



extraction Magazine  
**MEDIA** KIT 2018



The trade journal for the cannabis extraction world...  
by extractors for extractors.



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

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**Cultivation + Extractions + Covering all Methods of Cannabis Extraction**



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

# Introduction / About

**Nearly impossible to find a decade ago, cannabis concentrates are now a mainstay of the commercial cannabis industry. The evolution of concentrates is also changing how we consume cannabis. Every year, more kinds of products reach the market, and more methods of extraction and concentration are developed.**

As cannabis products become legal in more states, the marketplace is booming with opportunities for innovators and investors. Extraction Magazine reflects the continued evolution of those 3 key drivers within the cannabis industry today. Up until now, there was nowhere for professionals in the cannabis industry to go for specialized knowledge within these three fields and how they interrelate to each other. There has never before been a trade publication that caters specifically to Extraction professionals within the cannabis industry.

Why is that important? Because right now, there are more and more research teams dedicated to discovering ever more effective ways of dissecting the chemical compounds of the cannabis plant. The efficiency of extractions is important as it is not uncommon for \$10,000 to \$20,000 + to be wasted in routine extractions. This opens the door for more and more opportunity in terms of product innovation, as well as in terms of high-return investments.

The process of cannabis extraction naturally revolves around cultivation (having quality plant material) and testing (making sure there is a clean end product). This will keep extractions safe and legally compliant. That's important, because every state and country exploring the wide world of legal cannabis sales will fall back on those basic concepts: Cultivation, Extraction, and Testing. The science is in the extraction.



***Extraction Magazine*** is the cannabis industry's relevant news source specifically for the scientific mind.

Readers don't have to know everything to stay on top of the industry. Any major subject/industry is built on only 3 to 12 core fundamental principles. Once a reader knows them, they have a take-away to implement immediately. Extraction Magazine provides the core fundamentals and more. Whether they are a business professional, chemist, or consumer, they'll stay equally informed on the current pulse of cannabis science. Readers can also check in regularly to the online blog for up-to-date and relevant news articles.

Extraction Magazine readers can also discover colloquial explanations of methods, equipment and technologies fueling these industries, so that they can always be "ahead of the game". Readers can subscribe to our bi-monthly edition that takes them into an in-depth look into the cannabis cultivation, extraction and testing process from the inside out.

Extraction Magazine delivers analysis and insights into the technical aspects of the cannabis industry. Exploration of the entire spectrum of the beautiful cannabis flower will enable our audience to have a smooth work flow.

# Readership



## 70% Extraction Extraction Equipment

Extraction equipment manufacturers  
Extraction companies  
Cannabis concentrate brands  
Extract producers

## 20% Growers

Testing lab equipment  
Testing lab proficiencies  
Patenting strains  
Sample preps  
Mobile labs

## 10% Professional Services

Accounting & Finance  
Consulting  
Legal Services  
Trade Organizations  
Growers  
Accessories

### **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.

Extraction Magazine offers the crucial information component needed in one publication to help Cannabis professionals grow and thrive.

# Markets



**Extraction Magazine** is a MACE integrated media company that collects critical data relevant to 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

	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	1x \$3,668	3x (Save 10%) \$1,650	6x (Save 20%) \$1,467
	<b>Full Page</b>	Bleed: 8.625 x 11.125	\$1,834	\$1,650	\$1,467
	<b>Inside &amp; Back Covers (+25%)</b>	Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	\$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
Feb/March	1/4/18	1/8/18
Apr/May	3/5/18	3/9/18
June/July	5/9/18	5/13/18
Aug/Sept	7/4/18	7/8/18
Oct/Nov	9/6/18	9/10/18
Dec/Jan	11/8/18	1/12/18

# 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)



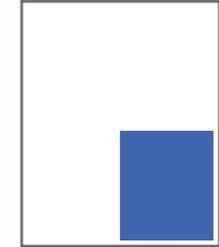
Ad size: 7.875" x 10.375"

**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@extractionmagazine.com](mailto:info@extractionmagazine.com) or call 949-416-3856

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

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., Extraction Magazine, Extraction Magazine Conference & Expo Show Guide, Extraction Magazine Conference & 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 complaint, 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

80 x 80

300 x 250

728 x 90

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

## Prices:

728 x 90 -- \$185 / month

300 x 250 -- \$142 / month

80 x 80 -- \$50 / month

## E-Blast

**\$150 / 1000**

dedicated e-blast

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

# Contact

**Advertising? Editorial? Distribution?**

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*News to share with the world of  
Extraction Magazine?*

**We love your questions!**

**1 (949) 326 - 9424**

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

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[extractionmagazine.com](http://extractionmagazine.com)

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

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**?'S**

**Call us.  
We'll talk.  
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extraction Magazine

