



**Terpenes and Testing**  
**Magazine**  
extractions, horticulture, lab testing



**MEDIA KIT 2018**

The news digest for the cannabis science world covering cultivation, testing labs, and extraction.



**Terpenes and Testing**  
**Magazine**  
*extractions, horticulture, lab testing*

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

Introduction / About	2
Readership	4
Markets	5
Ad Specs / Rates / Calendar	6
For our Premier Advertising Partners	7
FREE Social Media Cross Promotion Add On	8
Print / Web Ad Specs	9-10
Contact	11

Cultivation + Extractions + Testing Labs



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 extraction, testing labs, and cultivation are the glue of legalization.

---

Terpenes and Testing magazine reflects the evolution of method, mind, and matter intrinsic to these industries. Each of these individual segments of the conglomerate of legal cannabis now have a voice through this dynamic publication.

The momentous popularity behind extractions are fueling continued research into effective modes of dissecting the chemical compounds of the plant. Keeping extractions safe and legal requires a steady start product (cultivation) and tested, clean end product (testing). These three segments are constantly interwoven in every state and country that is exploring the wide world of legal cannabis sales.

Cultivation, extraction, and testing lab industries are maturing before our eyes and as they revolve around one another Terpenes and Testing is focused on keeping the consumer, chemist, and business professional equally informed on the current pulse of cannabis science.

Readers can check in regularly to the online blog for relevant news and colloquial explanations of methods, equipment, and technologies fueling these industries. Otherwise they can subscribe for our bi-monthly edition that takes a deep dive into cannabis cultivation, extraction and lab testing from the inside out.





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

Terpenes and Testing Magazine delivers analysis and insight into the technical sciences 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 these two distinct growing industries, we combine primary source reporting with curated content that provides insight into the segments of cannabis that are fueling a compliant legal recreational market.

Contributors range from experts in these fields to valued journalist in the industry to provide an objective curation of specialized knowledge on the topics of cultivation, testing, and extraction.

Subscribers will be enthralled with the international news stories, feature articles, and slice of culture splattered across the pages of each issue. These topics chronicle the key trends, significant issues, and primary methods that most influence executives and managers in these fields.

Published bi-monthly, Terpenes and Testing Magazine is written by and for industry professionals whose livelihoods depend upon the success and growth of our industry.

A new and needed nucleus, Terpenes and Testing Magazine covers a carefully constructed gateway of information for these hyper specialized and complementary industries.

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

# Readership



## 40% Extraction

Extraction equipment manufacturers  
Extraction companies  
Cannabis concentrate brands  
Extract producers

## 40% Testing Labs

Testing lab equipment  
Testing lab proficiencies  
Patenting strains  
Sample preps  
Mobile labs

## 20% Professional Services

Accounting & Finance  
Consulting  
Legal Services  
Trade Organizations  
Growers  
Accessories

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

The rapid evolution in both the modes of testing Cannabis products and methods of extracting Cannabis concentrates means everyone in these industries has one thing in common, above all: they are too busy to chase needed information.

Terpenes and Testing Magazine offers the crucial information component needed in one publication to help Cannabis professionals 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 hopes are to convert big data into digestible stories that help professionals understand, grow, and manage their business.

# Ad Specs / Rates / Calendar

	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	1x	3x (Save 10%)	6x (Save 20%)
	<b>Full Page</b>	Bleed: 8.625 x 11.125	<b>\$1,834</b>	<b>\$1,650</b>	<b>\$1,467</b>
	<b>Inside &amp; Back Covers (+25%)</b>	Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	<b>\$2,293</b>	<b>\$2,063</b>	<b>\$1,834</b>
	<b>1/2 Page</b>	No Bleed: 7.365 x 4.865 With Bleed: 8.625 x 5.375	<b>\$1,144</b>	<b>\$1,030</b>	<b>\$915</b>
	<b>1/3 Page Strip</b>	Bleed Only: 2.875 x 11.125	<b>\$972</b>	<b>\$875</b>	<b>\$778</b>
	<b>1/4 Page</b>	4 x 5	<b>\$799</b>	<b>\$719</b>	<b>\$639</b>

**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	12/4/17	12/8/17
March/Apr	2/5/18	2/9/18
May/June	4/9/18	4/13/18
July/Aug	6/4/18	6/8/18
Sept/Oct	8/6/18	8/10/18
Nov/Dec	10/8/18	10/12/18

# For our Premier Advertising Partners

**To show our loyalty to our long term Partners, we are offering a print feature when a six month insertion commitment is signed. This feature will be run 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 very popular blog which will be rich with backlinks to your site to promote SEO for your product/service.**



# 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 10,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 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.

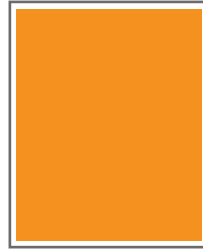
# Print Specs

**2 - Page Spread**  
(Non-Bleed)



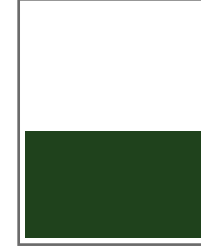
**Ad size:** 16.25" x 10.375"

**Full Page with Border**  
(Non-Bleed)



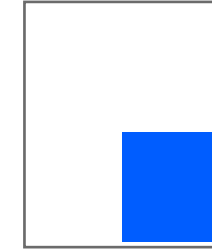
**Ad size:** 7.875" x 10.375"

**1/2 Page with Border**  
(Non-Bleed)



**Ad size:** 7.875" x 4.75"

**1/4 Page**



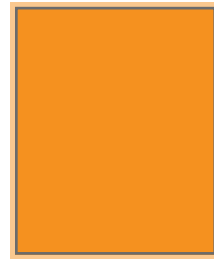
**Ad size:** 3.75" x 4.75"

**2 - Page Spread with Bleed**



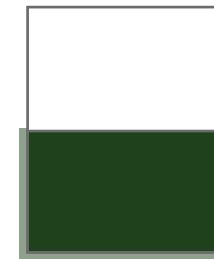
**Ad size:** 17" x 11.25"  
**Safe [Live] Area:** 16.25" x 10.375"

**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 questions should be submitted to [info@terpenesandtesting.com](mailto:info@terpenesandtesting.com) or call 949-416-3856**

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

**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 it's absolute best, all ads submitted for use in one of our print publications (e.g., Terpenes and Testing Magazine, Terpenes and Testing Conference & Expo Show Guide, Terpenes and Testing Conference & Expo Show Daily, 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 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.

All sales-related questions should be submitted to [info@terpenesandtesting.com](mailto:info@terpenesandtesting.com) or call 949-416-3856

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

## Prices:

728 x 90 -- \$90 / month

300 x 250 -- \$84 / month

125 x 125 -- \$38 / month

80 x 80 -- **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 2 weeks prior if Terpenes & Testing to create the E-blast



# Contact

?'s

Call us.  
We'll talk.  
:)

**Advertising? Editorial? Distribution?**

---

*News to share with the world of  
Terpenes and Testing Magazine?*

We love your questions!

**1 (949) 326 - 9424**

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

---

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

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



Terpenes and Testing are where innovation meet supply and demand

---

*It all starts here*