

# GROW STRONG

BOOST YOUR BRAND IN THE AWARD-WINNING MEDIA THAT'S CREATING A NEW TRADITION FOR CANNABIS INDUSTRY PROFESSIONALS.



THE MAGAZINE FOR CANNABIS **OWNERS, INVESTORS & PROS** 

In 2022, Global Cannabis Times launched a new tradition for cannabis professionals worldwide, as more than 10,000 industry pros got their first taste of their new favorite industry publication.

After overwhelming positive reaction, we're expanding frequency from four to six issues in 2023. And you're invited on the ride with us.

See what happens to your sales when you advertise in a publication readers truly love. See how your brand image benefits when you support a publication that actually inspires readers. And see how your brand recognition improves when you appear in a magazine that contains so many businessbuilding ideas that every issue is referred to over and over again.

That's Global Cannabis Times, beginning bi-monthly publication in January 2023.

DOZENS OF READER RAVES ONLINE AT:

smartworkmedia.com/gct-raves

# THE GLOBAL CANNABIS TIMES FORMULA



USEFUL, COMPELLING + CONSUMER-CONTENT + CONSUMER-QUALITY PACKAGING



PASSIONATELY ENGAGED





# CANNABIS PROS ARE FALLING IN LOVE WITH GCT CONTENT

Readers love *Global Cannabis Times*. With award-winning can-do journalism and eye-catching graphics, GCT is the industry publication pros prefer. Each issue has timely interviews, market analysis, practical ideas and more — all designed to help cannabis operators do business better.





"We saw the Fall issue and cover story go live and just wow – SO GOOD! Can't thank you all enough for the awesome spread on Berner, we're all super happy with how this turned out."

- RICARDO BACA, GRASSLANDS, DENVER, CO



So far, it's one of the best cannabis magazines. It has a better overall educational slant than most and the content relates more to all employees, at all levels in the business."

- KAYLA BROWN, MISSOURI HEALTH AND WELLNESS, SEDALIA, MO



# "The magazine is <u>looking</u> great from a layout perspective and it delivers solid content."

- MATT STOREY, CHARLOTTE'S WEB, PFLUGERVILLE, TX

- The format and the various areas of focus in the industry make for a great magazine and website. I love the diversity of the content I read a ton, but GlobalCannabisTimes.com is the one website I start each morning with.
  - MICHAEL SMITH, ADVANCED BIOMEDICS, LAFAYETTE, LA

# "SO FAR, GCT IS HEAD AND SHOULDERS ABOVE THE OTHER CANNABIS TRADE MAGAZINES I READ."

- BRENDAN HALLINAN, SUNSET PIPELINE, SAN FRANCISCO, CA





AFTER SEEING GLOBAL CANNABIS TIMES FOR THE FIRST TIME ... WOW! I TAKE MY HAT OFF TO YOU AND YOUR TEAM!"

- DOUGLAS GORDON, CANEX JAMAICA, MONTEGO BAY, JAMAICA

We love it! It's a great space for businesspeople to laugh and feel heard and seen and validated."

- DEVIN ARACENA, CANVAST SUPPLY CO., NASHVILLE, TN



# UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

SmartWork Media, the parent company of *Global Cannabis Times*, has won a total of 170 international honors — more than any other comparably-sized company in B2B publishing. *Global Cannabis Times* has now joined that tradition of excellence — winning gold for "Best B2B Launch" at the prestigious FOLIO Awards in September 2022. We think it's the first of many as we strive to provide the cannabis with a new best-inclass publication.

SEE OUR FULL LIST OF AWARDS AT:

smartworkmedia.com/awards



# WHO CREATES THE BEST PUBLICATIONS IN B2B MEDIA? WE DO.

In August 2022, Global Cannabis Times's sister publication, VMSD, took home the coveted top award for Best Single Issue at the annual TABPI Awards. It's just the latest recognition for SmartWork Media's editorial and design philosophy.



Jamie Campbell of Greenco Cannabis in Wilmington, DE, says: "I REALLY LIKE HOW GCTMAG.COM KEEPS ME UPDATED ON GEOGRAPHIC TRENDS THAT I DON'T REALLY GET FROM ALL MY OTHER SOURCES."

# OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

Global Cannabis Times uses an intergrated approach to maximize your marketing efforts and budget. Whether it's an ad campaign for print or online, sponsored content, a podcast shout-out or email campaign, our Sales & Marketing experts will work with you to design a program unique to your needs.

