



PRO CANNABIS MEDIA

“THE VOICE OF CANNABIS”

MEDIA KIT 2020



ABOUT

Pro Cannabis Media is a group of like-minded internet sites that are pro cannabis.

Our **Emmy Award winning production skills** reflect the decades of commercial media experience of our leadership. We use a multi-media approach for creation and distribution of our original content that maximizes its appeal for SEO.

The regulatory challenges that are unique to this industry allow the savvy marketer an opportunity to control your brand's message using podcasts, live webinars, blogs, livestreams and tweets.

We don't just create content, we can also train your staff to do it themselves.



Founder Jimmy Young



1996 Boston/New England Emmy Award • Outstanding Sports Special
Jimmy Young Host/Coordinating Producer • NECN Boston

OUR CONTENT DISTRIBUTION PARTNERS



OVERVIEW



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 all podcast distributors

MAY 2019

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



JULY 2019

Weed Talk launches with co-host Curt Dalton, the founder of cannabis.net. The two founders have interviewed some of the biggest names in the cannabis business including Tommy Chong, Bruce Linton, Steve Deangelo, and many others. The show has generated 20,000+ views in 2020 alone

MARCH 2020

Weed Talk News launches during the Coronavirus shutdown. New episodes are released weekly on Friday



JANUARY 2021

Scheduled start date for Cannabis Coast to Coast. CCC will be a 4-hour weekly livestream news update program from each legal state

HIGHLIGHTS



Interviewing Chris Walsh at MJBiz



Dr. Igor Kovalchuk of the University of Lethbridge on Weed Talk Now



Deborah Borchardt, Co-Founder, CEO and Editor-In-Chief at Green Market Report



Steve DeAngelo, founder of the Last Prisoner Project



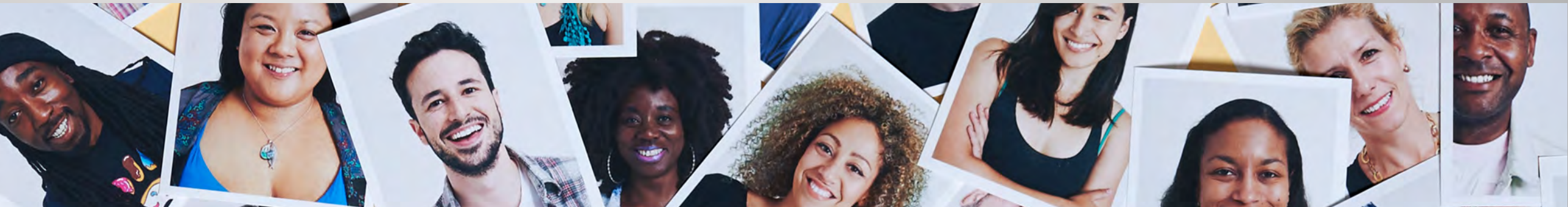
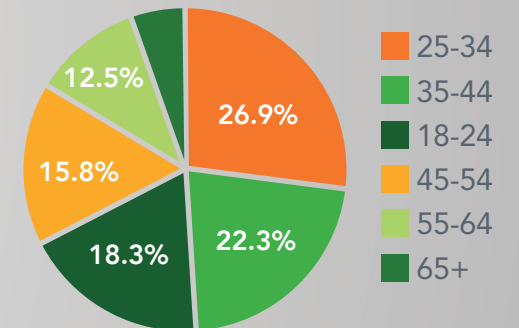
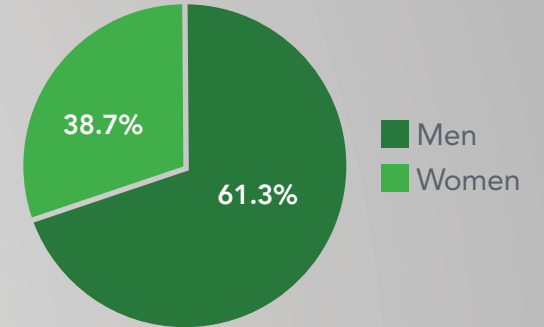
19 hours of live Streaming from NECANN



