About Us

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

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

Terpenes & Testing Magazine delivers analysis and insight into the technical aspects of the cannabis industry. This news source 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. 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 cannabinoid consumers. The content, however, is written such that anyone, regardless of technical prowess, can extract enjoyment and education.

A novel and needed nucleus, Terpenes & Testing Magazine offers a carefully constructed gateway of information regarding these specialized and complementary industries.

All sales-related questions should be submitted to info@terpenesandtesting.com or call (805) 399-2485.
All technical questions should be submitted to: info@terpenesandtesting.com
How we can help you gain exposure

Terpenes and Testing, the leading online news source for curated scientific cannabinoid content, currently offers the following advertising options...

- Digital ads on the popular news site, terpenesandtesting.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 Terpenes and Testing news site

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Digital Ads on our News Site

Monthly site views: 1,012,377 million
Google trust ranking: 9.2 (10 highest)
Alexa ranking: 201,649

Ad sizes:

- **300x250**
  - $499 per month
  - Static
  - Sidebar
  - Link with tracking

- **600x280 static banner ad**
  - $549 per month
  - Static
  - Middle of the page
  - Link with tracking

- **728 x 60 leaderboard ad**
  - $1500 per month
  - Static
  - Top of the fold
  - Link with tracking

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.

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eBlasts to our extensive industry list

Average open rate: 19 - 28%
Average click-through rate: 10 - 15%
Total subscribers: 250,000

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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 Terpenes & 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 is to create the e-Blast.

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Sponsored Content

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

- **Unique Views Per Month**: 1.3 Million
- **Digital Monthly Page Views**: 2.2 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:

- 30,000 followers
- 5200 followers

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2022 Editorial Calendar

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

January: Things You Never Knew About Terpenes
February: Cannabinoid Chemistry & Medicine
March: The Resurrection of Ethnobotanical Plants in Modern Society
April: New Analytical Instrumentation for Cannabis Labs
May: Farming Options for Sustainable Indoor Cannabis Cultivation
June: Cannabis Education
July: Achieving Independence from Schedule I: Natural Molecules and Their Bad Rap
August: Minor Cannabinoid Synthesis & Biosynthesis
September: Advanced Data Processing & Analysis Techniques
October: How Cannabis Affects Aspects of Daily Life
November: Options for Harvesting, Drying, & Curing Your Crops
December: Our Psychedelic Future

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Contact

Any questions?
Contact us...
You can call or text 805-399-2485

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