



PRO CANNABIS MEDIA

**THE LEADING GLOBAL CONTENT DISTRIBUTION
NETWORK FOR THE CANNABIS INDUSTRY**

MEDIA KIT 2021





THE PROBLEM?

Each legal state has unique restrictions and regulations for the cannabis industry limiting their use of traditional media and marketing.



THE SOLUTION?

PCM's creates and distributes original video and audio content that allows the industry to tell their stories in the own words while controlling their message to their consumers.

ABOUT

Pro Cannabis Media is a leading content distribution network for the cannabis industry.

Founded by **Jimmy Young**, an Emmy Award winning talk show host with 40 years experience in major market commercial media. He is one of the rare professionals in TV and Radio who has seen success in front of the camera, behind the camera in production, and in the media business.

Now a regular adjunct Professor of Media and Communications at colleges in the Boston area, Emerson, Dean, Curry, Jimmy understands how media works, and why PCM is the answer for promoting the cannabis industry.



Founder Jimmy Young



1996 Boston/New England Emmy Award • Outstanding Sports Special

PCM TIMELINE



2018

The podcast In the Weeds with Jimmy Young is started. Over 200 episodes and 2 years later, it has been downloaded by hundreds of thousands of listeners coast to coast on iTunes, Youtube, Facebook and

MAY 2019

Pro-Cannabis Media is born in after a successful 19-hour livestream on the floor of the New England Cannabis



2020

Weekly Weed Talk News launches during the Covid-19 shutdown. Reports from NY with Debra Borchardt from Green Market Report, MJBiz Daily's International's Solomon Israel, Vote Pro Pot cast Phil Adams with the DC Report

SEPTEMBER 2020

Cannabis Chat live is launched as the nation's first live talk show focused on cannabis medicine, education, and business



2021

PCM TV is now streaming 24-7 news, information, and educational content on ROKU a streaming service that reaches over 50 million users. PCM TV also distributes other pro cannabis content by other producers.

2021 LAUNCH

Roku®

- #1 OTT platform
- Access to 50 million users

YouTube

- Second largest search engine
- YouTube Subscribers: 3.5K
- Total Impressions: 800,000+



PCM TV

24/7 Cannabis, News, Talk, Interviews, Education
and Late Night Entertainment

OUR CONTENT DISTRIBUTION PARTNERS



PCM ORIGINAL PROGRAMMING



AFFILIATE NETWORK PRODUCERS



Nurse Mark Worster & Sherri Tutkus
The Green Nurse Show



CannaCook.com
ultimate cannabis cooking channel

Emerald
— MEDIA GROUP —



Emerald Media Group Monthly
Educational Webinars



Vote Pro Pot Cast Annually, voted one of the
top podcasts in the US Jay Britton, Andrew
Makrides, Phil Adams host



Chris & Chelsie Miles host the
CannaCook.com channel preparing your
favorite infused recipes!

OUR AUDIENCE IS GROWING OVER MULTIPLE PLATFORMS



- Increased our subscribers 450%
- Up to 30K views/episode of Weed Talk News
- Weed Talk News 7500 views/week average over 60 days
- 19,000 unique viewers of videos in past 28 days
- 87% growth in impressions to over 800K over the past 28 days
- Average click through rate is 6.4%
- 29% increase in watch time to 6:30 avg in past 28 days



- Since March 2018, over 300 episodes, over 500 guests and interviews over 200,000 downloads
- Named one of the top 40 podcasts by Celebrity Stoner 2020





LET'S CONNECT

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