

The Original
cbd | health &
wellness
Cannabinoid Culture TM



MEDIA KIT | 2020/2021



Educating readers on cutting-edge news related to CBD and other cannabinoids.



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

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Products

+

Services

+

Education

Introduction / About

As cannabis products become legal, a dynamic marketplace is fueling the rapid industry growth from state to state.

CBD Health & Wellness is the largest educational CBD publication in the industry focused 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 and Extraction Magazine*.

Drawing on experts from around the world, *CBD Health & Wellness* hopes to connect readers with qualified and accurate sources of information. We 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 featured 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 & Wellness is the cannabis industry's leading news source specifically for CBD and cannabinoid news and research.

As the first and largest 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 & 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. 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 & 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 & 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

			1x	3x (Save 10%)	6x (Save 20%)
	Full Page Spread	Bleed Only: 17" x 11.125"	\$3,895	\$3,505	\$3,115
	Full Page Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)	Bleed: 8.625" x 11.125" Trim: 8.375" x 10.875" Live Area: 7.875" x 10.375"	\$1,950 \$2,435	\$1,755 \$2,195	\$1,558 \$1,950
	1/2 Page	No Bleed: 7.365" x 4.865" With Bleed: 8.625" x 5.375"	\$1,215	\$1,045	\$975
	1/3 Page Strip	Bleed Only: 2.875" x 11.125"	\$1,035	\$925	\$825
	1/4 Page	4" x 5"	\$850	\$765	\$675

FINAL TRIM SIZE: 8.375" x 10.875". Please submit artwork as PDF, PSD, OR PNG (300dpi / RGB)

FOR OUR PREMIER ADVERTISING PARTNERS

To show our loyalty to our long term Partners, we are offering online feature when a 6-month insertion commitment is signed. This feature will be published sometime during that insertion term online.

For those Partners that commit to a 3-month insertion, we will do an online feature article on our website which will include backlinks to your site to promote SEO for your product/service. Currently, our website receives greater than half a million visitors per month, a number that has been growing with each passing month.

Sponsored Content Program

Our popular website, cbdhealthandwellness.net, has proudly reached influencer status with the following latest stats:

MACE Media
Custom App

16,000

Digital Monthly
Page Views

699,132

Unique Views
Per Month

512,311

E-newsletter
Open Rate

32.20%

E-newsletter
Sent

175,000
Weekly

Monthly
Engagements

421,111

After many requests, we have created dedicated portions of our website to highlight sponsored industry content.

AS A **SPONSORED** **CONTENT PARTNER,** YOU RECEIVE:

- An image and teaser on our highly viewed homepage
- That space is hyperlinked to a page with your full story
- The page includes a backlink to your site
- This also includes monthly (depends on your commitment) promotion of that content on our social pages, including Instagram and Facebook with followers as listed below:



5,911
FOLLOWERS



578
FOLLOWERS

517
LIKES

PRICING FOR OUR **SPONSORED** **CONTENT IS:**

\$499 per month with a ONE month commitment
\$399 per month with a THREE month commitment
\$299 per month with a SIX month commitment

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 and Facebook, with exposure to over 7,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 px 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 package for \$7 per thousand followers reached.

Digital Ad 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"

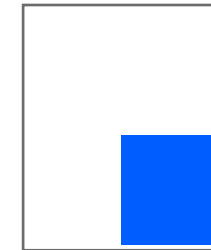
1/2 Page with Border

(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 or call 877-524-MACE

All technical questions should be submitted to: info@cbdhealthandwellness.net

Margin Trim 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 its absolute best, all ads submitted for use in one of our digital publications (e.g., *CBD Health & 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 digital books, digital magazines, & other high-resolution 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 digital ad.

All ads should be submitted in RGB format, 300 dpi 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

PRICES

- 728x90 px (Scrolling Banner) - \$199 / Month
- 300x250 px (Static Banner) - \$299 / Month
- 80x80 px (Static Banner) - \$99 / Month

e-Blast

\$150 / 1000

dedicated e-Blast

● e-Blast format: HTML to include all verbiage, content, and image links. Cost to have *CBD Health & 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 & Wellness* is to create the e-Blast.

Editorial Calendar

ISSUE	EDITORIAL THEME	SUBMISSION DEADLINE
Dec 2020/Jan 2021	<i>CBD Wonderland: Medicine, Advancements, & Technology</i>	Dec 14 st
Feb/Mar 2021	<i>Basic to Basics: CBD & Cannabinoids, Volume 1</i>	Jan 15 th
Apr/May 2021	<i>Basic to Basics: CBD & Cannabinoids, Volume 2</i>	Feb 15 th
Jun/July 2021	<i>CBD Industry Spotlight: Building Your Brand</i>	Apr 15 th
Aug/Sept 2021	<i>Exploring Holistic Wellness with Plant-based Medicines</i>	June 15 th
Oct/Nov 2021	<i>Pass the Oil, Tincture, Lotion, Gummy...How Do You Take Your Cannabinoids?</i>	Aug 15 th
Dec 2021/Jan 2022	<i>Cannabinoid Science Innovators</i>	Oct 15 th

