

*The Original*  
**cbd** | health &  
wellness  
*Cannabinoid Culture* <sup>TM</sup>



MEDIA KIT

The news digest for the cannabis science world covering cultivation, testing labs, and extraction.



Align your brand with a **media partner** who understands the business of doing business.

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Products

+

Services

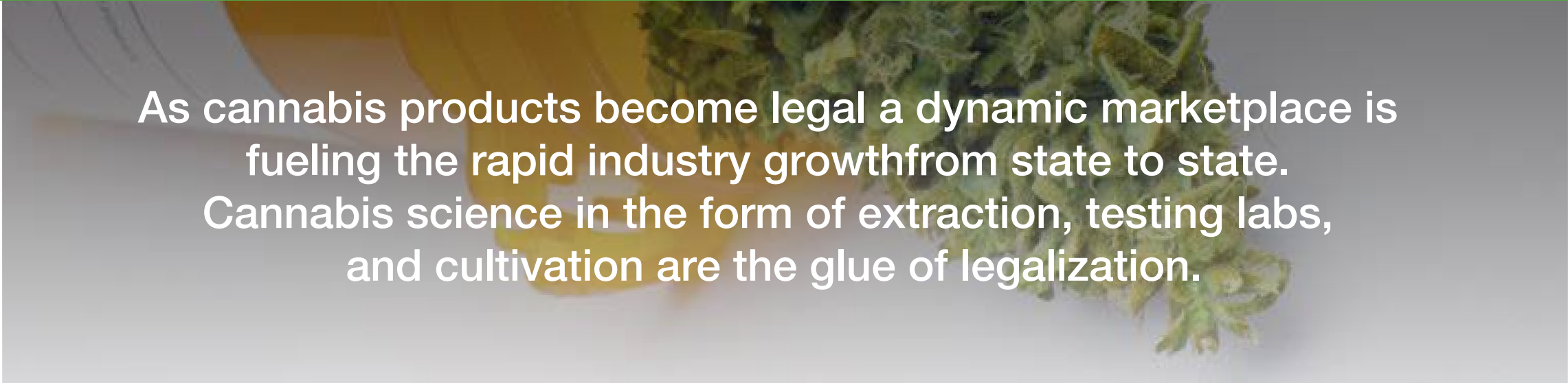
+

Education



The science is green, and so is your magazine:  
Printed six times per year with soy-based ink on recycled paper.

# Introduction / About



As cannabis products become legal a dynamic marketplace is fueling the rapid industry growth from state to state. Cannabis science in the form of extraction, testing labs, and cultivation are the glue of legalization.

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CBD Health and Wellness reflects the evolution of method, mind, and matter intrinsic to these industries. Each of these individual segments of the conglomerate of legal cannabis now have a voice through this dynamic publication.

CBD Health and Wellness is a brand-new magazine focusing exclusively on the sale, production, and research of CBD and other Cannabinoids. It is a MACE Media Group subsidiary and sister publication to the hugely successful Terpenes and Testing, Extraction Magazine.

Drawing on experts from around the world, CBD Health and Wellness hopes to connect readers with qualified and accurate sources of information. We will find the hard facts surrounding CBD, describe the current state of the CBD market and research, and help cultivate the industry's rise over the years to come.

The release of our publication coincided with our first conference, CBD Expo WEST in Anaheim, CA, an event which will feature more than 100 exhibitors, along with a large lineup of presentations and panel discussions from experts in the production, distribution, and sale of CBD products. Following the outpouring of interest in the expo from its earliest days of conception, we knew that we had to expand our involvement in the CBD market.



***CBD Health and Wellness*** is the cannabis industry's leading news source specifically for CBD and cannabinoid news and research.

As the only CBD-exclusive publication in the world, we are already at the front lines when it comes to news, methods, and equipment involved in every aspect of the CBD Industry. CBD Health and Wellness strives to bring together entrepreneurs and business leaders in the world of CBD to learn from and educate others about working with this wonderful, beneficial compound.

As the only cannabis-derived product that is almost entirely legal worldwide, CBD represents a product with unbridled potential for economic and therapeutic success. Those already immersed in the promising CBD industry will appreciate the level of detail in our articles and in-depth reviews. Business professionals and entrepreneurs who read our reviews will find themselves equipped with the tools to understand the complicated industry from a broad scope. And interested laymen will be thrilled at our informative and fun approach towards journalism. No one should miss out on the opportunity to network, learn, and explore the world of CBD with us.

