

SWEET JANE

2019 Media Kit



Mission

Empowering women who support legal cannabis use.

Vision

To engage with a variety of consumers, *Sweet Jane* magazine is for any woman (or man) who has an interest in cannabis. The magazine strives to remove lingering stigmas around cannabis by covering: health, family, people, products, entrepreneurs, industry leaders, current issues, and the science. By celebrating women and cannabis, we celebrate a world of acceptance for all.

Audience

Women ages 30 to 60

Available at more than 5,000 upscale dispensaries located in, or near, high income zip codes in all nine recreationally legal states and D.C., as well as through our website.

Sweet Jane exists to initiate conversations about women and cannabis. This includes removing stigmas around usage among mothers as well as promoting the successes of female entrepreneurs and executives advances the industry.

Content topics include: body and mind, community, profiles, family, health, science and legislation.

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

Women Shaping the Cannabis Industry

The percentage of female executives in the cannabis industry is higher than national average. *Chemical & Engineering News* interviewed seven executives in science and advocacy who are advancing the cannabis industry.

America’s Homegrown Industry

According to a report co-authored by NCIA and BDS Analytics, by 2021, **414,000 ancillary jobs are predicted to evolve from growing cannabis.** In addition to software development and package manufacturing, new **careers are appearing in legal, public relations, marketing,** and other services revolving around the industry.

Connecting



Facebook.com/
SweetJaneMag



Instagram.com/
SweetJaneMag



Twitter.com/
SweetJaneMag



Email
hello@sweetjanemag.com

Editorial Calendar

2019-2020

Sweet Jane will release two times per year, once in May and once November. The premiere edition will release January 2019.

Close Dates

Issue 2: March 22, 2019

Issue 3: September 20, 2019

Issue 4: March 20, 2020

Publish Dates

Issue 1: January 2019

Issue 2: May 3, 2019

Issue 3: November 1, 2019

Issue 4: May 1, 2020

Contact

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Rates & Specs

Sweet Jane will release two times per year, once in May and once November. The premiere edition will release January 2019.

2019 Rates

	1x	2x	4x
Back Cover	2300	1950	1625
Premium (IFC, pp. 3, IBC)	1700	1450	1225
Double Truck	2400	2050	1725
Full Page	1400	1250	1025

4x contracts honored at 2019 rates

Half Page pricing available upon request

Billed 15 days after publishing

Paid Content

We are open to working with all brands on sponsored content opportunities within the magazine. Available in double truck and full page sizes, a 15% premium is added to existing rates.

Specifications

Magazine Trim Size: 8.375”w x 10.8125”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

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Print Details

Display Ad Sizes

Unit	Bleed	Trim	Live
Full Page	8.625”w x 11.0625”h	8.375”w x 10.8125”h	7.875”w x 10.3125”h
Half page horizontal (non-bleed)	N/A	7.5625”w x 4.9375”h	N/A
Half page vertical (non-bleed)	N/A	3.556”w x 10.3125”h	N/A
Quarter page vertical (non-bleed)	N/A	3.556”w x 4.9375”h	N/A



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