SEE MORE DETAILS AT:

# smartworkmedia.com/gcthome



# **GLOBAL CANNABIS TIMES**

# THE MAGAZINE

HIGHLIGHT NUMBERS INCLUDE:

- · Launched in January 2022
- · Increasing to 6x frequency in 2023
- Distributed to 10,000+ cannabis professionals per issue
- Edited by award-winning, veteran journalist Damon Poeter (PC Mag, CRN, SF Chronicle)
- Contributors and advisors include a literal Who's Who of members of the cannabis legal and business community
- Won "Best Launch" in the B2B category of the prestigious 2022 F0LIO Magazine Awards.





# **GCT EVENTS**LIVE EVENTS

SCHEDULE INCLUDES:

- · Coastal Connect, virtual networking, 6x/year
- · CannaMexico 2022, Oct. 19-20
- · GCT Locals, in-person events, 6x/year

# GLOBALCANNABISTIMES.COM THE WEBSITE

HIGHLIGHTS INCLUDE:

- · 2x weekly bulletin schedule
- · Email list of 22,000+ cannabis pros worldwide
- Award-winning website format used by other verticals in SmartWork Media group
- Highest-in-class banner size to increase advertiser visibility

# **GLOBAL CANNABIS TIMES MULTIMEDIA**

# **PODCASTS AND VIDEOCASTS**

CURRENT LINEUP INCLUDES:

- · Cannabis Last Week by Jon Purow
- · Going Global by Global Go
- The Cannabis Conversation by Anuj Desai
- · The Global Cannabis Times Interviews









Michael Rosenfeld of CannaVu in Doylestown, PA, says:

"I READ GCT BECAUSE IT GIVES ME THE DETAILS STRAIGHT. I LOVE THE VARIETY AND QUALITY OF THE CONTENT. I ALWAYS FIND SOMETHING WORTH SHARING. "

#### JANUARY-FEBRUARY



**FEATURE STORY** 

## MAKE YOUR OWN LUCK

Cannabis operators need consistent, systematic approaches to business. Learn how to engineer good fortune and lower your exposure to bad outcomes.

PRODUCT FOCUS

#### PET TREATS

**COUNTRY PROFILE** 

#### **COLOMBIA**

BEST-IN-CLASS

#### **BRING-YOUR-PET EVENTS**

**DEADLINES** 

**Sales:** 12/26/22 **Artwork:** 01/02/23

TRADE SHOW DISTRIBUTION

**GLOBAL PET EXPO** 

#### MARCH-APRIL



**FEATURE STORY** 

## GCT TOP 100 INFLUENCERS

Our inaugural ranking of the top thought leaders, market movers and style setters in legal cannabis around the world.

PRODUCT FOCUS

CBD

**COUNTRY PROFILE** 

**GERMANY** 

BENCHMARKS

**DISPLAY CASES** 

DEADLINES

**Sales:** 03/01/23 **Artwork:** 03/10/23

MAY-JUNE



**FEATURE STORY** 

# THE ROAD ISSUE: OKLAHOMA!

GCT heads to the Sooner State to see how the most wide-open operator licensing program in the U.S. is enabling small-scale growers to compete with the big players.

PRODUCT FOCUS

**FLOWER** 

**COUNTRY PROFILE** 

THAILAND

BEST-IN-CLASS

# LOUNGE EXPERIENCES SOLUTIONS

**DEADLINES** 

**Sales:** 05/01/23 **Artwork:** 05/12/23

JULY-AUGUST



**FEATURE STORY** 

## **SCALING UP**

Grow your business too fast or too slow and you may risk either a crippling cash crunch or losing customers to the competition. The GCT guide to scaling up helps you expand operations the smart way.

PRODUCT FOCUS

**BEVERAGES + TINCTURES** 

**COUNTRY PROFILE** 

**SPAIN** 

TECH SPOTLIGHT

SEED-TO-SALE SOFTWARE

DEADLINES

**Sales:** 06/19/23 **Artwork:** 06/26/23

TRADE SHOW DISTRIBUTION

BENZINGA CAPITAL
CANNABIS CONFERENCE

SEPTEMBER-OCTOBER



FEATURE STORY

## WORLD'S COOLEST

It's our first annual contest for the coolest legal cannabis dispensaries, retail stores, cafés and lounges from around the globe.

PRODUCT FOCUS

**EDIBLES** 

COUNTRY PROFILE

MEXICO

BENCHMARKS

WEBSITES

DEADLINES

**Sales:** 08/21/23 **Artwork:** 08/28/23

TRADE SHOW DISTRIBUTION

CANNAMEXICO MJBIZCON NOVEMBER-DECEMBER



FEATURE STORY

#### THE GCT 50

Our second annual ranking of the biggest cannabis companies in the world, including in-depth profiles and interviews with the fastest growers and market leaders.

