



extraction Magazine®

MEDIA KIT | 2020/2021



The news digest for the cannabis extraction community, covering news, processing methods, technology, and the full spectrum of products.

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

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**Extraction Methods, Technology, and Cannabis Products**

# Introduction / About

Concentrates are rapidly changing the cannabis marketplace, fueling the rapid growth and artisanal product development across the United States, and soon, the world. This growth comes with corresponding changes in the requirements for ensuring product safety, methodical and technological advances, and lots of jargon.

*Extraction Magazine* captures the essence of this symbiotic growth and change. Each segment of the cannabis extraction industry now has a voice through this dedicated and 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.

*Extraction Magazine* is focused on keeping the consumer and the manufacturer informed on the current pulse of cannabis extraction science and technology, 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 the industry. Readers can also subscribe to our bi-monthly digital magazine that takes a deeper dive into botanical and cannabis science, as told by leading experts in the industry.



***Extraction Magazine*** is the cannabis industry's relevant news source for satisfying the curious mind.

*Extraction Magazine* delivers analysis and insight into the technical and cultural aspects of the cannabis extraction industry. This publication explores the entire spectrum of methods and products created from the cannabis plant.

Opening a line of communication between consumers and the artisanal professionals designing the products they desire, we combine primary source reporting with curated content that provides insight into the paths used for isolating therapeutic molecules that fuel the development of safe, ethical cannabis medicine.

Contributors range from experts in these fields to valued journalists in the industry to provide an objective curation of specialized knowledge and educated opinion.

Subscribers will journey alongside our team into the complex and inspiring infrastructure creating their medicine, experiencing this world through 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 innovation science and technology that most influence executives, manufacturers, and researchers in these fields, as well as the cannabis consumer, of course.

Published bi-monthly, *Extraction Magazine* is written by industry professionals whose livelihoods depend upon the success and growth of an industry. The edgy and passionate 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, *Extraction Magazine* offers a carefully constructed conduit of information regarding the sizeable cannabis extraction community.

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

# Readership

## The science of information is our business.

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

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





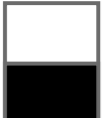

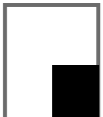
# Markets

*Extraction 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.

- Product Manufacturers
- Formulation Labs
- Ancillary Equipment Vendors
- Service Providers
- Consumers



# Ad Specs / Rates

			1x	3x (Save 10%)	6x (Save 20%)
	<b>Full Page Spread</b>	Bleed Only: 17" x 11.125"	\$3,895	\$3,505	\$3,115
	<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"	\$1,950 \$2,435	\$1,755 \$2,195	\$1,558 \$1,950
	<b>1/2 Page</b>	No Bleed: 7.365" x 4.865" With Bleed: 8.625" x 5.375"	\$1,215	\$1,045	\$975
	<b>1/3 Page Strip</b>	Bleed Only: 2.875" x 11.125"	\$1,035	\$925	\$825
	<b>1/4 Page</b>	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 long term partners, we are offering a online feature when a 6-month insertion commitment is signed. This feature will be published sometime during that insertion term.

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, [extractionmagazine.com](http://extractionmagazine.com) has proudly reached influencer status with the following latest stats:

MACE Media  
Custom App

**16,000**

Digital Monthly  
Page Views

**923,000**

Unique Views  
Per Month

**590k**

E-newsletter  
Open Rate

**32%**

E-newsletter  
Sent

**175,000**  
Weekly

Monthly  
Engagements

**105,270k**

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:



**13.3k**  
FOLLOWERS



**289**  
FOLLOWERS

**244**  
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.

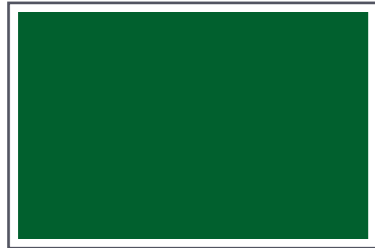
These will run on Instagram and Facebook, with exposure to over 14,000 followers.

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@extractionmagazine.com](mailto:info@extractionmagazine.com) or call 877-524-MACE.

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

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 it's absolute best, all ads submitted for use in one of our digital publications (e.g., *Extraction Magazine*, 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 complaint, 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



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

## 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 *Extraction Magazine* 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 the e-blast

# Editorial Calendar

ISSUE	EDITORIAL THEME	SUBMISSION DEADLINE
Dec 2020/Jan 2021	<i>Looking Towards Tomorrow: The Posh and the Dowdy in Trends and Techniques</i>	Nov 1 <sup>st</sup>
Jan/Feb 2021	<i>The Trinity Innovations (Hydrocarbon, Ethanol, and CO2)</i>	Dec 1 <sup>st</sup>
Mar/Apr 2021	<i>Designing an Extraction Facility 101</i>	Feb 1 <sup>st</sup>
May/June 2021	<i>Beautiful Extraction, Version 3.0 (An Art &amp; Botanical Extraction Hybrid)</i>	Apr 1 <sup>st</sup>
July/Aug 2021	<i>Troubleshooting with the Experts (What Can Go Wrong During Extraction, And How To Fix It)</i>	June 1 <sup>st</sup>
Sept/Oct 2021	<i>Botanical Witchery, Calculated Magic, and Lots of Data (inside the formulator's lab)</i>	Aug 1 <sup>st</sup>
Nov/Dec 2021	<i>The Extractor's Wish List</i>	Oct 1 <sup>st</sup>

# Ad Calendar

ISSUE	EDITORIAL THEME	RESERVATION DEADLINE	ARTWORK DEADLINE	100% FILES DUE
Dec 2020/Jan 2021	<i>Looking Towards Tomorrow: The Posh and the Dowdy in Trends and Techniques</i>	Nov 1 <sup>st</sup>	Nov 9 <sup>th</sup>	Nov 18 <sup>th</sup>
Jan/Feb 2021	<i>The Trinity Innovations (Hydrocarbon, Ethanol, and CO2)</i>	Dec 1 <sup>st</sup>	Dec 7 <sup>th</sup>	Dec 14 <sup>th</sup>
Mar/Apr 2021	<i>Designing an Extraction Facility 101</i>	Feb 1 <sup>st</sup>	Feb 9 <sup>th</sup>	Feb 18 <sup>th</sup>
May/June 2021	<i>Beautiful Extraction, Version 3.0 (An Art &amp; Botanical Extraction Hybrid)</i>	Apr 1 <sup>st</sup>	Apr 8 <sup>th</sup>	Apr 16 <sup>th</sup>
July/Aug 2021	<i>Troubleshooting with the Experts (What Can Go Wrong During Extraction, And How To Fix It)</i>	June 1 <sup>st</sup>	June 7 <sup>th</sup>	June 14 <sup>th</sup>
Sept/Oct 2021	<i>Botanical Witchery, Calculated Magic, and Lots of Data (inside the formulator's lab)</i>	Aug 1 <sup>st</sup>	Aug 9 <sup>th</sup>	Aug 18 <sup>th</sup>
Nov/Dec 2021	<i>The Extractor's Wish List</i>	Oct 1 <sup>st</sup>	Oct 9 <sup>th</sup>	Oct 18 <sup>th</sup>

# Contact

Advertising? Editorial?  
**Distribution?**

**We love your questions!**

**877-524-MACE**

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

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

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

