

# CANNAB2B MAGAZINE



# MEDIA KIT 2021

Health · Education · Business

## Letter from the publisher

**CannaB2B magazine is targeted at the Cannabis business community (B2B);** including, Enterprise, SMB, Fortune 1000 and Cannabis professionals. We talk to the experts to provide our readers with valuable information on everything they need to know about the Cannabis business, education, new products, health and interviews from industry leaders, and much more!

The ways in which information is delivered to our audience continues to evolve. At CannaB2B Magazine, we understand the importance of delivering content to readers in the format they want, as well as providing our advertisers with the opportunity to invest their marketing dollars where they will get the greatest impact and return on investment. With our print, app, online and quarterly e-newsletters, we have the media vehicles required to help deliver your message to the audience you want to reach.

- Print & Digital issues 4 times a year
- Quarterly newsletters
- Monthly e-mail blasts
- iTunes Newsstand & Android App Stores
- [cannab2bmagazine.com](http://cannab2bmagazine.com) web site

Longstanding and respected industry experts

from the industry and market, write the articles & reviews in CannaB2B magazine. Our dedicated team of professionals consistently provides our readers with insightful articles that focus on the latest information in the world of Health & Business of Cannabis. We are here to help the multibillion-dollar cannabis industry prosper: let us help you achieve your business goals. Don't hesitate to contact us with your questions and feedback.



Sincerely,  
Carmine De Santo  
Publisher & Senior Editor

# Why CannaB2B Magazine?

CannaB2B is a controlled circulation publication distributed exclusively to professionals in the cannabis industry who are the decision makers and influencers within their organizations. By including only responsible content, we enlighten, educate and entertain. We provide our audience with the information they need to stay on the cutting edge of industry innovations. CannaB2B Magazine focuses on the most relevant news, political happenings, cannabis legislation, horticultural advancements, social change, economic trends and medical information.

Our audience consists of retailers, cultivators, infused product makers, investors and ancillary service providers. We are not a consumer-focused company, so you can be assured that your message will reach B2B professionals and decision makers with buying power. 98% of our audience has identified themselves as either being a decision maker or influencer of purchasing decisions in their business. Our readership is the best way to reach managers and above, putting you in front of the people who cut the checks.

# Marketing & Distributing

## Print Distribution

- Circulation 36,000
- All Major Cannabis Trade Shows throughout North America - Cannabis Trade Fest

## Digital Distribution

- Flipster & Zinio
- Magzter
- amazon.com
- iTunes Newsstand
- GooglePlay

# Editorial Calendar

**Fall 2020** — Premiere Issue Edition - Welcome to the World Cannabis B2B

**Winter 2020** — Medical Business with Cannabis Feature

**Spring 2021** — New Business Opportunities Feature

**Summer 2021** — Retail / Education Feature



# Marketing Opportunities

We understand that you want to reach and influence our readers, B2B professionals At CannB2B Magazine, we offer a mix of media platforms to put your company in the spotlight. The optimum way to market your product and services is by investing in an integrated media plan that includes:

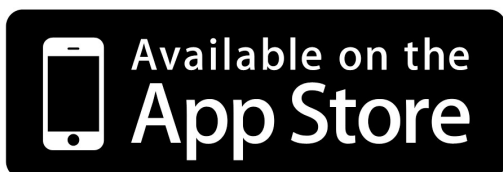
- Print & Digital advertising
- Web advertising
- E-news advertising

## Print Edition

- Issued 4 times a year
- Articles from industry leaders
- Dedicated articles focussing on Cannabis Business

## Digital Edition

- An exact copy of CannaB2B Magazine's print edition.
- Direct links to advertisers
- Videos available on the Digital Edition
- Double the exposure for the same low price
- Apple's Newsstand
- Magzter
- Amazon Kindle
- Google Andriod App Store



## Newsstand



Read all about it. All in one place.

# Marketing Opportunities

## EMAIL & NEWSLETTER SPONSORSHIP

Target business end-users with a precise message sponsored by your company. When you sponsor the bi-weekly CannaB2B Magazine Newsletter you will reach more than 65,000 e-mail subscribers and enjoy up to 1000 more click-throughs. Our open rates average approximately 46% and the response is measurable and instant allowing advertisers to see the results of their marketing campaign.

**590px wide x 250px deep JPG or GIF - 40k max file size**

1x  
\$950

2x  
\$750

3x  
\$550

Your communication server for up to 500 users.

Watch phone system activity and easily control your calls with the FacetPhone user interface on your Mac®.

Your iPhone® or iPad® can become an extension on the FacetPhone system.

The full featured business phone system that runs on a Mac.