PRODUCT FOCUS

VAPES

**COUNTRY PROFILE** 

JAMAICA

BEST-IN-CLASS

HOLIDAY PROMOTIONS

TECH SPOTLIGHT

**DISPENSARY MUST-HAVES** 

DEADLINES

**Sales:** 11/01/23 **Artwork:** 11/10/23



## **POPULAR DEPARTMENTS IN EACH ISSUE OF GLOBAL CANNABIS TIMES**

#### THE GCT INTERVIEW

Enlightening conversations with cannabis movers and shakers.

## BENCHMARKS

Best practices, explained.

### **MUST LIST**

The latest, greatest products.

#### **COOL STORES**

The most innovative and Inviting dispensaries in cannabis.

## COLUMNS

Actionable expert advice.

#### BY THE NUMBERS

Deep-diving analysis of global trends and markets.

# **BRAIN SQUAD**Data, ideas and inspiration.

CANITY EILEO

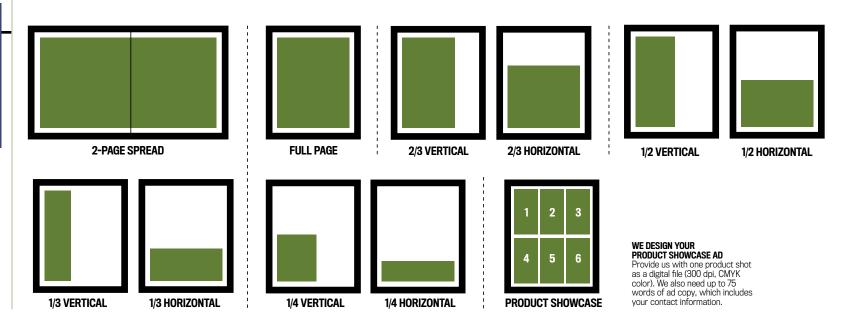
#### **SANITY FILES**

Cannabis pros share their secrets for keeping their cool.



| PICK<br>YOUR<br>SIZE | 2-PAGE<br>SPREAD<br>GET MAX IMPACTI | FULL PAGE<br>THE CLASSIC<br>FORMAT | 2/3 PAGE<br>A NEARLY FULL<br>FEELING                         | 1/2 PAGE<br>GET<br>ATTENTION                      | 1/3 PAGE<br>STAND TALL!<br>(OR GO WIDE!)   | 1/4 PAGE<br>SMART<br>VALUES         | PRODUCT<br>SHOWCASE<br>SHOW YOUR STUFF! |
|----------------------|-------------------------------------|------------------------------------|--|---|--|-------------------------------------|---|
| 6x                   | \$9,080                             | \$5,140                            | \$4,110  | \$3,450   | \$3,150  | \$2,050                             | \$720                                   |
| 3x                   | \$9,740                             | \$5,470                            | \$4,380  | \$3,670   | \$3,290  | \$2,190                             | \$930                                   |
| 1x                   | \$10,520                            | \$5,860                            | \$4,690  | \$3,930   | \$3,390  | \$2,340                             | \$1,080                                 |
| TRIM<br>SIZE         | 18 x 10 7⁄8                         | 9 x 10 %                           | 5 <sup>3</sup> 4 x 10 <sup>7</sup> 8 (VERT.)<br>9 x 7 (HOR.) | 4 ½ x 10 ½ (VERT.)<br>9 x 5 ½ (HOR.)              | 2 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub> (VERT.)<br>9 x 3 <sup>3</sup> / <sub>4</sub> (HOR.) | 3 % x 4 ¾ (VERT.)<br>8 x 2 ¾ (HOR.) | 2½ x 4%                                 |
| BLEED                | 18 ¼ x 11 ½                         | 9¼ x 11½                           | 6 x 11 1/8 (VERT.)<br>9 1/4 x 7 1/4 (HOR.)                   | 4½ x 11 ½ (VERT.)<br>9¼ x 5½ (HOR.)               | 3 x 11 ½ (VERT.)<br>9 ¼ x 4 (HOR.)   |                                     |   |
| NON<br>BLEED         | 17 x 9 7⁄8                          | 8 x 9 7⁄8                          | 5½ x 9 % (VERT.)<br>8 x 6% (HOR.)                            | 3 % x 9 % (VERT.)<br>8 x 4 <sup>3</sup> ⁄4 (HOR.) | 2½ x 9   |                                     |   |