Bruce Linton & Joe Lusardi, CEO of Curaleaf on Weed Talk Now: Legends Show

CONSUMER SNAPSHOT

- **73% of cannabis consumers** reside in states with legal medical/recreational cannabis
- Men are **more than twice as likely** to buy marijuana than women
- Marijuana dispensaries serve customers **ages 21-95**
- Flower is still the primary consumption method for all generations, especially for Boomers, where **50% of product consumption is flower**
- Older generations **spend more per visit than younger ones** and buy higher-priced items
- Men dominate markets like Concentrates and Flower, suggesting a **male preference for inhalable products**
- Women buy CBD at a **significantly higher rate than men**, lining up with their apparent preference for wellness-adjacent products



IGNORING ONLINE MARKETING IS LIKE OPENING A BUSINESS BUT NOT TELLING ANYONE.

Our original content is created to deliver optimal ROI by utilizing a multi-media mix of brand messaging using podcasts, videos, email marketing, social posts, and blogs.

Our partner platforms consisting of Cannabis.net, Green Market Report, The Weed Tube, CLNSMedia.com **reach a cumulative audience of over 5 million unique visitors a month.** Our highly experienced media team can geo-target messaging to wherever YOUR core consumer is located.

As an advertiser, you can also take advantage of the opportunity to reach our clean email list of over **65,000 customers.**

TRADITIONAL ADVERTISING

We also offer traditional advertising opportunities. Our media buying team will develop an advertising plan that reaches the cannabis targeted audience using Print, OOH, TV & Radio commercials.



SOCIAL MEDIA FOLLOWERS

f 200k+ **ig** 300k+
in 200k+ **yt** 800k+

VIDEO VIEWS:

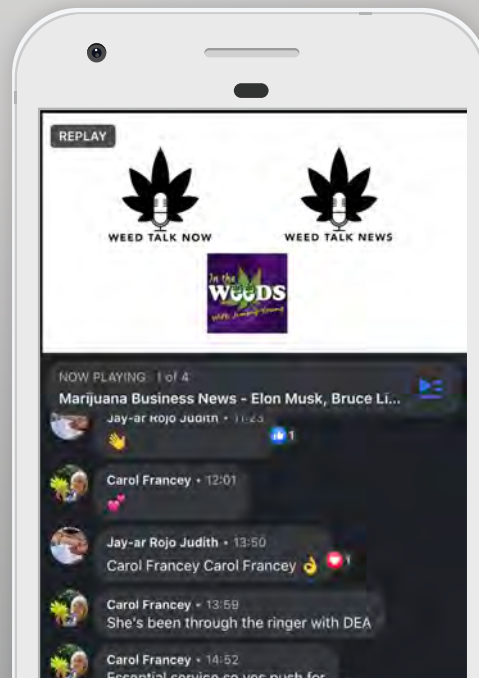
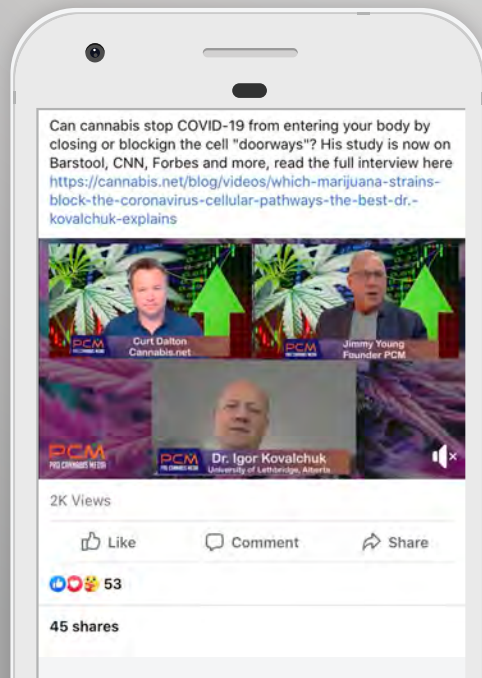
f 1.3 M+ **in** 600k+

