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 news source 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 news source 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 news source 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.
As the first and largest CBD-exclusive news source 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.
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 news source to help cannabis professionals grow and thrive.
SIDEBAR ADS | WEB BANNERS | E-BLASTS

Home Page or Specific Blog Page:
- 728x90 px (Scrolling Banner) - $299 / Month
- 300x250 px (Static Banner) - $449 / Month

Top Home Page Premium Placement:
- 728x90 px (Scrolling Banner) - $1500 / Month

All sales-related questions should be submitted to info@cbdhealthandwellness.net or call (805) 600-2999.
All technical questions should be submitted to: info@cbdhealthandwellness.net

e-Blast

$1500 / 30,000

- 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.
ALL Advertisers will receive FREE social media cross-promotion. These will run on Instagram and Facebook.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 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.

For those Partners that commit to a 6-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.
## NEWS FOCUS TOPICS

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<tr>
<th>Month</th>
<th>Content</th>
<th>Ad Reservation</th>
<th>Ad Graphic &amp; Copy Deadline</th>
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<tbody>
<tr>
<td>April</td>
<td>CBD Basics</td>
<td>April 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>April 9&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>May</td>
<td>CBD Industry Spotlight</td>
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<td>May 7&lt;sup&gt;th&lt;/sup&gt;</td>
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<td>June</td>
<td>The Minor Cannabinoids</td>
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<td>November</td>
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<td>November 12&lt;sup&gt;th&lt;/sup&gt;</td>
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<td>December</td>
<td>Predictions for 2022</td>
<td>December 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>December 10&lt;sup&gt;th&lt;/sup&gt;</td>
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*Click Here to View the Editorial & Image Guidelines*
Our popular website, cbdhealthandwellness.net, has proudly reached influencer status with the following latest stats:

<table>
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<tr>
<th>MACE Media Custom App</th>
<th>Digital Monthly Page Views</th>
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<tr>
<td>16,000</td>
<td>699,132</td>
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<table>
<thead>
<tr>
<th>Unique Views Per Month</th>
<th>E-newsletter Open Rate</th>
<th>Monthly Engagements</th>
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<tbody>
<tr>
<td>512,311</td>
<td>22%</td>
<td>421,111</td>
</tr>
</tbody>
</table>

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 promotion of that content on our social pages, including Instagram and Facebook with followers as listed below:

- Instagram: 1,144 followers
- Facebook: 108 followers
- Likes: 659

**PRICING FOR OUR SPONSORED CONTENT IS:**

$499 per Sponsored Content Article
DIGITAL PRODUCT REVIEWS

Vasayo

Vasayo brings ultra-absorbent CBD to the world of multi-level marketing.
True price: $0.35/mg to $0.40/mg
Product selection: Tincture oil and topical cream
Isolates or full spectrum: Broad spectrum
Dosage range: 350 mg
Pet products: No

What products they have:
Vasayo just released CBD One Oil and CBD One Cream. Both feature the proprietary liposomal technology. In other words, we get more complete absorption.

Let’s face it: CBD is notorious for poor absorption. Only a small percent of what we consume survives digestion. Vasayo aims to boost this percent up much higher so the CBD we purchase gets where it’s going.

Vasayo CBD products also incorporate enzymes designed to speed up ingredient delivery. This is CBD like you’ve never felt it. It’s faster. It’s bigger. It’s certified organic, non-GMO, THC-free, grown in the USA, and manufactured GMP. Woohoo!

The CBD products are labeled as patent protected. It would be nice to see the patent. However, per the company’s response to a BBB complaint, “We have decided not to release this information on the advice of our counsel.” What is the patent for? We may never know. Based on affiliate sites, it probably relates to the “advanced delivery technology.”

What’s the overhead:

$15.65 from Vasayo (affiliate)

Focus:

The Good
Enhanced delivery/absorption • High quality standards • Stylish website • Charitable efforts

The Bad
Multi-level marketing (?) • Expensive • No lab tests/or secretive

Candidates:

The bottom line:
Vasayo is known for enhanced delivery and multi-level marketing. If you’re seeking CBD that absorbs quickly, or if you want to sell CBD that absorbs quickly, you’ve come to the right place.

Who they are:
Remember Montana, the million-dollar fruit juice? Thank Dan Larsen, who teamed up with wife Karen Larsen in 2016 on a new adventure: Vasayo.

The Utah-based company specializes in liposomal technology. So what? According to the site, liposomes are “double-layered bubbles” that surround nutrients... for better absorption. The company uses this technology for all sorts of products, including an antioxidant blend, a weight management supplement, and most recently, broad spectrum CBD.

The Vasayo vision is “to transform lives physically, financially, spiritually and socially.” The company partners with Hearts & Hands to construct clean-water wells in African communities.

Take note:
Vasayo is a multi-level marketing (MLM) company. Quite a few consumers feel that MLM is akin to a pyramid scheme ( scam). But that does not mean the products are bunk. So what is it? Countless affiliates evangelize the Vasayo products on social media and mirror sites. It’s easy to mistake affiliate sites with the main site. A few individuals have ascended the Vasayo ranks through sales and recruitment.

Why they’re unique:
If quality control, enhanced absorption, and CBD had a baby... and the baby was really into MLM... well, you get the idea. Liposomal technology is not unique. But MLM, patent-protected, liposomal CBD is definitely original.

Digital Review Pricing:
$750

Topical Reviews

Purchase a Digital Product Review and get a 20% discount!

For more information email: info@cbdmagazine.net
CBD Health & Wellness Magazine
3840-7 Broad Street #404
San Luis Obispo, CA 93401

MACE Media Group
3940-7 Broad Street #404
San Luis Obispo, CA 93401

Tel: (805) 600-2999
info@cbdhealthandwellness.net
www.cbdhealthandwellness.net
info@macemediagroup.com
macemediagroup.com