SIZES LISTED IN INCHES



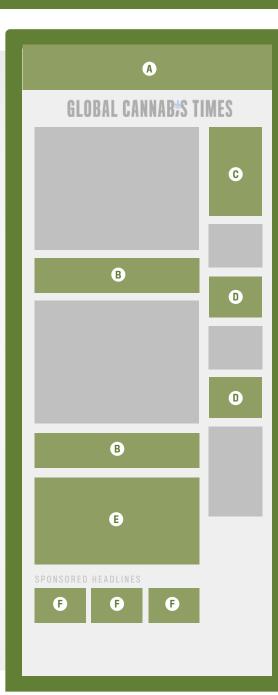
# WEBSITE BANNERS

Our award-winning website provides your advertisements with best-in-class visibility and improved exposure on mobile devices.

# STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on GLOBALCANNABISTIMES.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



# **A BILLBOARD**

This dominating, full-width position makes your brand the star of our website.

#### CPM RATES

JAN-DEC

\$215

Desktop: 1800 x 460 pixels; Mobile: 400 x 300 pixels

# B HEADLINE BANNER

Both in-story and endof-story banner positions ensure your message will be seen by readers.

#### CPM RATES

JAN-DEC

\$110

Desktop: 740 x 190 pixels; Mobile: 300 x 250 pixels; Homepage: 1800 x 460 pixels

# SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

#### CPM RATES

JAN-DEC

\$90

Desktop: 300 x 600 pixels; Mobile: 300 x 300 pixels

# STANDARD SIDE BANNER

Square but not square. This classic value format is a banner advertising workhorse.

#### CPM RATES

JAN-DEC

\$80

Desktop: 300 x 300 pixels

## **E VIDEO THEATER**

This end-of-story position ensures high visibility for your video feature or advertisement.

#### CPM RATES

JAN-DEC

\$160

Send 1080P video files in popular video formats via

# F SPONSORED HEADLINE SLOTS

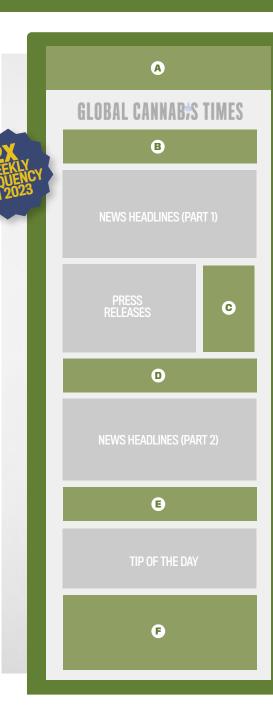
Point readers to key news about your business with a clickworthy headline and thumbnail below our content.

#### CPM RATES

JAN-DEC

\$60

Send 400 x 240 thumbnail image and URL for content



# **EMAIL BANNERS**

Get your message in 21,500+ readers' inboxes.

## BILLBOARD

Make an impact with this fullwidth, large-format banner at the top of our daily emails.

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|-----|----|----|----|
|     |    |    |    |

MONTHLY

\$3,250

WEEKLY

\$940

Size: 600 x 155 pixels

# **HEADLINE BANNER 2**

This banner catches reader attention as they move through our daily roundup.

MONTHLY

\$1,720

WEEKLY

\$520

Size: 560 x 145 pixels

## HEADLINE **BANNER 1**

This banner puts your message atop the day's top headlines.

RATES

MONTHLY

\$2,880

WEEKLY

\$800

Size: 560 x 145 pixels

## (E) HEADLINE **BANNER 3**

You're the presenter of our daily tips, some of our fans' favorite content.

RATES

MONTHLY

\$1,580

WEEKLY

\$480

Size: 560 x 145 pixels

# **SKYSCRAPER**

This vertical banner is in a perfect position for highimpact brand recognition.

RATES

MONTHLY

\$2,150

WEEKLY

\$680

Size: 250 x 500 pixels

# **BIG FOOT BANNER**

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES

MONTHLY

\$1,450

WEEKLY

\$435

Size: 560 x 300 pixels

**MORE EMAIL OPTIONS** 

## **CUSTOM E-BLASTS**

Reach readers with your company's customized message.

Control the message by sending your own sponsored email. We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "iob function," and more!