Ad Calendar

ISSUE	EDITORIAL THEME	RESERVATION DEADLINE	ARTWORK DEADLINE	100% FILES DUE
Dec 2020/Jan 2021	<i>CBD Wonderland: Medicine, Advancements, & Technology</i>	Dec 1 st	Dec 7 th	Dec 14 th
Feb/Mar 2021	<i>Basic to Basics: CBD & Cannabinoids, Volume 1</i>	Jan 15 th	Jan 22 nd	Jan 29 th
Apr/May 2021	<i>Basic to Basics: CBD & Cannabinoids, Volume 2</i>	Feb 15 th	Feb 22 nd	March 1 st
Jun/July 2021	<i>CBD Industry Spotlight: Building Your Brand</i>	Apr 16 th	Apr 23 rd	Apr 30 th
Aug/Sept 2021	<i>Exploring Holistic Wellness with Plant-based Medicines</i>	June 14 th	June 21 st	June 28 th
Oct/Nov 2021	<i>Pass the Oil, Tincture, Lotion, Gummy... How Do You Take Your Cannabinoids?</i>	Aug 16 th	Aug 23 rd	Aug 30 th
Dec 2021/Jan 2022	<i>Cannabinoid Science Innovators</i>	Oct 15 th	Oct 22 nd	Oct 29 th

Advertising? Editorial? Distribution?

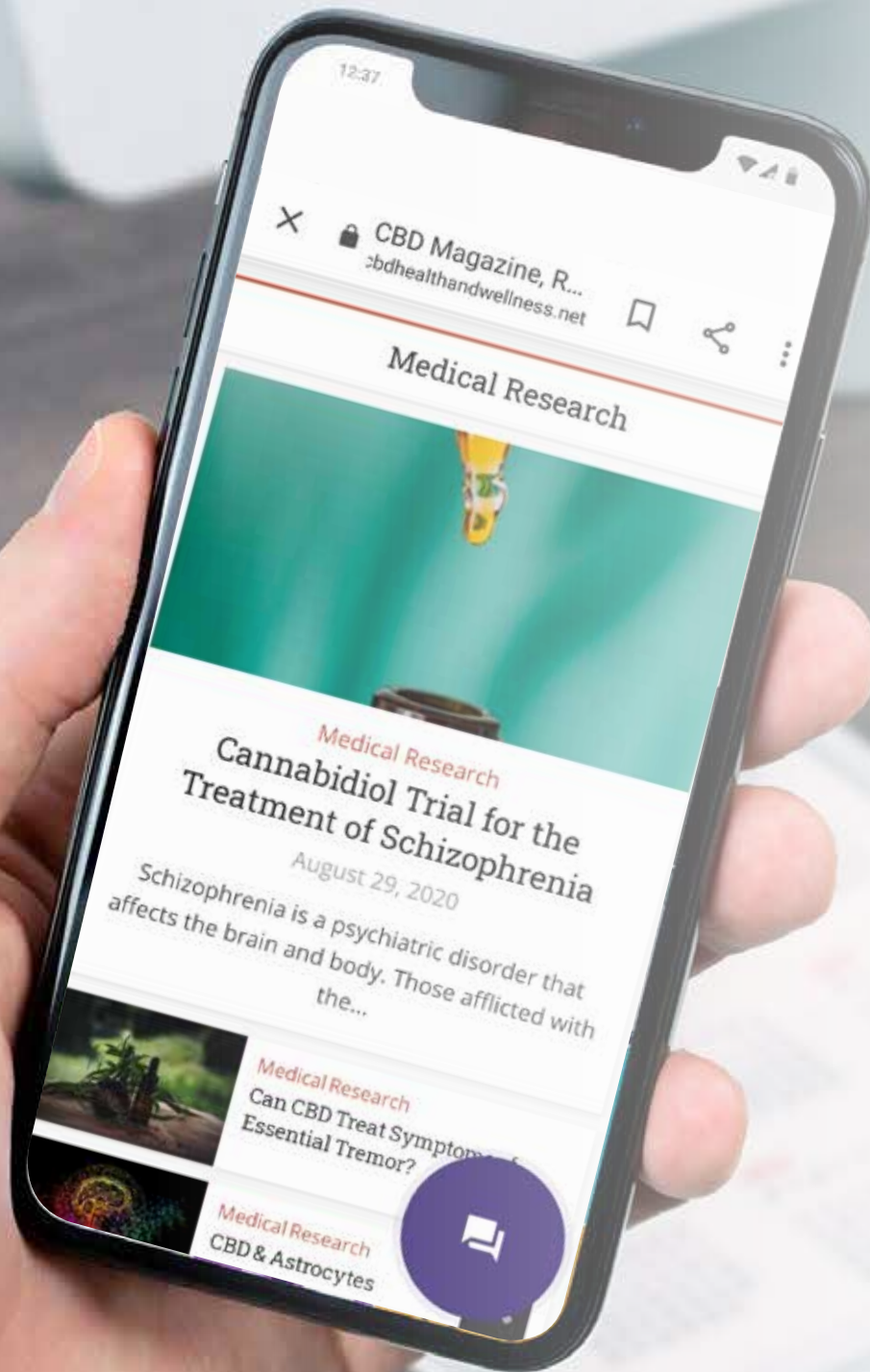
We love your questions!

877-524-MACE

Please call us for rates and special issues.

cbdhealthandwellness.net

info@cbdhealthandwellness.net





The Original
cbd | health & wellness
Cannabinoid Culture™

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

It all starts here