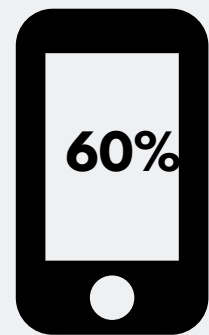
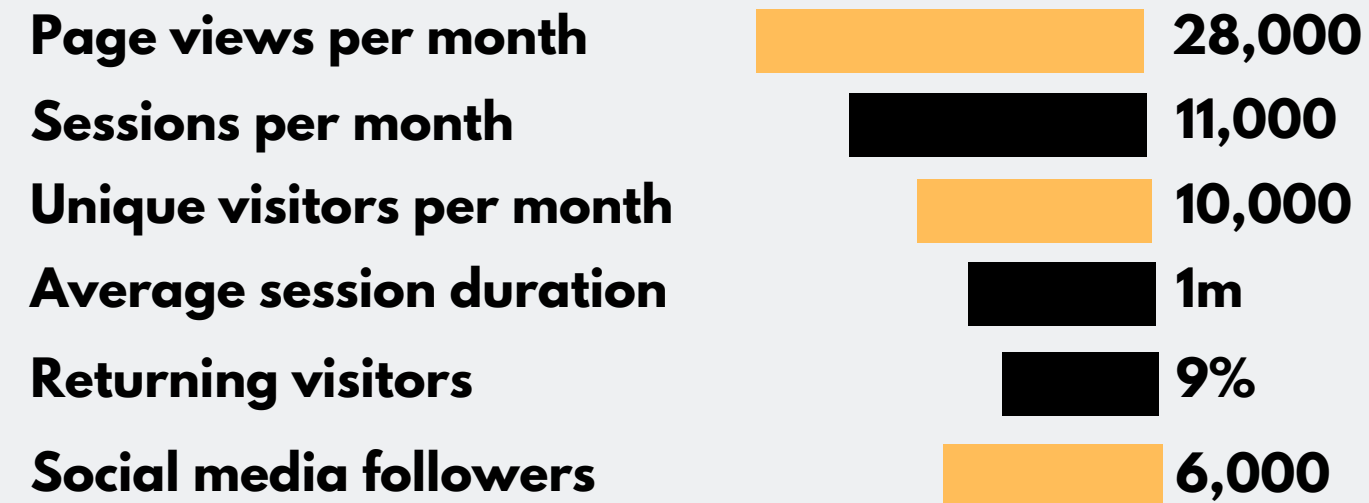