**Welcome to your world – let's expand it together.**

# Readership



## 50% CBD Products

Oil, Edibles, Tincture  
Cartridges, Flower  
Drinks

## 30% CBD Services

Accounting , Finance  
Testing, Legal ,  
Accessories

## 20% Education

Buyer  
Consumer

### **The science of information is our business.**

The rapid evolution in both the modes of testing cannabis products and methods of extracting cannabis concentrates means everyone in these industries has one thing in common, above all: they are too busy to chase needed information.

CBD Health and Wellness offers the crucial information component needed in one publication to help cannabis professionals grow and thrive.

# Markets



CBD Products








CBD Services



CBD Education

**CBD Health and Wellness** is a MACE integrated media company that collects critical data relevant to the cannabis science community. Our hopes are to convert big data into digestible stories that help professionals understand, grow, and manage their business.

# Ad Specs / Rates / Calendar

			1x	3x (Save 10%)	6x (Save 20%)
	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	\$3,668	\$3,301	\$2,934
	<b>Full Page</b>	Bleed: 8.625 x 11.125 Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	\$1,834	\$1,650	\$1,467
	<b>Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)</b>		\$2,293	\$2,063	\$1,834
	<b>1/2 Page</b>	No Bleed: 7.365 x 4.865 With Bleed: 8.625 x 5.375	\$1,144	\$1,030	\$915
	<b>1/3 Page Strip</b>	Bleed Only: 2.875 x 11.125	\$972	\$875	\$778
	<b>1/4 Page</b>	4 x 5	\$799	\$719	\$639

**FINAL TRIM SIZE: 8.375 x 10.875 Please submit artwork AS PDF, PSD, OR TIFF (300dpi / CMYK)**

## Advertising Deadlines

Issue	Ad Space Reservation	Art Deadline
Dec '18 / Jan '19	11/8/18	11/15/18
Feb / March	1/10/19	1/17/19
Apr/May	2/15/19	2/15/19
June/July	TBA	TBA
Aug/Sept	8/25/19	8/30/19
Oct/Nov	9/25/19	9/30/19
Dec'19/Jan'20	11/1/19	11/5/19

# For our Premier Advertising Partners

**To show our loyalty to our long term Partners, we are offering a print feature when a six month insertion commitment is signed. This feature will be run sometime during that insertion term and will also be featured online.**

**For those Partners that commit to a 3 month insertion, we will do an online feature article on our very popular blog which will be rich with backlinks to your site to promote SEO for your product/service.**



# FREE Social Media Cross Promotion Add-On

**ALL Advertisers will receive FREE social media cross promotion with the following ad sizes:**

## **1/4 ad**

ONE cross promo per month for the two months of the issue.

## **1/3 ad**

ONE cross promo per month for the two months of the issue.

## **1/2 ad**

TWO cross promos per month for the two months of the issue.

## **Full Page ad**

THREE cross promos per month for the two months of the issue.

## **Double Page Spread**

FOUR cross promos per month for the two months of the issue.

These will run on Instagram, Facebook and Twitter, with exposure to over 10,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 in size and sent to us 3 days prior to the desired run date.

You can also purchase Social Media Cross Promotion as a standalone or part of a digital-only package for \$7 per thousand followers reached.

# Print Specs

**2 - Page Spread**  
(Non-Bleed)



**Ad size:** 16.25" x 10.375"

**Full Page with Border**  
(Non-Bleed)



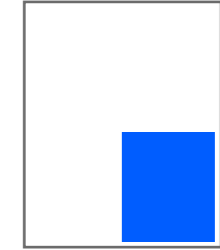
**Ad size:** 7.875" x 10.375"

**1/2 Page with Border**  
(Non-Bleed)



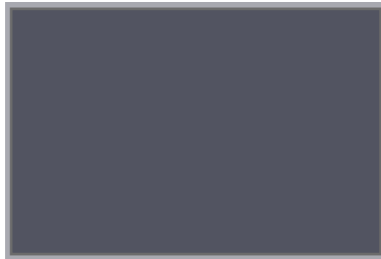
**Ad size:** 7.875" x 4.75"

