

2023 PRINT AD SPECS

If you are unable to provide your ad materials by the material deadline, it does not constitute as a cancellation. **MJBiz** will not accept ads with obscene/offensive images or images that include product consumption such as smoking or vaping.

Material Submission

All creative must be sent to Molly McElwain at molly.mcelwain@mjbiz.com by advertiser material deadline (see schedule below).

2023 PRODUCTION SCHEDULE

ISSUE	MONTH	SPACE CLOSES	MATERIALS DUE
1	January	11/15/22	11/22/22
2	February	12/27/22	01/03/23
3	March	01/24/23	01/31/23
4	April	02/21/23	02/28/23
5	May/June	03/21/23	03/28/23
6	July	05/23/23	05/30/23
7	August	06/27/23	07/03/23
8	September	07/25/23	08/01/23
9	October	08/24/23	08/31/23
10	November/December	09/19/23	09/26/23

MATERIAL FILE PREPARATION

Materials should be in PDF/X-1a:2001 (preferred), EPS, JPG, or TIF file formats. **NO printer/crop marks**

All ads should be in CMYK; those that are not will be converted to CMYK without consultation.

Ads submitted in an unacceptable format will be rejected and new materials will be required.

All submissions should be at or above the minimum print resolution requirement of 300dpi.

All text must be converted to outlines/flattened/rasterized prior to submission.

Submitted ads will appear as is. *MJBiz* is not responsible for any errors in file setup or content.

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PUBLICATION SPECIFICATIONS

REMINDER!

NO printer/crop marks on submitted ads

Publication trim size is 8.375" x 10.875" and is perfect bound.

All ads with bleed must extend .25" beyond trim on all sides. And ensure all relevant content is kept within the safe [live] area or it may be cut off (.375" inside trim, on all sides).

AD UNIT	AD SIZE (NO BLEED)	BLEED	TRIM	SAFE [LIVE] AREA
Full Page	7.875" x 10.375"	8.875" x 11.375"	8.375" x 10.875"	7.625" x 10.125"
2-Page Spread	16.25" x 10.375"	17.25" x 11.375"	16.75" x 10.875"	16" x 10.125"
Half Page	7.875" x 5"	8.875" x 6"	8.375" x 5.5"	7.625" x 4.75"
Marketplace	3.75" x 2.25"	N/A	N/A	N/A

Full Page with Border [Non-Bleed]

Ad size:
7.875" x 10.375"

Full Page with Bleed

Ad size:
8.875" x 11.375"

Safe [Live] Area:
7.625" x 10.125"

1/2 Page with Border [Non-Bleed]

Ad size:
7.875" x 5"

1/2 Page with Bleed

Ad size:
8.875" x 6"

Safe [Live] Area:
7.625" x 4.75"

2-Page Spread Non-Bleed [Double-Truck]

Ad Size: 16.25" x 10.375"

2-Page Spread with Bleed [Double-Truck]

Ad Size: 17.25" x 11.375"

Safe [Live Area]: 16" x 10.125"

Marketplace

Ad size:
3.75" x 2.25"

Special Advertising Sections: MJBiz Magazine, 2023

Brand your business and reward your team. Our special advertising sections put your brand in the middle of our editorial pages, going beyond a purely advertising approach.

You provide a high-quality, professional image and answer our “interview questions” in a Word document. Our editors and designers will lay out your page, edit for clarity and consistency, and give you one review before we go to press.

February: Leaders in Cannabis

Highlight a member of your leadership team or an up-and-comer to watch.

REQUIREMENTS

IMAGE: A professional-quality photograph of the individual at your place of business or enjoying a favorite hobby.

Strive to replicate the style of our [MJBiz Magazine covers](#).



- 300 dpi
- At least 4 x 6 inches
- Full color (no black-and-white or sepia)
- Professionally lit and composed (no selfies, hats or sunglasses)
- Please send images that show at least the waist-up with full face, hair and shoulders showing. Include the setting; think magazine cover, not headshot.

TEXT: Please respond to these questions in a Word document. Our editors will compose the text from your answers, editing for clarity, space and consistency. You will have one review for changes.

Leader's name:

Business name:

What is unique about this leader's approach to leadership? What sets them apart?

What problem in cannabis does your business solve?

How did this leader get started in the cannabis business?

Describe a business challenge this leader helped your business overcome.

