



Terpenes and Testing

Magazine

Terpenes, Horticulture, Chemistry & Analytics TM

2022 Media Kit



Terpenes and Testing Magazine

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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

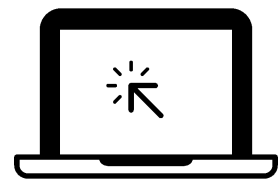


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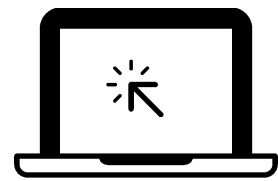
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How we can help you gain exposure

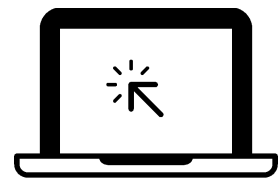
Terpenes and Testing, the leading online news source for curated scientific cannabinoid content, currently offers the following advertising options...



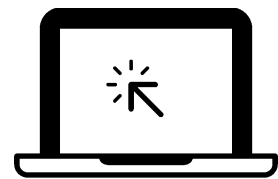
Digital ads on the popular news site, terpenesandtesting.com



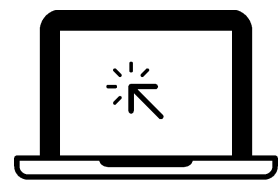
eBlasts to our extensive industry list built over 10 years and updated on a daily basis



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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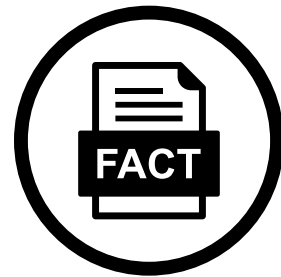
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Digital Ads on our News Site



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

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

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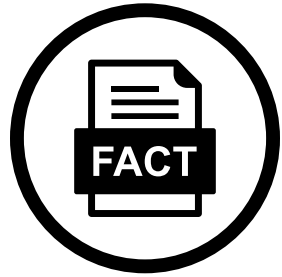
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eBlasts to our extensive industry list



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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 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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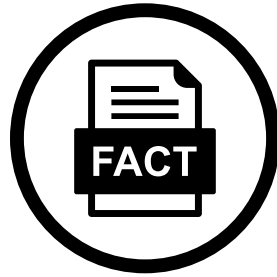
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Sponsored Content

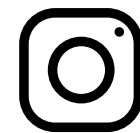


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Our popular website, terpenesandtesting.com has proudly reached influencer status with the following latest stats:

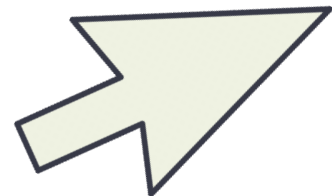


30,000 followers

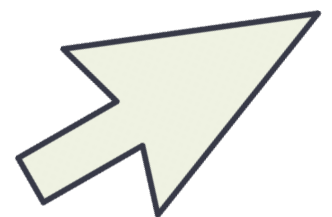


5200 followers

Digital Monthly
Page Views
2.2 Million



Unique Views
Per Month
1.3 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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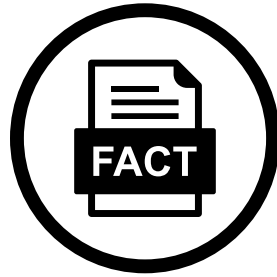
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2022 Editorial Calendar



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



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Any questions?

Contact us...

You can call or text 805-399-2485

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