

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
Back Cover	2300	1950	1625
Premium (IFC, pp. 3, IBC)	1700	1450	1225
Spread	2400	2050	1725
Full Page	1400	1250	1025

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