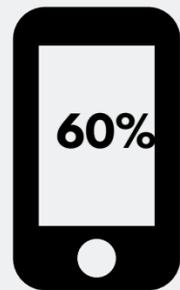
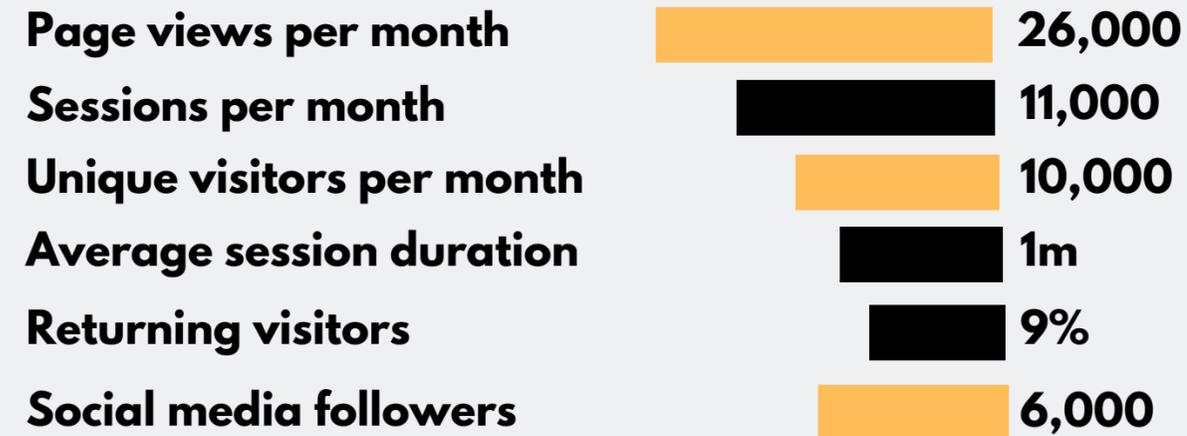


