



PROFESSIONAL MARIJUANA GROWER

2019 MEDIA KIT

Professional Marijuana Grower is published bi-monthly and offers an affordable way to reach licensed cultivation facilities, processors and dispensaries in states that have legalized cannabis cultivation. Total distribution is 10,000 copies per issue. Over 4,100 copies are mailed direct to licensed cultivation facilities, processors and dispensaries plus over 5,000 additional copies are distributed to dispensaries and marijuana retailers. A digital version of each issue is available for subscribers that prefer to read the magazine with an electronic device. Over 12,000 website visitors and digital only subscribers have access to each Professional Marijuana Grower issue. Total print and digital distribution is over 22,000 per issue.

Editorial content is dedicated to helping professional growers cultivate, process and sell cannabis more efficiently and profitably within greenhouses, indoor gardens and outdoor growing facilities. We support our advertisers by publishing their product releases & news items and encouraging them to submit potential articles & product features. Editorial based advertising packages are available to advertisers. Editorial based advertising packages are available to advertisers.

6170 Forest Hills Drive Dubuque IA 52002-9349

PHONE: 563.557.7571 • **EMAIL:** Sales@ProfessionalMarijuanaGrower.com

www.ProfessionalMarijuanaGrower.com

COVER STORIES & FEATURE ARTICLES ON YOUR PRODUCTS

NATIVE ADVERTISING PACKAGES

Native advertising is using professionally articles to promote your company and products in a professional manner. One of your products, a product line or your company growing operation can be highlighted in a Professional Marijuana Grower feature article or cover story. The article will be approximately 1,200 words and will be researched and written by a Professional Marijuana Grower editor. The article will include photos (including photos on the front cover when applicable) and your company contact information so interested readers can easily contact you. The article will also be posted on the ProfessionalMarijuanaGrower.com home page.

COVER STORY PACKAGE

A cover story package includes an article of approximately 1,200 words that includes photos in the article and on the front cover of Professional Marijuana Grower. Your company contact information will be included at the end of the article so readers can easily contact you. Price is \$1,395. A special package of your article and a full page ad in the magazine is only \$1,895.

FEATURE ARTICLE PACKAGE

A feature story package includes an article of approximately 1,200 words that includes photos in the article along with your company contact information at the end of the article. Price is only \$1,095. A special package of your article and a full page ad in the magazine is only \$1,595.

**For more information call 563.557.7571 or
Email Sales@ProfessionalMarijuanaGrower.com**

PROFESSIONALMARIJUANAGROWER.COM ARTWORK REQUIREMENTS

(All artwork or questions should be emailed to
Rnichols@ProfessionalMarijuanaGrower.com.)

BANNER ADS

Should be no larger than 25K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to. Standard banners are 160 pixels w x 100 pixels h and Enhanced Banners are 468 pixels w x 60 pixels h.

VIDEOS

Provide a link to an existing YouTube video.

ONLINE BUYERS GUIDE

Images should be no larger than 25K and submitted as .jpg files at no more than 225 pixels w x 150 pixels h at 72 dpi. Include the website the listing should be linked to.

DISPLAY ADS WITHIN ARTICLES

Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 335 pixels w and 400 pixels h at 72 dpi. Include the website the ad should be linked to.

DISPLAY AND ADVERTISING RATES

All rates are per issue and include 4-color.
Special Positioning – Add 10% per issue

	1 ISSUE	3 ISSUES	6 ISSUES
Two Page Spread	\$1,576	\$1,340	\$1,103
Full Page	\$876	\$745	\$614
Half Page	\$679	\$577	\$475
Quarter Page	\$472	\$401	\$330
Eighth Page	\$302	\$257	\$212
Business Card	\$95	\$85	\$75
Premium Positions			
Centerfold Spread	\$1,665	\$1,411	\$1,158
Inside Front Cover	\$964	\$819	\$675
Inside Back Cover	\$920	\$782	\$644
Back Cover	\$1,095	\$931	\$767

PROFESSIONALMARIJUANAGROWER.COM



ProfessionalMarijuanaGrower.com averages 6,387 visitors and 8,045 page views each month. Visitors access the website as follows: Mobile 62.7%, Desktop 28.7% and Tablet 8.6%.

Banner Ads and Video rates are per month. Company Profile and Online Buyers Guide Listing rates are annual.

	1 MONTH	6 MONTHS	12 MONTHS
Standard Banner Ads	\$60	\$50	\$40
Enhanced Banner Ads	\$80	\$70	\$60
Videos Posted on			
Home Page	\$59	\$49	\$39
Videos Posted within	N/A	N/A	\$59
Individual Articles			
Display Ads within	N/A	N/A	\$99
Online Articles			
Online Buyers Guide	N/A	N/A	\$99
One category with a 50 word description, image & link to your website. Additional categories are only \$15 each			
Company Profiles	N/A	N/A	\$99
May be up to 750 words (subject to editing). You may also submit one image to be included with the profile. Each profile contains up to 2 live links to your website.			