PRICES \$465 CPM



# **CONNECT WITH CUSTOMERS IN A DEEPER WAY WITH GCT PODCASTS**

For some products or services, there's no better way to communicate features and benefits than with the spoken word. If you're promoting such a product, Global Cannabis Times podcasts offer an exciting new marketing option to connect with cannabis professionals worldwide. Our growing lineup of podcasts continue to

## WHAT PODCAST SPONSORS GET:

- 15-second sponsor mention in pre-roll
- 30-second sponsor advertisment in mid-roll
- Sponsor thank-you in outro
- Banner ad in promotional e-blast
- · Sponsor logo on podcast episode page
- "Brought to you by ..." sponsor messaging on all social media posts

**STARTING AT** PER EPISODE

## **CURRENT PODCAST OPTIONS INCLUDE:**



**CANNABIS LAST WEEK** 



**GOING GLOBAL** 







## **CUSTOM SPONSORED PODCASTS**

Or ask your ad rep about creating your very own podcast or webinar

# **MAKE YOURSELF A COVER STAR WITH A GCT DIGIMAG SPONSORSHIP**

Want a high-profile online placement that puts your business in the starring role opposite the cover of Global Cannabis Times magazine? It's easy with a sponsorship of our digital flipbook. With a can't-miss full-page ad adjacent to our cover (plus online and email banners), it's a powerful and cost-effective way to associate your brand with cannabis pros' soon-to-be favorite business publication.

### **AD OPPOSITE FRONT COVER**

#### **PACKAGE INCLUDES**

- Full page ad opposite front cover of digital edition
  Skyscraper ad (250 x 500 pixels) on 2x monthly bulletin
  Your company logo on all Global Cannabis Times digital edition promotions for that issue (including banners, rotators)

\$1,595 PER EDITION

## **BOTTOM BANNER**

#### **PACKAGE INCLUDES**

- Bottom banner visible on every page of digital edition
   Headline banner (560 x 145 pixels) at bottom of 2x monthly e-bulletin

\$925 PER EDITION

## **FULL PAGE DIGITAL AD**

Your ad is placed in a special expanded advertising section inside our digital edition.

\$350 PER EDITION

## **AVAILABLE AD ENHANCEMENTS**

Video or audio integration \$500 per ad

Ad animation \$500 per ad SEE LATEST EDITION AT: gctmag.com/digimag



# LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brand's strengths and delivers your story to our network of over 21,500+cannabis indsutry professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.



# **ESSENTIAL INFORMATION BEFORE BEGINNING** YOUR GLOBAL CANNABIS TIMES AD CAMPAIGN

### **BILLING. COMMISSION AND TERMS**

- New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.
- Agency commission is 15 percent on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher's stated policies must be in writing and signed by the publisher.
- No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher's stated policies.
- The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.
- ► The advertiser (and any agencies and/ or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

► The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

#### FREQUENCY DISCOUNTS

Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

#### **CANCELLATION POLICY**

Cancellation of ad space must be received in writing before the published closing date.





Craig Isaac of Banc of California

# TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

#### **FILE SUBMISSION**

Files that are 10MB or smaller should be emailed directly to artwork@petsplusmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox. Hightail.com or WeTransfer.com.

If sending DVDs or flash drives, include a label with the adverti ser's name, issue of insertion, contact name and phone numbers.

#### PREFERRED FILE FORMAT

Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

#### **IMAGES**

- ▶ Use high resolution images, 350 DPI is recommended.
- ► TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
- ▶ RGB and LAB color are not allowed.
- ▶ Do not save TIFF or EPS files with embedded color management profiles.
- Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
- ► Total Area Coverage should not exceed 300%.

#### **FONTS**

- Always embed all fonts.
- ▶ Do not allow font substitutions. Do not use TrueType fonts.
- ▶ Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

#### COLORS

Only use CMYK colors; convert spot colors to process.

#### LAYOUT

- Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics
- ▶ When bleed is required, provide 1/8-inch beyond the trim area.
- ▶ All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

#### **TRANSPARENCY**

- ► All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

#### **OVERPRINT**

▶ Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

#### OTHER ACCEPTED AD FILE FORMATS

We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

#### **PROOFS**

For four-color ads, provide a color proof with standard AAA/ PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject. to additional production fees.

## **OUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER**

EMAIL: artwork@gctmag.com / PHONE: (212) 981-9625



#### **CONTACT YOUR AD REP**

advertising@gctmag.com

#### LINDA D'ADAMO

NATIONAL SALES EXECUTIVE

- linda.dadamo@smartworkmedia.com
- (917) 359-1676

#### **WAYNE WIGGINS**

NATIONAL SALES EXECUTIVE

- wayne.wiggins@smartworkmedia.com
- (415) 377-6130

## SMARTWORK MEDIA

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- smartworkmedia.com
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