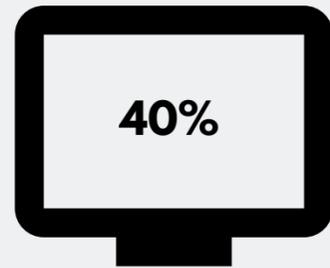


MEDIA KIT 2020

Our audience on Weedloving.ca



60%
Mobile



40%
Desktop

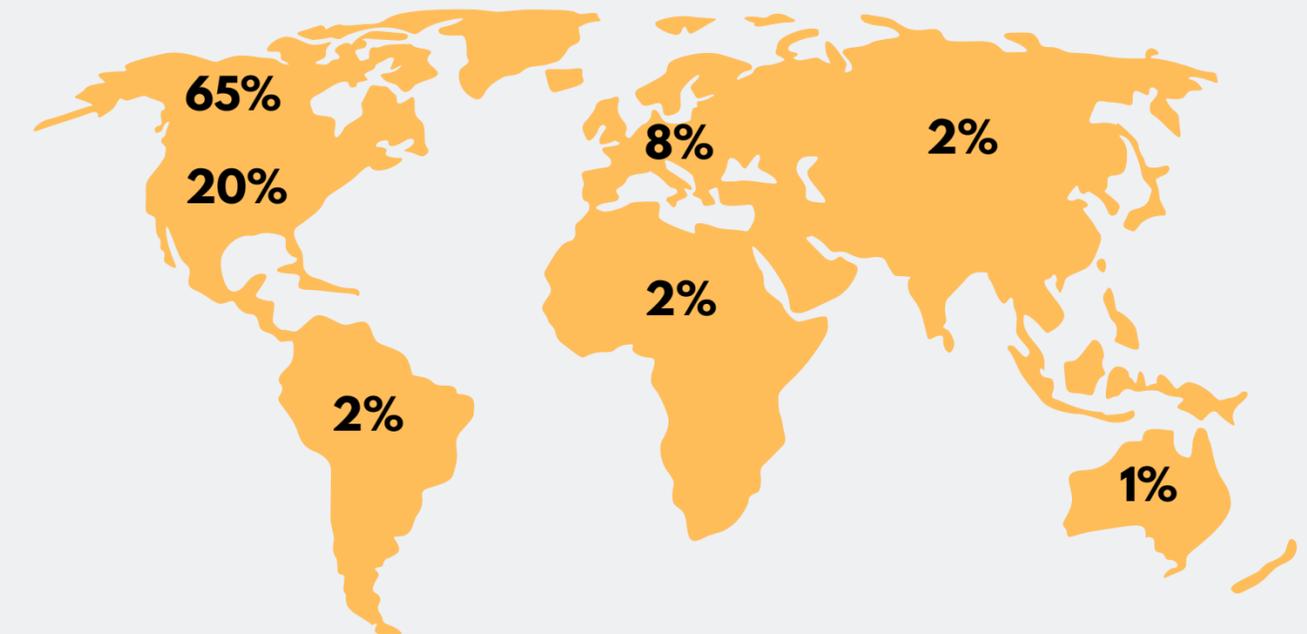


60% 40%
Gender

As one of Canada's most popular weed news outlets, our reach is highly concentrated within North America. Leverage our traffic to reach Canadian cannabis consumers, businesses, and enthusiasts.

Age  65% between 18 and 35
Millennial audience

Continents



Average data pulled from Google Analytics in May 2020

BANNER ADVERTISING

We specialize in offering high-impact campaigns to our audience of European cannabis enthusiasts, professionals and insiders.

Our standard responsive banner units include the 300x250 "medium rectangle" and the 728x90 "leaderboard."

CAMPAIGN DURATION

COST*

1 month

\$250

2 months

\$475

3 months

\$650

6 months

\$1100

*All prices are in USD

FEATURED LISTING

What is it?

- Become rank 1-3 in one of our listicles
- Choose your own copy
- Add marketing images & promotions
- A/B testing possible
- Increase brand awareness and drive sales with our highly targeted traffic!

AD SPEND

Below \$200

\$200 - \$400

\$400 - \$600

Above \$600

CPC*

\$1.5

\$1.3

\$1.2

\$1

*Cost per click / all prices in USD

Available lists

Canadian lists

- Top CBD shops in Canada
- Top MOM services in Canda
- Top Cannabis brands in Canada
- Top Cannabis Concentrates in Canada

Global lists

- Top CBD shops in USA

Sponsored content



Basic article

- 500+ word article written by you
- educational content, light in promotion
- Do-follow link included

\$100



Premium article

- 700+ word article written by our professional writers
- SEO-optimized content
- Promotional content allowed
- Social media posts included
- Do-follow links

\$250



YouTube review

- Professional product review on our YouTube channel
- YouTube SEO included
- Featured on our social media
- Rights to reuse the video

Example:

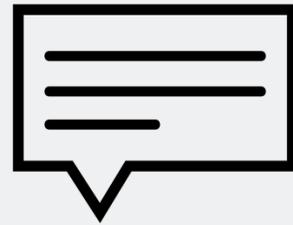


\$400

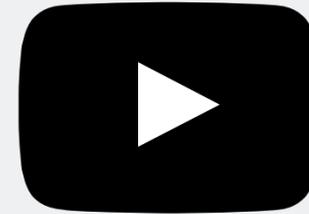
Packages

Option 1

Spend \$500 on a featured listing campaign



Buy a YouTube review

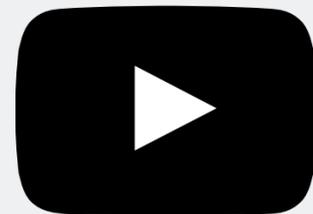


Get a premium article for free



Option 2

Buy a YouTube review



Buy a Premium Article



Get a \$150 discount

