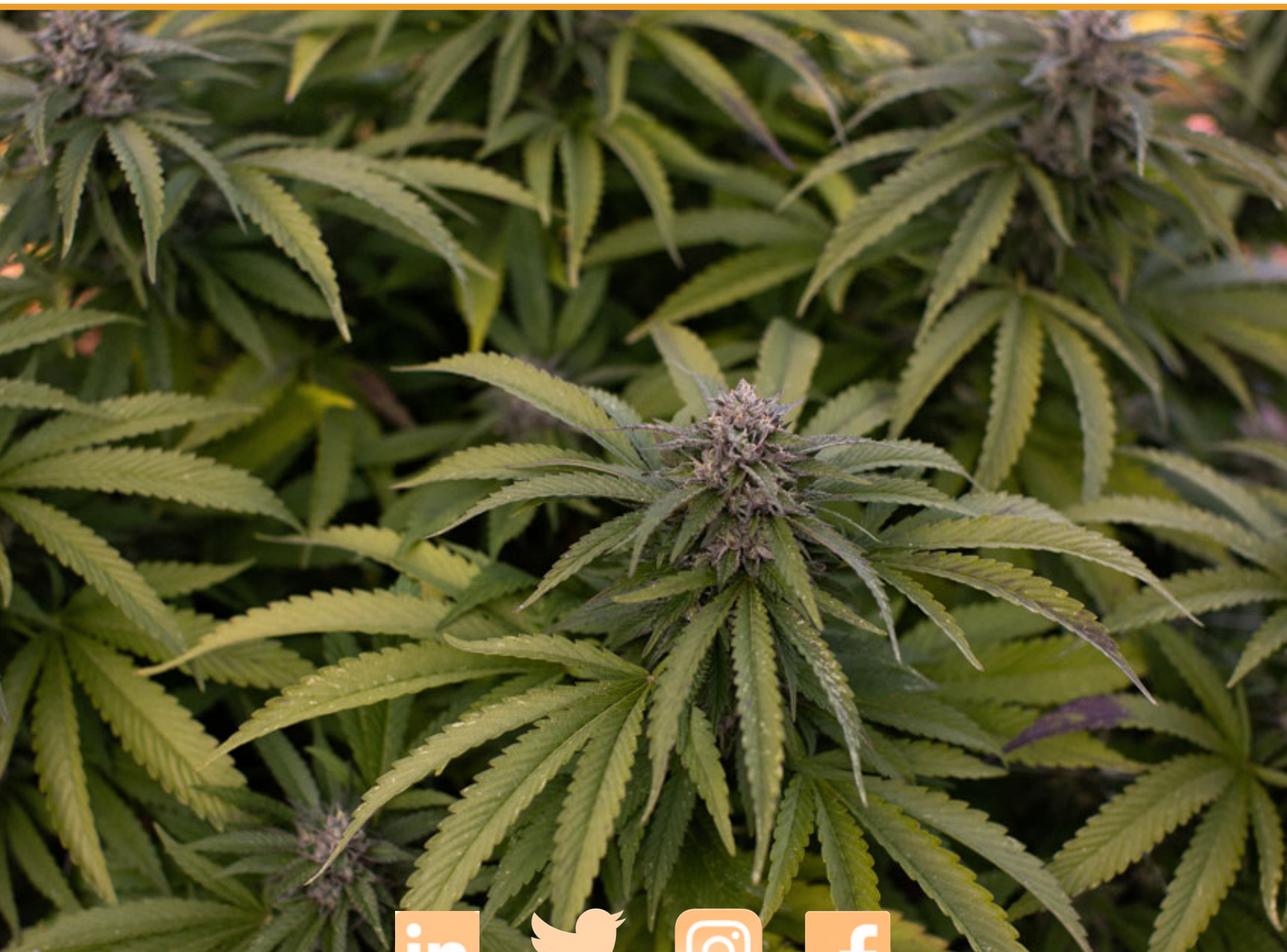


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