MEDIA KIT 2021
The news digest for the **cannabis extraction community**, covering news, processing **methods**, technology, and the full spectrum of products.

*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 news source.

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 take a deeper dive into botanical and cannabis science, as told by leading experts in the industry.
Extraction Magazine delivers analysis and insight into the technical and cultural aspects of the cannabis extraction industry. This news source 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.

Readers 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. 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.

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.

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.
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.
SIDEBAR ADS | WEB BANNERS | E-BLASTS

80x80 px (Static Banner) - $99 / Month
728x90 px (Scrolling Banner) - $199 / Month
300x250 px (Static Banner) - $299 / Month

e-Blast

$150 / 1000

- 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 is to create the e-Blast.

All sales-related questions should be submitted to info@extractionmagazine.com or call (805) 600-2999
All technical questions should be submitted to: info@extractionmagazine.com
ALL Advertisers will receive FREE social media cross-promotion. These will run on Instagram and Facebook, with exposure to over 32,000 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.

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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*Click Here to View the Editorial & Image Guidelines*
Our popular website, extractionmagazine.com, has proudly reached influencer status with the following latest stats:

- **MACE Media Custom App**
  - Digital Monthly Page Views: 16,000
  - Unique Views Per Month: 590k
  - E-newsletter Sent: 175,000
  - Monthly Engagements: 105,270k

- **Digital Monthly**
  - Page Views: 923,000
  - E-newsletter Open Rate: 32%
  - Weekly

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:

![Social Media Followers](image)

**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