

# SWEET JANE

**2022 Media Kit**



# Mission

Where cannabis empowers women

# Vision

*SWEET JANE* magazine is for any woman or mother who has an interest in cannabis. The magazine strives to remove lingering stigmas around cannabis by covering: health, parenting, access, equity, policies, and science.

By educating women on cannabis, we create a world of acceptance for all.

# Audience

Women of all ages.

Available at specialty stores, Amazon, and SweetJaneMag.com

## WEBSITE

28,000+ visitors in 2021  
70,000+ pageviews  
90% new visitors

## INSTAGRAM

4,700+ Followers  
84% Women  
63% ages 25-44

## FACEBOOK

902 Page Likes  
72% women  
44% ages 35-54

## TWITTER

298 Followers

## EMAIL

500+ Subscribers

# Influence

Women are a leading force in the cannabis industry. Studies and editorial coverage on women in cannabis have revealed an overwhelming influence as well as highly interested demographic of users.

## Women Regularly Choose Cannabis to Take Control of Their Health

BDS Analytics found that **37% of women** Consumers agreed that “**consuming marijuana gives me a sense of personal control over my health**” and **49% of women** agree that “**marijuana is medicine for me,**” with **54% being mothers with children under 18** years living at home.

## Over 50% of consumers cannot discern between THC and CBD.

A 2019 survey by released by Arcview Market Research stated that:

- 47% of U.S. adults age 21 or older in fully legal states responded to the statement, “**There are no differences in the effects of CBD and THC**” either incorrectly or saying they did not know.
- 52% responded to the statement, “**Any product containing hemp will cause effects such as feeling high, relaxed, sleepy, etc.**” either incorrectly or saying they did not know.

## The Cannabis Customer

Despite the COVID-19 pandemic, the market for **recreational cannabis in the U.S. grew substantially in 2020; total sales increased by over 50%** compared to 2019 to reach \$11.6 billion U.S. dollars, according to statista.

**One billion kilograms of recreational cannabis was consumed in the United States in 2020.** This number is set to triple by 2025

Connecting



Facebook.com/  
SweetJaneMag



Instagram.com/  
SweetJaneMag



Twitter.com/  
SweetJaneMag



LinkedIn.com/  
sweet-jane-magazine



Email  
hello@sweetjanemag.com

## 2022 Editorial Calendar

### April 2022 Parenting

Advice + safety + talking to kids

Ad Close: March 1

On Sale: April 1

Launch: April 20

### August 2022 How-To

Education + guides + journal

Ad Close: July 1

On Sale: August 1

Launch: August 20

### December 2022 Home Grow

Guide + tips + interviews

Ad Close: November 1

On Sale: December 1

Launch: December 20

## Print Rates

	1x	2x	3x
<b>Back Cover</b>	<b>2300</b>	<b>1950</b>	<b>1625</b>
<b>Premium</b> (IFC, pp. 3, IBC)	<b>1700</b>	<b>1450</b>	<b>1225</b>
<b>Spread</b>	<b>2400</b>	<b>2050</b>	<b>1725</b>
<b>Full Page</b>	<b>1400</b>	<b>1250</b>	<b>1025</b>

*3x contracts receive a 10% discount; Half Page pricing available upon request; Billed 15 days after publishing*

## Paid Content

Sponsored content opportunities within the magazine and online. Print available in spread and full page sizes, at a 15% premium on existing rates. Online rates are \$.25/word. Content to be reviewed by SJ Editorial team. Content will be clearly labeled as promotional or sponsored.

## Contact

advertising@sweetjanemag.com

SWEET JANE Magazine

PO Box 576

Niwot, CO 80544

# Rates & Specs

## Print Specifications

Magazine Trim Size: 8.5”w x 10.875”h

Image Resolution: 300dpi

Line Screen: 175lpi

Colors: 4/C Process [CMYK]

Printing Method: Web fed

Maximum Ink Density: 280% recommended.

Not to exceed 300% TAC.

**Fractional Ads:** If boundaries of the ad are not defined by artwork or a rule, *Sweet Jane* may add 0.50pt rule.

**Two Page Spreads:** Two-page spread (double truck) materials must be supplied as single pages, as per the full page size requirements. The safety area for spreads with a critical crossover of primary image or type should be 3/8” all around (rather than 1/4”) to allow for the possibility of gutter pull out. Perfect alignment of type or image across two pages cannot be guaranteed.

**Inserts:** All questions regarding insert pricing, specifications, and due dates should be directed to advertising director or publisher.

**File Submission:** advertising@sweetjanemag.com

# Rates & Specs

## Online Rates

### ALL ACCESS

#### Monthly Partnership

- Banner advertising on homepage
- Above fold ad in all stories (desktop and mobile)
- Email sponsorship: for 1 SJ emails and 1 brand promotion email
- 4 social posts (FB/IG/TW)
- 2 featured social stories (FB/IG)

**\$1,250 / month**

### EMAIL

Email sponsorship

- Newsletter email
- Branded email

**\$150 / per email**

### SOCIAL

Social Feed Posts (FB/IG/TW)

**\$25/each**, minimum of 4 posts

Social Story (FB/IG)

**\$30/each**, minimum of 2 stories

### HERO UNIT

The **Hero Unit** is a full-screen, immersive and premium ad experience that can utilize static assets. As the user enters the website, they will be shown a full page promotion before getting to the homepage. Mobile functionality is similar to desktop.

**\$1,000 / monthly campaign**

### STORYTELLER

We offer all brands sponsored content opportunities. Pricing is based on word counts ranging from 300 to 1000 words.

### SWEEPSTAKES / CONTESTS

SWEET JANE will facilitate and promote a brand-sponsored sweepstakes or event, details TBD with client.

## Online/Mobile Specifications

Banner: 970 x 250 px

Display H: 728 x 90 px

Sidebar V: 160 x 600 px

Within Content 300 x 250 px

**File Submission:** [advertising@sweetjanemag.com](mailto:advertising@sweetjanemag.com)

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