PROFESSIONAL MARIJUANA GROWER 2019 EDITORIAL CALENDAR & DEADLINES

ISSUE	PRIMARY FEATURE ARTICLES	EDITORIAL DEADLINE	AD & ARTWORK DEADLINE
January/February	<p>Establishing a Perpetual Marijuana Garden Discusses the 3 stages of a perpetual garden and the general parameters of each separate growing space. Includes information on how to calculate the duration of the cloning and vegetative stages to best match the harvest of the flowering room.</p> <p>Understanding F1 Hybrids Explains F1 hybrids and other breeding techniques (F2, cross breeding, etc.), what to expect when growing F1 hybrids and how to create your own F1 hybrids.</p>	11-13-18	12-3-18
	<p>Using Cannabis Specific Bloom and Flower Enhancers A close look at the products and techniques used in the late stages of flowering to enhance flower size, density and flavors/odors.</p> <p>Increasing Trichome Production for More Potent Marijuana Focuses on UV light supplementation, physical manipulation and nutrient additives along with why cannabis plants produce trichomes and how a grower can use this knowledge to "trick" plants into creating more trichomes.</p>		
March/April	<p>The Light Cycle and How it Affects Flower Initiation Discusses the importance of a completely dark cycle and how the cannabis flowering cycle is triggered by the amount of dark, not light, that the plant receives in a 24 hour period. Also discusses what will happen to a cannabis plant if the dark cycle is interrupted.</p> <p>Identifying and Eliminating Spider Mites in Cannabis Explains how to identify, prevent and treat spider mites on cannabis plants including chemical and organic treatment options, and how to sterilize a room after a spider mite infestation.</p>	3-12-19	4-8-19
	<p>Flushing & Nutrient Preparation for Harvesting Explains why and how cannabis growers should flush their plants before harvest including the specific products and techniques that should be used.</p> <p>Increasing Terpene Production for Better Flavor and Quality Defines terpenes/terpenoids and how each terpene affects flavor & quality and suggests products & techniques to increase terpene production.</p>		
May/June	<p>Hydroponic Systems for Commercial Cannabis Gardens Reviews the best hydroponic systems for commercial cannabis growers that focus on efficiency through automation and lead to the highest return on investment.</p> <p>Greenhouses Designed for Cannabis Production Discusses light deprivation greenhouses and greenhouses with secure glazing and locking doors that meet state and local ordinances.</p>	7-16-19	8-5-19
	<p>Achieving the Best Testing and Analysis Results Examines growing techniques that increase potency, limit or eliminate molds & mildews and the best treatment options for pest and pathogens that will not leave behind residuals.</p> <p>Understanding Cloning Automation and Cloning Machines Explains the cloning process when a clone machine or other clone automation device is used. Includes a section on atmospheric control and the importance of consistent atmospheric conditions in the clone area.</p>		
July/August		5-14-19	6-3-19
September/October		7-16-19	8-5-19
November/December		9-10-19	10-7-19





DISPLAY AD MECHANICALS

Publication trim size is 7.75" x 10.75"
Please include .125" all around for bleed ads

DIGITAL ADVERTISING SUBMISSIONS

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF (v1.3) document, or in InDesign for Macintosh* on CD-Rom. All supporting files – fonts, scans, logos, etc. – along with a full size printout (color if applicable), must be included so we can be sure your ad prints correctly and the colors are as intended. Without the required artwork and proofs, we cannot guarantee the print quality of an ad. Please contact your account executive for more details.

Artwork files 10 megabytes or smaller can be emailed to Rnichols@ProfessionalMarijuanaGrower.com. Contact us at 563.557.7571 or Sales@ProfessionalMarijuanaGrower.com for instructions on submitting files larger than 10 megabytes to our FTP site.

*Other formats may be acceptable – please call

OFFSET PRINTING SPECIFICATIONS

Including Four Color Process • Binding: Saddle Stitch
Trim Size: 7.75" x 10.75"

Electronic Artwork Only should be submitted. Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

ISSUANCE AND CLOSING DATES

Issued 3 weeks after closing date of each magazine.

BLEED ADVERTISEMENTS

Add 15% to rate and .125" to publication trim size

Ad Size	Width	X	Height
Back Cover	7"	X	10"
Two Page Spread w/Bleed	16-1/2"	X	11-1/4"
Full Page with Bleed	8-1/4"	X	11-1/4"
Full Page	7"	X	10"
Half Page Horizontal	7"	X	4 7/8"
Half Page Vertical	3-3/8"	X	10"
Quarter Page	3-3/8"	X	4-7/8"
Eighth Page Horizontal	3-3/8"	X	2-3/8"
Eighth Page Vertical	2-3/8"	X	3-3/8"
Business Card	3-1/3"	X	1-5/8"

MAILING INSTRUCTIONS – ALL ADVERTISERS

All correspondence, contracts, insertion orders, and special instructions should be sent to:

NICHOLS PUBLISHING COMPANY

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