



Terpenes & Testing Magazine

Terpenes, Horticulture, Chemistry & Analytics™

MEDIA KIT | 2020/2021

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

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**The news digest for the cannabis science world covering terpene
and horticultural science, chemistry, and lab analytics.**



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 knowledgeable and ethical cultivation and analytical testing, is the adhesive that keeps legalization intact.

Terpenes & Testing Magazine reflects the evolution of method, mind, and matter intrinsic to the cannabis and botanical science industries. Each individual segment of these industries now has a voice through this 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. The horticultural and analytical testing industries are evolving before our eyes, and as they revolve around one another, *Terpenes & Testing* is focused on keeping the consumer, chemist, and business professional informed on the current pulse of cannabis science, 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 these industries. 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.



Terpenes & Testing is the cannabis industry's relevant news source for satisfying the curious mind.

Terpenes & Testing Magazine delivers analysis and insight into the technical aspects 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 the horticultural and analytical science industries, we combine primary source reporting with curated content that provides insight into the segments of cannabis that are fueling a compliant, legal market.

Contributors range from experts in these fields to valued journalists in the industry to provide an objective curation of specialized knowledge ranging from farming and testing cannabis products, and including everything in between.

Subscribers will be enthralled with the 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 innovative science and technology that most influence executives, managers, and scientists in these fields, as well as cannabis consumers. Published bi-monthly, *Terpenes & Testing Magazine* is written by industry professionals whose livelihoods depend upon the success and growth of our industry. The 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, *Terpenes & Testing Magazine* offers a carefully constructed gateway of information regarding these specialized and complementary industries.

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



READERSHIP

The science of information is our business.

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






Terpenes & Testing Magazine offers the critical information needed to help cannabis industry professionals and consumers learn, grow and thrive.



MARKETS

Terpenes & Testing 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.

AD SPECS / RATES

| | | | | | |
|---|--|--|--------------------|-----------------------------|-----------------------------|
|  | Full Page Spread | Bleed Only: 17" x 11.125" | 1x \$3,895 | 3x (Save 10%) \$3,505 | 6x (Save 20%) \$3,115 |
|  | Full Page 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 |
|  | 1/2 Page | No Bleed: 7.365" x 4.865" With Bleed: 8.625" x 5.375" | \$1,215 | \$1,045 | \$975 |
|  | 1/3 Page Strip | Bleed Only: 2.875" x 11.125" | \$1,035 | \$925 | \$825 |
|  | 1/4 Page | 4" x 5" | \$850 | \$765 | \$675 |

FINAL TRIM SIZE: 8.375" x 10.875" Please submit artwork as PDF, PSD, OR PNG (300 dpi / RGB)

FOR OUR PREMIER ADVERTISING PARTNERS

To show our loyalty to our long term Partners, we are offering online feature when a 6-month insertion commitment is signed. This feature will be published sometime during that insertion term online.

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, terpenesandtesting.com has proudly reached influencer status with the following latest stats:

MACE Media
Custom App

16,000

Digital Monthly
Page Views

2.2 Million

Unique Views
Per Month

821,000

e-Newsletter
Open Rate

32%

e-Newsletter
Sent

175,000
Weekly

Monthly
Engagements

398,000

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:

 **28.6k**
FOLLOWERS

 **3,339** | **2,912**
FOLLOWERS | 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 30,000 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 digital-only 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)



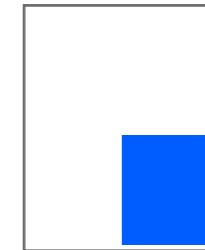
Ad size: 7.875" x 10.375"

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@terpenesandtesting.com or call 877-524-MACE.

All technical questions should be submitted to: info@terpenesandtesting.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., *Terpenes & Testing 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 compliant, 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

80x80 px
FREE

300x250 px

728x90 px

All text **MUST** be converted to outlines/flattened/rasterized prior to submission.

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All technical questions should be submitted to: info@terpenesandtesting.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 *Terpenes & Testing Magazine* create the blast: \$250
- e-Blast needed 1 week prior to placement; e-blast components and info needed 2 weeks prior if *Terpenes & Testing Magazine* to create the e-blast



EDITORIAL CALENDAR

| ISSUE | EDITORIAL THEME | SUBMISSION DEADLINE |
|---------------|--|----------------------|
| Nov/Dec 2020 | <i>The T&T Tribunal aka The Word According to the Board</i> | Oct 1 st |
| Jan/Feb 2021 | <i>Hallowed Be Thy Terpene (Dedicated To The Smells I Love Issue)</i> | Dec 1 st |
| Mar/Apr 2021 | <i>Psychedelphia (Psychedelics & How They Can Help Humankind)</i> | Feb 1 st |
| May/June 2021 | <i>Her Majesty, Queen Sativa (An Art And Cannabis Cultivation Hybrid)</i> | Apr 1 st |
| July/Aug 2021 | <i>Troubleshooting with the Experts (What Can Go Wrong During Cultivation & Analytical Testing, And How To Fix It)</i> | June 1 st |
| Sept/Oct 2021 | <i>Cannabis Analytics 201</i> | Aug 1 st |
| Nov/Dec 2021 | <i>Scientific Shamanism (How Science Can Validate Ethnobotanical Medicine)</i> | Oct 1 st |

AD CALENDAR

| ISSUE | EDITORIAL THEME | RESERVATION DEADLINE | ARTWORK DEADLINE | 100% FILES DUE |
|---------------|--|----------------------|----------------------|-----------------------|
| Nov/Dec 2020 | <i>The T&T Tribunal aka The Word According to the Board</i> | Oct 1 st | Oct 9 th | Oct 18 th |
| Jan/Feb 2021 | <i>Hallowed Be Thy Terpene (Dedicated To The Smells I Love Issue)</i> | Dec 1 st | Dec 7 th | Dec 14 th |
| Mar/Apr 2021 | <i>Psychedelphia (Psychedelics & How They Can Help Humankind)</i> | Feb 1 st | Feb 9 th | Feb 18 th |
| May/June 2021 | <i>Her Majesty, Queen Sativa (An Art And Cannabis Cultivation Hybrid)</i> | Apr 1 st | Apr 8 th | Apr 16 th |
| July/Aug 2021 | <i>Troubleshooting with the Experts (What Can Go Wrong During Cultivation & Analytical Testing, And How To Fix It)</i> | June 1 st | June 7 th | June 14 th |
| Sept/Oct 2021 | <i>Cannabis Analytics 201</i> | Aug 1 st | Aug 9 th | Aug 18 th |
| Nov/Dec 2021 | <i>Scientific Shamanism (How Science Can Validate Ethnobotanical Medicine)</i> | Oct 1 st | Oct 9 th | Oct 18 th |

Advertising? Editorial? Distribution?

We love your questions!

877-524-MACE

Please call us for rates and special issues.

terpenesandtesting.com

info@terpenesandtesting.com