Describe this leader's mission in cannabis – what are they working toward?

List previous roles and businesses.

What one word would staff most likely use to describe this leader?

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March: Emerging Products

We want to show off what is new in cannabis. Profiled products can be cannabis products (edibles, flower, etc.), lifestyle products, products used in cannabis business – from extraction machines, pre-roll fabricators, special packaging to software and services. All entries welcome, though products should have been introduced to the market in the past 12 months.

REQUIREMENTS

IMAGE: A professional-quality photograph of the product – either close-up or the product in place as intended to be used.

- 300 dpi
- At least 4 x 6 inches
- Full color (no black-and-white or sepia)
- Professionally lit and composed

TEXT: Please respond to these questions in a Word document. Our editors will compose the text from your answers, editing for clarity, space and consistency. You will have one review for changes.

Name of product:

Name of the business that created this product:

Approximate cost:

When was product first introduced?

How can buyers get the product (URL, phone number, etc)?

What problem does this product solve?

What makes its value proposition unique or new? Why does someone in cannabis (or a consumer) need it?

About how many units of this product are already being used/sold?

Describe a key hurdle your business had to overcome to get this product developed and in the market.

In what markets is the product available (states, countries, etc.)?

Who should NOT get this product?

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August: Players Under 30

Delight your team (or yourself) and get attention for your brand. We are looking for cannabis up-and-comers or established power players under 30 years old.

REQUIREMENTS

IMAGE: A professional-quality photograph of the individual at your place of business or enjoying a favorite hobby.

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- 300 dpi
- At least 4 x 6 inches
- Full color (no black-and-white or sepia)
- Professionally lit and composed (no selfies, hats or sunglasses)
- Please send images that show at least the waist-up with full face, hair and shoulders showing.

TEXT: Please respond to these questions in a Word document. Our editors will compose the text from your answers, editing for clarity, space and consistency. You will have one review for changes.

Name of person:

Job title and business name:

Age of person:

Describe the traits and skills that make this person a star.

What is most surprising about what this person does at their age

What does the person aspire to do in their cannabis career? (This might be a particular job, role or a more purpose-driven goal.)

What one word best describes this person?

What are their hobbies or favorite foods, drinks or cannabis products?

How did this person get into cannabis for their career?

Describe a work-related accomplishment.

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September: Cultivator Spotlight

Shine a spotlight on your top cultivator and get attention for your brand.

REQUIREMENTS

IMAGE: A professional-quality photograph of the person – ideally with some of their flower or plants.

Strive to replicate the style of our [MJBiz Magazine covers](#).



- 300 dpi
- At least 4 x 6 inches
- Full color (no black-and-white or sepia)
- Professionally lit and composed (no selfies, hats or sunglasses)
- Please send images that show at least the waist-up with full face, hair and shoulders showing. Protective equipment is OK if photo was taken in the grow or manufacturing facility.

TEXT: Please respond to these questions in a Word document. Our editors will compose the text from your answers, editing for clarity, space and consistency. You will have one review for changes.

Name of person:

Job title and business name:

Describe the traits and skills that make this person a star.

What does this cultivator do differently than most?

What does the person aspire to in their cannabis career (this might be a particular job, role or a more purpose-driven goal)?

What one word best describes this person?

What are their favorite grow media, lighting systems or other tools of the trade?

How did this person get into cannabis for their career?

How did they learn about cannabis cultivation?

Describe a work-related accomplishment.

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Nov/Dec: Design Showcase

Show off your retail store design in a two-page spread.

REQUIREMENTS

IMAGE: A professional-quality photograph of the retail space. Include one broad shot, capturing a large, key part of the environment as well 2-3 other images of design details, the storefront, check-out area, or other elements.

- 300 dpi
- At least 4 x 6 inches, larger for main spread
- Full color (no black-and-white or sepia)
- Professionally lit and composed

TEXT: Please respond to these questions in a Word document. Our editors will compose the text from your answers, editing for clarity, space and consistency. You will have one review for changes.

Name of business:

Location(s):

Square feet:

Number of SKUs:

Average basket size:

Design firm/architect (if applicable) including individual names, firm names and locations, as applicable.

What did you aim to accomplish with your design?

How has your design impacted your business/revenues/customer base?

What one word or phrase best describes this design?

What are other design influences – such as other store design concepts, fashion, makeup or celebrities – that went into your design?