

The Original
cbd | health &
wellness
Cannabinoid Culture TM

2022 Media Kit



About Us



MACE Media Group
3490-7 Broad Street #404
San Luis Obispo, CA 93401

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.

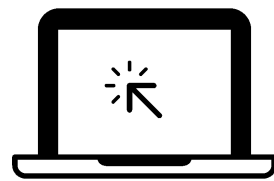
As the first and largest CBD-exclusive news source in the world, we are already at the front lines when it comes to news, methods, and equipment involved in every aspect of the CBD industry. CBD Health & Wellness strives to bring together entrepreneurs and business leaders in the world of CBD to learn 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.

All sales-related questions should be submitted to info@cbdhealthandwellness.net or call (805) 399-2485.

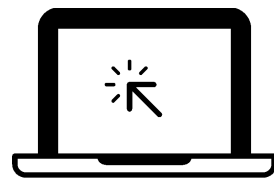
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How we can help you gain exposure

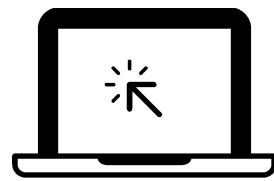
CBD Health & Wellness Magazine, the leading online news source for curated cannabinoid content, currently offers the following advertising options...



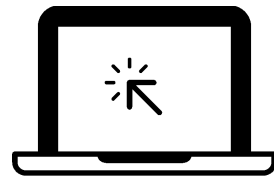
Digital ads on the popular news site, cbdhealthandwellness.net



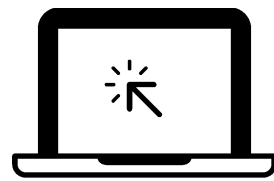
eBlasts to our extensive industry list built over 10 years and updated on a daily basis



Newsletter sponsorship on our far-reaching weekly industry newsletter

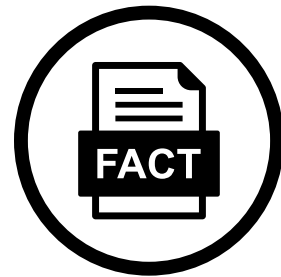


Sponsored Content on our trusted and highly Google ranked site



Dedicated URL page within the highly ranked CBD Health & Wellness Magazine news site

Digital Ads on our News Site



Monthly site views: 1,000,312 million
 Google trust ranking: 9.1 (10 highest)
 Alexa ranking: 300,779

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

Ad sizes:

\$499 per month

300x250

- Static
- Sidebar
- Link with tracking

\$549 per month

600 x 280 static banner ad

- Static
- Middle of the page
- Link with tracking

\$1500 per month

728 x 60 leaderboard ad

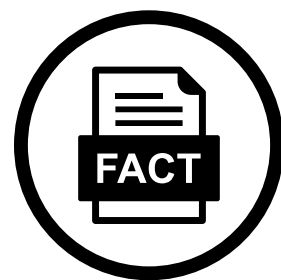
- Static
- Top of the fold
- Link with tracking

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eBlasts to our Extensive Industry List



Average open rate: 19 - 28%
Average click-through rate: 10 - 15%
Total subscribers: 250,000

Total Subscribers: 250,000

Segments:

- INDUSTRY & CONSUMERS 110 K
- EXTRACTION 14K
- INVESTORS 17K
- CBD 150K
- SCIENTIFIC 4.5 K
- CULTIVATION 10K
- MEDIA 7K
- BUYERS 100K

10,000 sends for \$1500

30,000 sends for \$2500

75,000 sends for \$5000

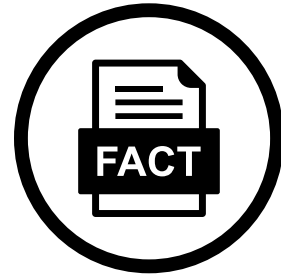
• e-Blast format: HTML to include all verbiage, content, and image links. Cost to have CBD Health & Wellness Magazine create the blast: \$250.

• e-Blast needed 1 week prior to placement; e-blast components and info needed 2 weeks prior if CBD Health & Wellness Magazine is to create the e-Blast.

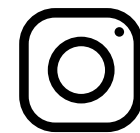
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Sponsored Content



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

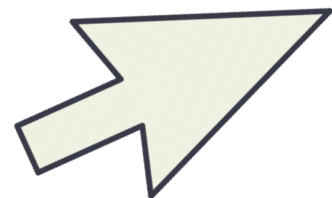


20,000 followers

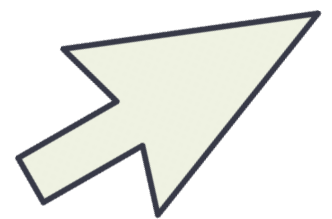


3200 followers

**Digital Monthly
Page Views
1.7 Million**



**Unique Views
Per Month
1 Million**



After many requests, we have created dedicated portions of our website to highlight sponsored industry content. All content is evergreen for the life of this specific site.



- 💰 300 words no links \$899
- 💰 500 words with links \$1500
- 💰 750 words with links and a social post \$1800

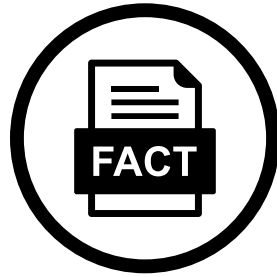
As a Sponsored Content Partner
you will receive:

- 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:

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2022 Editorial Calendar



Plan out and coordinate your targeted advertising with our editorial content!

- January: Things You Never Knew About CBD
- February: Cannabinoid Chemistry & Medicine
- March: The Conversions Coming off CBD
- April: CBD and Lab Testing
- May: Farming Options for Sustainable Indoor Cannabinoid Cultivation
- June: CBD Education
- July: The Business of CBD
- August: CBD for Optimum Wellness
- September: CBD Regulation Movements
- October: How CBD Affects Aspects of Daily Life
- November: TBD
- December: What's to Come with CBD

Contact



Any questions?

Contact us...

You can call or text 805-399-2485

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