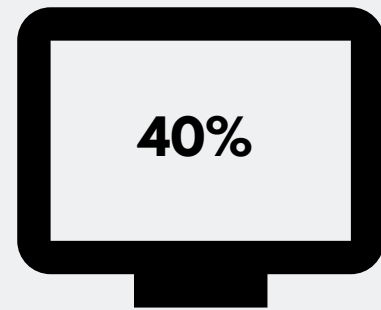


# **MEDIA KIT 2021**

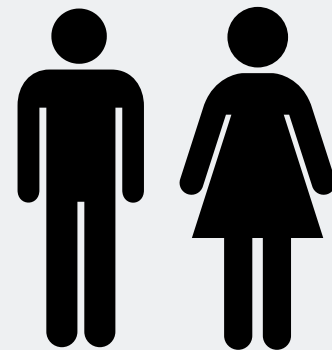
# Our audience on Weedloving.ca



60%



40%



60% 40%  
Gender

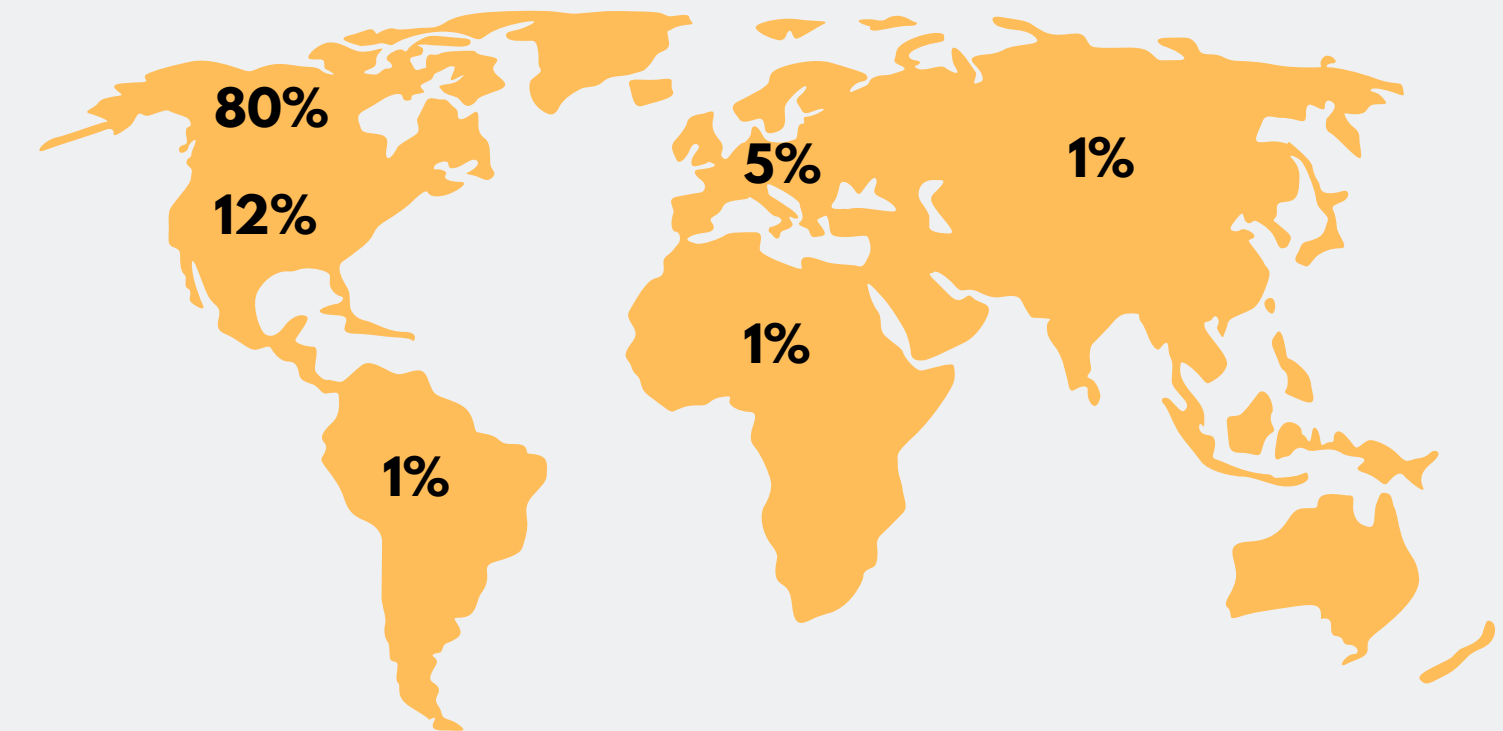
As one of Canada's most popular weed news outlets, our reach is highly concentrated within North America. Leverage our traffic to reach Canadian cannabis consumers, businesses, and enthusiasts.

Age



65% between 18 and 35  
Millennial audience

Continents



Average data pulled from Google Analytics in Jan 2021

# 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
- Top THC Vape Pens in Canada
- Top Hash Products in Canada
- Top CBD/THC Edibles in Canada

# 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:**

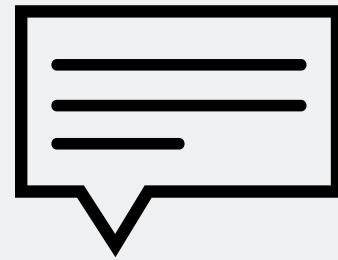


**\$400**

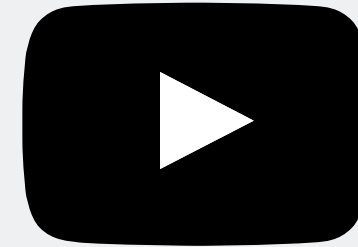
# Packages

## Option 1

**Spend \$500 on a featured listing campaign**



**Buy a YouTube review**

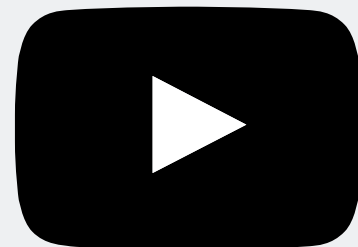


**Get a premium article for free**



## Option 2

**Buy a YouTube review**



**Buy a Premium Article**



**Get a \$150 discount**

