

# SWEET JANE

**2020 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, family, people, products, entrepreneurs, industry leaders, current issues, and the science. By educating women on cannabis, we create a world of acceptance for all.

# Audience

Women ages 30 to 70+

Available at nearly 600 Barnes & Noble stores in North America, specialty stores, and online retailers. Copies can also be obtained via [SweetJaneMag.com](http://SweetJaneMag.com)

*Sweet Jane* exists to initiate conversations about women and cannabis. This includes removing stigmas around usage among mothers as well as providing cannabis education to a variety of consumers.

Content topics include: body and mind, community, profiles, family, health, science, criminal justice reform from the war on drugs, 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.

## **The Cannabis Customer**

According to Eaze Insights, in 2018 **first-time cannabis consumers grew by 140%, Baby Boomers grew by 25% and female customers now account for 38% of cannabis consumers.** The market share of women rose 3% for the third consecutive year; if the pace continues, we will see equal gender representation among cannabis consumers by 2022.

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# Connecting



Facebook.com/  
SweetJaneMag



Instagram.com/  
SweetJaneMag



Twitter.com/  
SweetJaneMag



Email  
hello@sweetjanemag.com

# Editorial Calendar

## 2019-2021

Sweet Jane is published twice a year in May and November.

### **Close Dates**

Issue 01: March 22, 2019

Issue 02: September 20, 2019

Issue 03: March 20, 2020

Issue 04: September 18, 2020

Issue 05: March 19, 2021

Issue 06: September 17, 2021

### **Publish Dates**

Issue 01: June 11, 2019

Issue 02: November 12, 2019

Issue 03: May 15, 2020

Issue 04: November 13, 2020

Issue 05: May 14, 2021

Issue 06: November 12, 2021

## Contact

advertising@sweetjanemag.com

Ampersand Publishing

PO Box C

Lawrence KS 66044

# Rates & Specs

**Sweet Jane is published twice a year in May and November.**

### **Rates**

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

*4x contracts receive a 10% discount*

*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 spread 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
<b>Full Page</b>	8.625”w x 11.0625”h	8.375”w x 10.8125”h	7.875”w x 10.3125”h
<b>Half page horizontal (non-bleed)</b>	N/A	7.5625”w x 4.9375”h	N/A
<b>Half page vertical (non-bleed)</b>	N/A	3.556”w x 10.3125”h	N/A
<b>Quarter page vertical (non-bleed)</b>	N/A	3.556”w x 4.9375”h	N/A



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