# FACETPHONE

**FacetCorp**  
1.877.FacetGo  
info@facetcorp.com  
www.facetcorp.com

**Send dedicated Email to End users. You can create your own HTML Email to our opt-in list.**

1x  
\$4,000

2x  
\$2,500

3x  
\$1,650



# Marketing Opportunities

## WEBSITE SPONSORSHIP — [www.cannab2bmagazine.com](http://www.cannab2bmagazine.com)

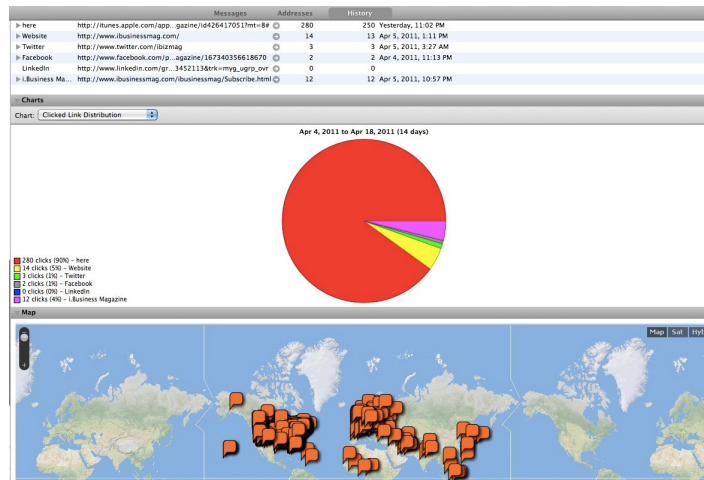
The new CannaB2B website offers valuable information about Healthy Lifestyle, Education and Medical solutions. For maximum audience reach, combine your print and online advertising. With over 20,000-page views daily and growing, [cannab2bmagazine.com](http://cannab2bmagazine.com) is an excellent choice for advertisers that want to reach to the cannabis business community



Item	Cost	Page views	Pixel Size
Top Header Bar	\$750	20,000 daily	728w x 90h
Side Banner	\$950	20,000 daily	160w x 600h
Right Side Square	\$900	20,000 daily	250w x 250h

## ANALYSIS & METRICS

Part of our CannaB2B Web Ads and sponsored e-newsletters, CannaB2B will deliver you a detailed metric report that includes the sponsor click-throughs and open rates. (Contact us for more information)



# Exclusive Magazine Cover Opportunity

## CANNAB2B MAGAZINE

**Put your Product on the Front Cover of our Magazine**

The best way to launch or promote your product to the Cannabis B2B community



Looking to launch your Product or Service to the Cannabis business community ? We have the budget friendly solution for you. Looking to grow your business? Do you want to gain market share in the Cannabis Business market? If you're looking for a marketing partner that understands the Business, Enterprise & Professional market, there is no better choice than the CannaB2B Family!



The magazine will be distributed to over 25 Cannabis Trade shows across North America  
If you are interested please contact us at 416-907-8410 or email us at [info@cannab2bmagazine.com](mailto:info@cannab2bmagazine.com)

## Production Schedule

Issue	Space Deadline	Artwork Deadline	Newsstand On-Sale Date	Feature & Distributed at:
<b>Fall 2020</b>	8-1-2020	9-15-2020	10-1-2020	<b>Cannabis B2B</b> Cannabis Trade Fest
<b>Winter 2021</b>	11-1-2021	12-15-2021	1-6-2022	<b>Medical Feature</b> Various Cannabis Shows
<b>Spring 2021</b>	3-1-2021	3-15-2021	4-1-2021	<b>New Business</b> Various Cannabis Shows
<b>Summer 2021</b>	6-1-2021	6-30-2021	7-15-2021	<b>Retail / Education</b> Various Cannabis Shows

## Advertising Rates (Print & Digital)

Editorial	1 x Rate	2 x Rate	3 x Rate	4 x Rate
<b>Two Page Spread</b>	\$7500.00	\$5500	\$4500.00	\$3950.00
<b>Back Cover</b>	\$7500.00	\$6500.00	\$5500.00	\$4000.00
<b>Inside Front Cover</b>	\$5700.00	\$4500.00	\$3750.00	\$3000.00
<b>Inside Back Cover</b>	\$3500.00	\$3000.00	\$2500.00	\$2000.00
<b>First Right Hand Page 1</b>	\$5000.00	\$4200.00	\$3500.00	\$2700.00
<b>Full Page</b>	\$2500.00	\$2000.00	\$1750.00	\$1200.00
<b>1/2 Page</b>	\$1650.00	\$1200.00	\$950.00	\$800.00
<b>Full Page Product Review &amp; Half Page Ad</b>	\$2,150.00	N/A	N/A	N/A

\* Pricing is for Ads in Print, Digital and App. Your Ad appears in both Print & Digital.