**1/4 Page**



**Ad size:** 3.75" x 4.75"

**2 - Page Spread with Bleed**



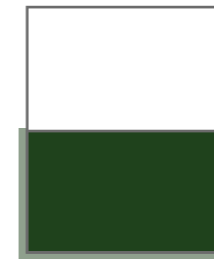
**Ad size:** 17" x 11.25"  
**Safe [Live] Area:** 16.25" x 10.375"

**Full Page with Bleed**



**Ad size:** 8.625" x 11.125"  
**Safe [Live] Area:** 7.875" x 10.375"

**1/2 Page with Bleed**



**Ad size:** 8.625" x 5.625"  
**Safe [Live] Area:** 7.875" x 4.875"

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

**All sales-related questions should be submitted to [info@cbdhealthandwellness.net](mailto:info@cbdhealthandwellness.net) or call 1 (805) 530-2424**

**All technical questions should be submitted to: [info@cbdhealthandwellness.net](mailto:info@cbdhealthandwellness.net)**

**Margin Trime Size: 8.375" x 10.875"**

**Note: Text placed outside the Safe [Live] Area of any Bleed ad may be cut off. Please keep text inside the Safe Area.**

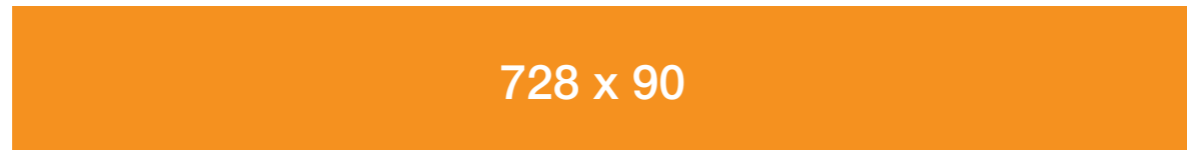
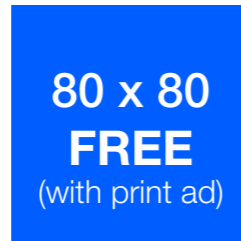
**To ensure that your ad looks it's absolute best, all ads submitted for use in one of our print publications (e.g., CBD Health and Wellness, CBD Health and Wellness & Expo Show Guide, CBD Health and Wellness & Expo Show Daily, etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications.**

PDF/X-1a is a widely accepted standard for files that are used in books, magazines, & other high-resolution print media. Commonly used professional design tools (e.g., Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark Express, etc.) include a PDF Export Preset that supports PDF/X-1a; please ask your graphic designer to use this format when saving your final ad files.

We will pre-flight all ads using Adobe Acrobat Professional to ensure that they meet PDF/X-1a standards and **you will be asked to resubmit your ad if it is not the correct format.** If you ask us to run an ad that is not PDF/X-1a compliant, we will not be responsible for the quality of the printed ad.

**All ads should be submitted in CMYK format, 300dpi or higher.**

# Web Banner Specs



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

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All technical questions should be submitted to: [info@cbdhealthandwellness.net](mailto:info@cbdhealthandwellness.net)

## Prices:

728x90 - \$99 / month

300x250 - \$89 / month

80x80 - \$50 / month or **FREE with print ad**

## E-Blast

**\$150 / 1000**

dedicated e-blast

- E-Blast format: HTML to include all verbiage, content and image links. Cost to have CBD Health and Wellness create the blast: \$250
- E-Blast needed 1 week prior to placement; E-blast components and info needed 2 weeks prior if CBD Health and Wellness to create the E-blast

# Contact

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Call us.  
We'll talk.  
:)

**Advertising? Editorial? Distribution?**

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*News to share with the world of  
CBD Health and Wellness*

We love your questions!

**1 (805) 530-2424**

**Please call us for rates and special issues.**

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[cbdhealthandwellness.net](http://cbdhealthandwellness.net)

[info@cbdhealthandwellness.net](mailto:info@cbdhealthandwellness.net)



The Original  
**cbd** | health & wellness  
Cannabinoid Culture™

CBD Health and Wellness provides only the most current and medically accurate information on cannabidiol and all other discovered cannabinoids.

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*It all starts here*