

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

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.

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

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