\* **Interesting in having your image or mentioned on the next cover of CannaB2B - Please Email Us**



# Printing Specs

All of the following requirements must be met in order to receive digital file services from CannaB2B. Any missing information or deviations from these specs will result in inaccurate reproduction from your digital files.

**CannaB2B will not be held responsible for errors if files are sent incorrectly or incompletely.**

## SUBMITTING ADS

CannaB2B prints all of its publications using CTP (Computer to Plate) technology and has eliminated analog film.

Please submit ads in our preferred file format of PDF-X1A

## AD SIZES

All files must be created according to the correct size specifications (trim, live area & Bleed Dimensions).

## PROOFS SWOP

approved color proofs of your ad must be supplied with your files. CannaB2B cannot and will not guarantee accurate color if it does not receive SWOP approved color proofs electronically, a proof must be mailed.

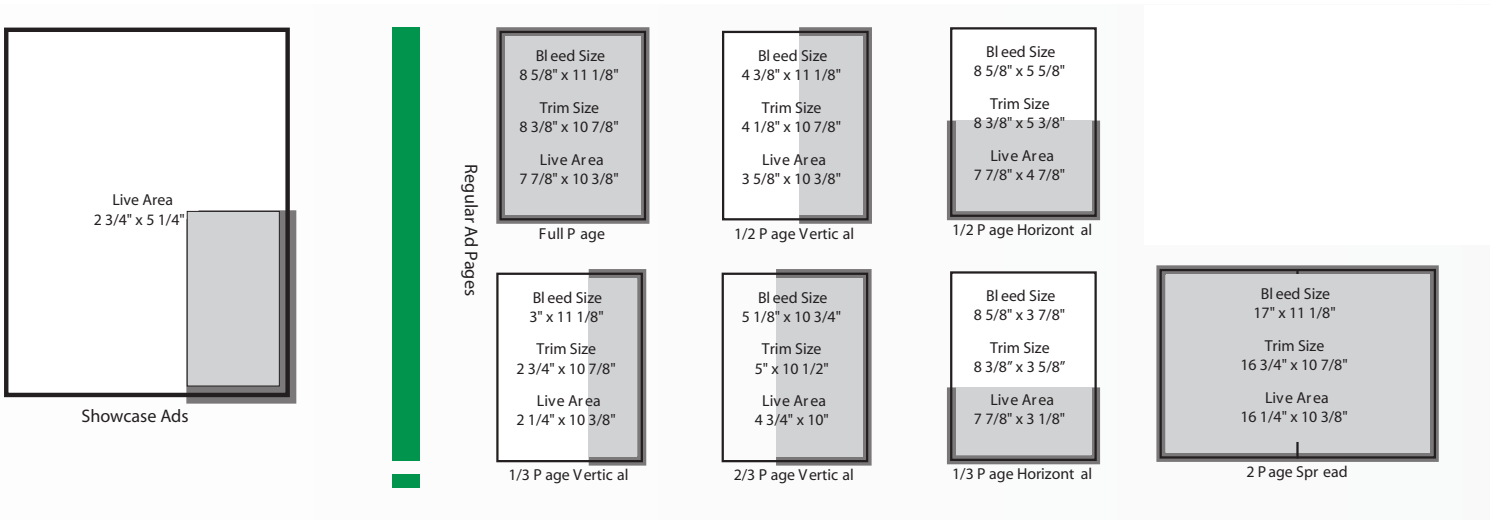
Files may be accepted without a proof but no quality or reproduction liability can be held against CannaB2B in that case.

## ELECTRONIC FILE SUBMISSION

Please compress your files (including all support files noted above) using either Stuffit or Zip file format.

Use the following File Transfer information:

(see below)



To send in your Ad file, please email us at [info@cannab2bmagazine.com](mailto:info@cannab2bmagazine.com)

# Contact Information

Carmine De Santo, Publisher

[www.cannab2bmagazine.com](http://www.cannab2bmagazine.com)

[info@cannab2bmagazine.com](mailto:info@cannab2bmagazine.com)

office: 416-907-8410

**CANNAB2B**  
MAGAZINE

**BEST  
GROW TECH  
2020**

**INSIDE THIS ISSUE**

- Cannabis Business to Business
- Cannabis for Pets
- The New World of CBD

OUR PREMIERE ISSUE

GORILLA DE PRO SERIES

KIND LED X SERIES BAR LIGHTS

LOTUS PREMIUM NUTRIENTS

CARBON PRO SERIES

BLOOM PRO SERIES

GROW PRO SERIES

POST PRO SERIES

L/M/A PRO SERIES