



# extraction magazine

Cannabis on Collision Course with Science <sup>TM</sup>

2022 Media Kit



## About Us

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

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 is 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 education.

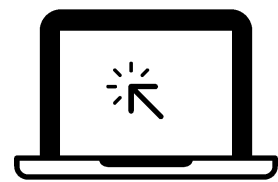
A novel and needed nucleus, Extraction Magazine offers a carefully constructed conduit of information regarding the sizeable cannabis extraction community.

All sales-related questions should be submitted to [info@extractionmagazine.com](mailto:info@extractionmagazine.com) or call (805) 399-2485.  
All technical questions should be submitted to: [info@extractionmagazine.com](mailto:info@extractionmagazine.com)

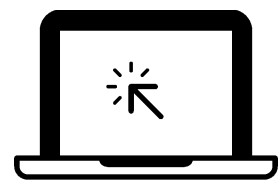
## How we can help you gain exposure

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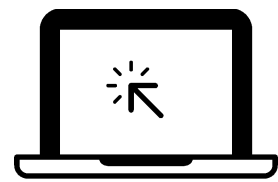
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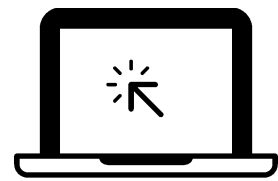
Digital ads on the popular news site, [extractionmagazine.com](http://extractionmagazine.com)



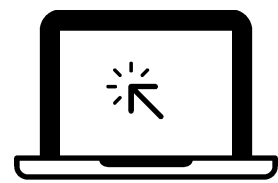
eBlasts to our extensive industry list built over 10 years and updated on a daily basis



Newsletter sponsorship on our far-reaching weekly industry newsletter

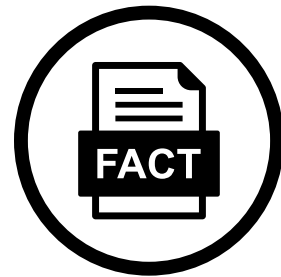


Sponsored Content on our trusted and highly Google ranked site



Dedicated URL page within the highly ranked Extraction Magazine news site

## Digital Ads on our News Site



Monthly site views: 1,024,112 million  
 Google trust ranking: 9.6 (10 highest)  
 Alexa ranking: 301,612

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

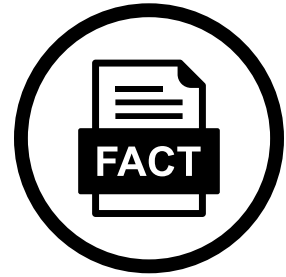
728 x 60 leaderboard ad

- Static
- Top of the fold
- Link with tracking



## eBlasts to our extensive industry list

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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 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.

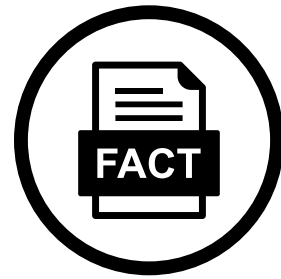
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# Sponsored Content

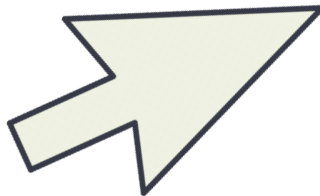
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Our popular website, [extractionmagazine.com](http://extractionmagazine.com) has proudly reached influencer status with the following latest stats:

 18,000 followers

 2200 followers

  
**Digital Monthly  
Page Views  
1.8 Million**

  
**Unique Views  
Per Month  
1.2 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:

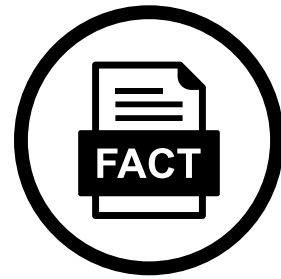
- An image and teaser on our highly viewed homepage
- That space is hyperlinked to a page with your full story
- The page includes a backlink to your site
- This also includes monthly (depends on your commitment) promotion of that content on our social pages, including Instagram and Facebook with followers as listed below:

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# 2022 Editorial Calendar

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

- January: The Economics of Extraction
- February: DIY Projects for One of the Drearier Months of the Year
- March: The Extraction of Ethnobotanical Plants
- April: Analytical Options for In- or At-line Assessment of Extraction, Winterization, & Decarboxylation
- May: Sustainable Extraction
- June: Waste Nothing: Why We Should Valorize Cannabis Waste
- July: Options for Remediation of THC & Contaminants in Extracts
- August: Cannabis Extraction, Biosynthesis, or Organic Synthesis for Minor Cannabinoids
- September: What Science Says About Cannabis Concentrates
- October: Picking the Experts' Brains: How to Improve Economic & Process Efficiency
- November: Cannabis Food & Beverage
- December: Forecasting the Future of Botanical Extraction

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## Contact

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Any questions?

Contact us...

You can call or text 805-399-2485

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