yt 1.1M mins of watch time
Average view duration: 24:17

SOCIAL MEDIA

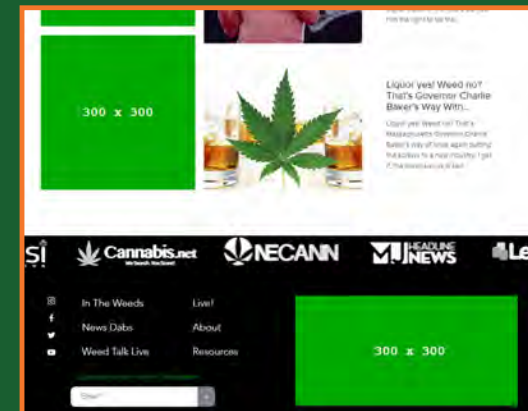
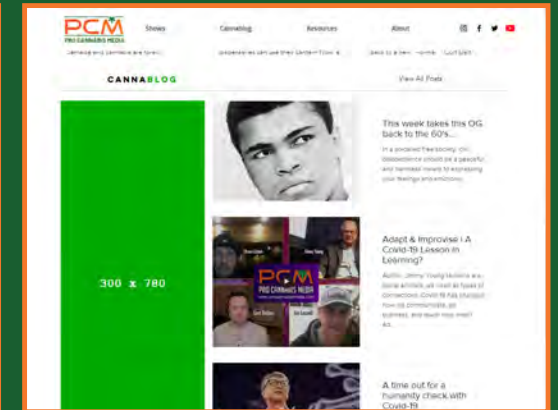
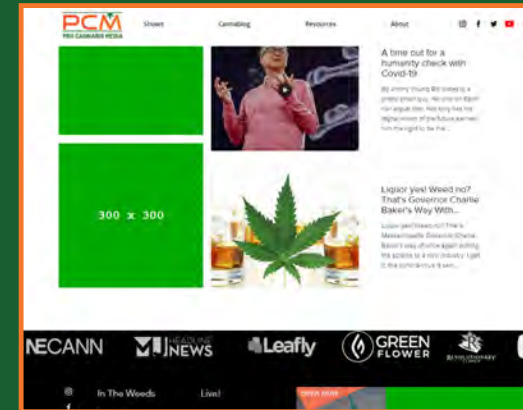
With the popularity of social media, and the many restrictions that follow the cannabis industry, it's easy to think that your business needs to be active on Twitter, Facebook, Instagram, Pinterest, and Snapchat. The truth is each social network has its audience and purpose. We can identify and manage the platforms that will give you the most ROI.

We specialize in the following social networks:



BANNERS

Banner ads are available on our homepage in the following ad sizes: 245x500, 100x500, 440x220, 300x300, 300x780





THE POWER OF THE PODCAST

Consumer interest and supply and demand dynamics due to shelter-in-place orders have created an environment where cannabis marketers have a unique opportunity to generate brand awareness more efficiently than ever before.

PODCASTS DELIVER:

- Live reads by our hosts integrate your message for maximized impact
- Commercials (:07 :15 :30) – strategically placed
- Ownership - sponsor controlled messaging
- Visuals - mobile, pre-roll video and web banner ads
- Personalized storytelling
- True 360 Media Campaign – audio, video, display, mobile and all social platforms

CONTROL YOUR MESSAGE!

CUSTOM VIDEOS

Videos are the **fastest-growing marketing medium**. Videos allow you to explain your products in ways that photos and text cannot. We know how to turn any topic into a compelling visual story.

OUR SPECIALTIES:

- Videos optimized for social media
- Pre-Roll :10 :15 second sponsor mention during podcast introduction
- Mid-Roll :60 seconds sponsor slot ½ way through podcast
- Post-Roll :10 :15 second sponsor mention at the close of the show
- 7-second bumper ads (video and or audio)
- Lower 3rd rotating
- Product Placement
- Live-Streaming Video
- Video Production (customize messaging to fit your brand)
- Media Training – Hosting your podcast; overcoming camera fear



Rotating lower third logo



Mid-Roll sponsor slot



Product Placement



Author book tour



LET'S CONNECT

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