



**Terpenes and Testing**  
**Magazine**  
Terpenes, Horticulture, Chemistry & Analytics



**MEDIA KIT 2019**

The news digest for the cannabis science world covering terpene and horticultural science, chemistry, and lab analytics.



# Terpenes and Testing Magazine

Terpenes, Horticulture, Chemistry & Analytics

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

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Terpenes, Horticultural Science, Chemistry, Lab Analytics



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 knowledgeable and ethical cultivation and analytical testing, is the adhesive that keeps legalization intact.

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***Terpenes and Testing Magazine*** reflects the evolution of method, mind, and matter intrinsic to the cannabis and botanical science industries. Each individual segment of these industries now has a voice through this dynamic publication.

The momentous popularity of cannabis concentrates are fueling continued research into effective modes of dissecting the chemical compounds of the plant. Keeping extractions safe and legal, however, requires healthy, happy plants and analytically tested, clean end products. These three segments are constantly interwoven in every state and country that is exploring the overdue legalization of cannabis.

The horticultural and analytical testing industries are evolving before our eyes and as they revolve around one another, ***Terpenes and Testing*** is focused on keeping the consumer, chemist, and business professional informed on the current pulse of cannabis science, and what's ahead on the frontier.

Over half a million readers regularly visit our website to read online blogs for relevant news and digestible explanations of the methods, equipment, and technologies fueling these industries. Readers can also subscribe to our bi-monthly print and digital magazine that takes a deeper dive into botanical and cannabis science, as told by leading experts in the industry.



*Terpenes and Testing* is the cannabis industry's relevant news source for satisfying the curious mind.

***Terpenes and Testing Magazine*** delivers analysis and insight into the technical aspects of the cannabis industry. This publication explores the entire spectrum of the beautiful cannabis flower that has created a burgeoning new industry worldwide.

Opening a line of communication between the horticultural and analytical science industries, we combine primary source reporting with curated content that provides insight into the segments of cannabis that are fueling a compliant, legal market.

Contributors range from experts in these fields to valued journalists in the industry to provide an objective curation of specialized knowledge ranging from farming and testing cannabis products, and including everything in between.

Subscribers will be enthralled with the international news stories, feature articles, and cultural nuggets displayed across the pages of each carefully designed issue. These topics chronicle the key trends, significant issues, and innovative science and technology that most influence executives, managers, and scientists in these fields, as well as cannabis consumers.

Published bi-monthly, ***Terpenes and Testing Magazine*** is written by industry professionals whose livelihoods depend upon the success and growth of our industry. The content, however, is written such that anyone, regardless of technical prowess, can extract enjoyment and an education from each magazine.

A novel and needed nucleus, ***Terpenes and Testing Magazine*** offers a carefully constructed gateway of information regarding these specialized and complementary industries.

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

# Readership



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

The rapid evolution of the methods for farming cannabis and obtaining terpenes and cannabinoids, and the methods needed for ensuring that safe, ethically-designed products are brought to market means that everyone comprising the cannabis community has one over-arching thing in common: they are too busy to chase needed information.

*Terpenes and Testing Magazine* offers the critical information needed to help cannabis industry professionals and consumers learn, grow and thrive.

# Markets



***Terpenes and Testing Magazine*** is a MACE integrated media company that collects critical data relevant to the cannabis science community. Our mission is to venture out onto the frontier, and report what we and other industry leaders have found, converting complex science and technology into digestible stories that help industry professionals and consumers understand, learn, and grow.

# Ad Specs / Rates / Calendar

			1x	3x (Save 10%)	6x (Save 20%)
	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	\$4,585	\$4,126	\$3,668
	<b>Full Page</b> 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	\$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	\$1,430	\$1,288	\$1,144
	<b>1/3 Page Strip</b>	Bleed Only: 2.875 x 11.125	\$1,215	\$1,094	\$973
	<b>1/4 Page</b>	4 x 5	\$999	\$899	\$799

**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
Jan/Feb	12/7/18	12/14/18
March/Apr	2/8/19	2/15/19
May/June	4/12/19	4/19/19
July/Aug	6/7/19	6/14/19
Sept/Oct	8/9/19	8/16/19
Nov/Dec	10/11/19	10/18/19

# For Our Premier Advertising Partners

**To show our loyalty to our long term Partners, we are offering a print feature when a 6-month insertion commitment is signed. This feature will be published 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 blog 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.**

# 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 19,000 followers.

The advertiser will be responsible for providing their content and/or ad. All ads must be non-pixelated, 800x800 pixels 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)



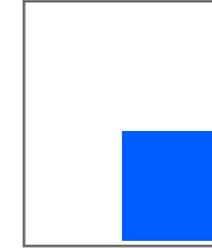
**Ad size:** 7.875" x 10.375"

**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**



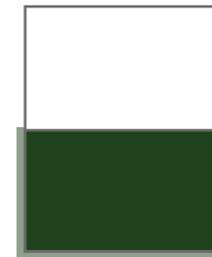
**Ad size:** 17" x 11.25"  
**Safe [Live] Area:** 16.25" x 10.375"

**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, and technical questions should be submitted to: [info@terpenesandtesting.com](mailto:info@terpenesandtesting.com). Sales-related questions can also be addressed by calling 805.530.2424**

**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.**

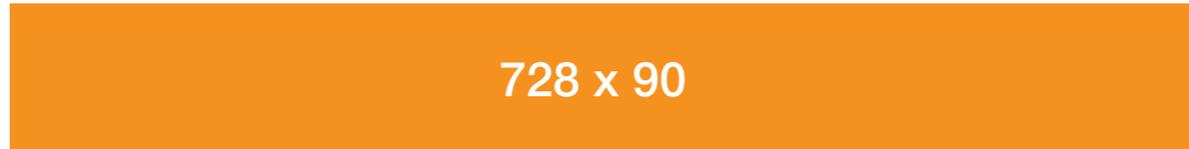
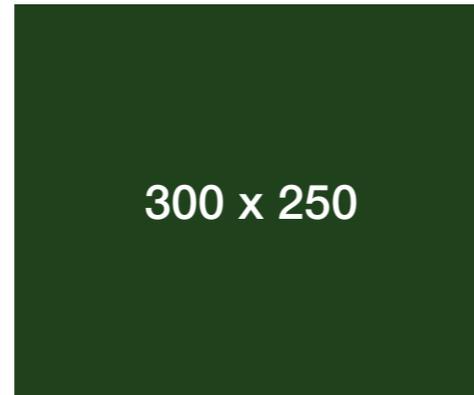
**To ensure that your ad looks its absolute best, all ads submitted for use in one of our print publications MUST be submitted in PDF format that conforms with PDF/X-1a:2001 specifications.**

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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## Prices:

728x90 - \$399 / month

300x250 - \$349 / month

80x80 - \$199 / 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 *Terpenes and Testing* create the blast: \$250
- e-Blast needed 1 week prior to placement; e-blast components and info needed two weeks prior if *Terpenes and Testing* is 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 through  
Terpenes and Testing Magazine?*

We love your questions!

**1 (949) 326 - 9424**

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

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

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



*Terpenes and Testing* is where innovation meets supply and demand.

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*It all starts here*