

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

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

DISPLAY ADVERTISING

Quoted based on size and location and audience.

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

Paid Content

Sponsored content opportunities within the magazine and online. Content to be reviewed by SJ Editorial team. Content will be clearly labeled as promotional or sponsored.

Contact

advertising@sweetjanemag.com

SWEET JANE Magazine

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