

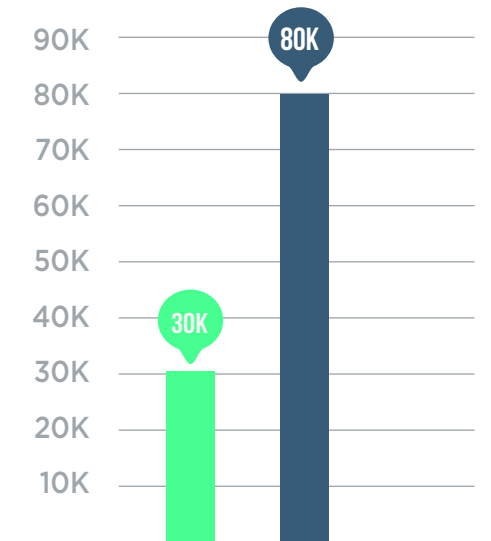
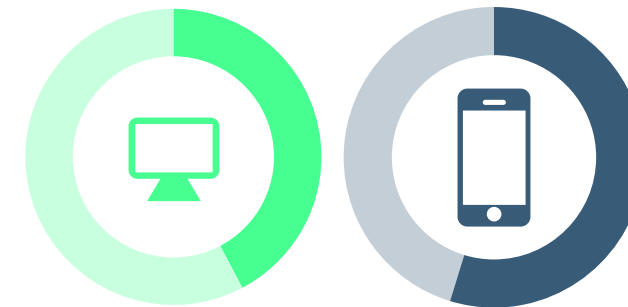


# MEDIA KIT 2016



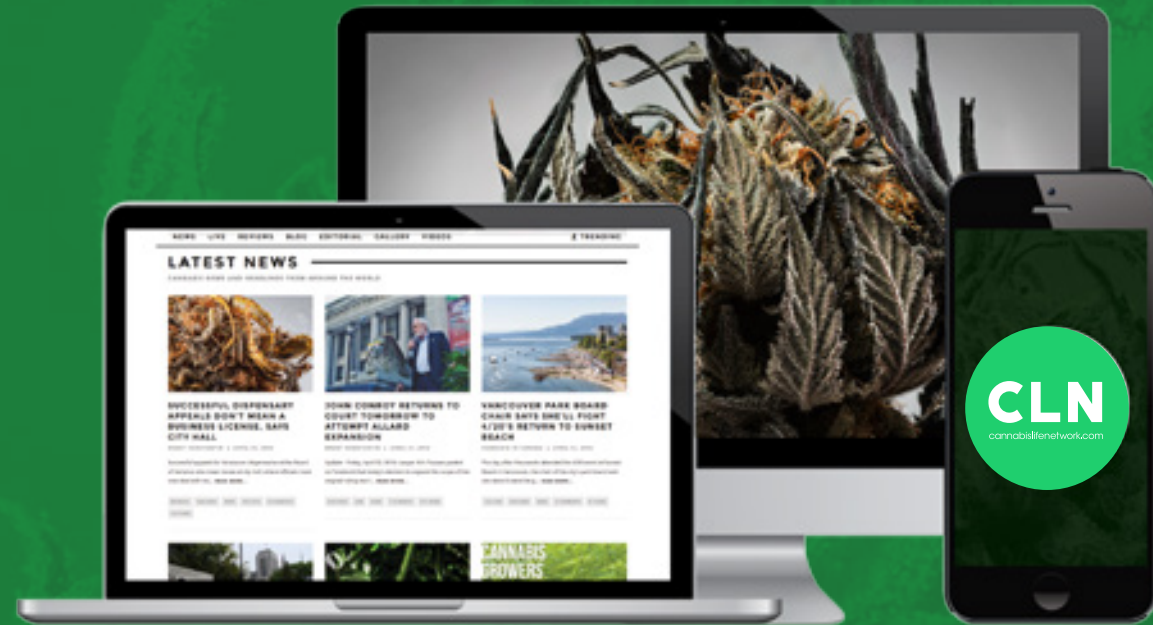
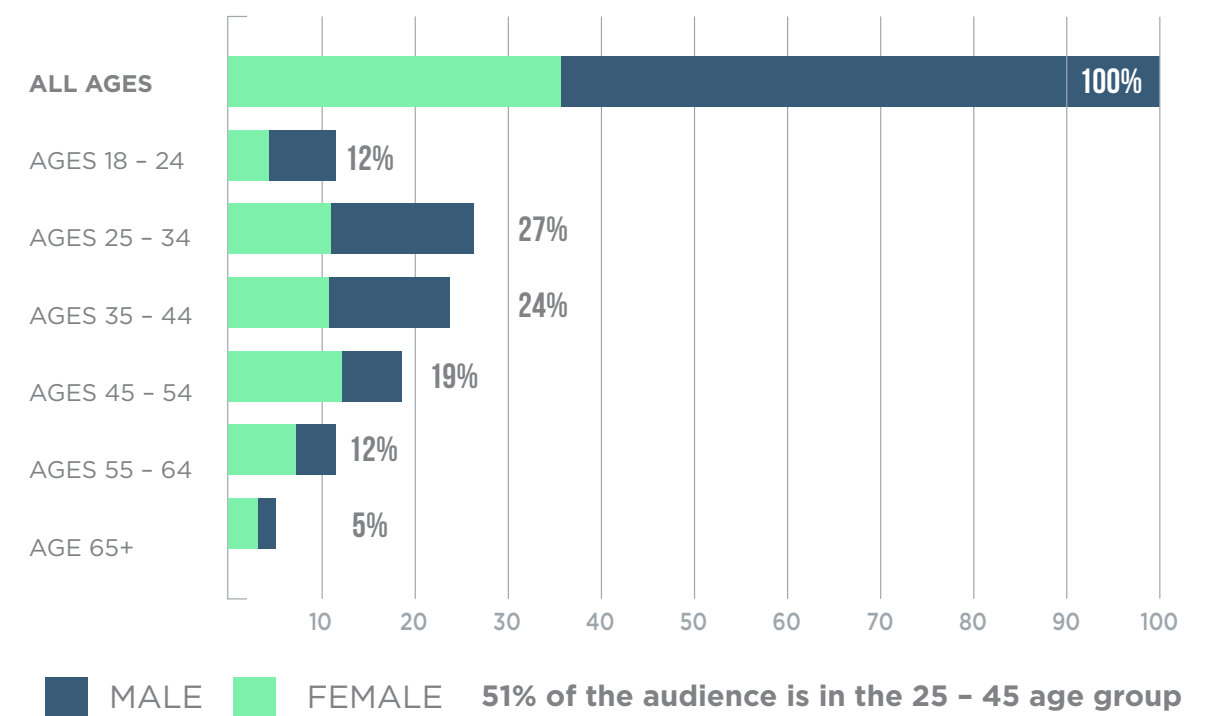
## OUR AUDIENCE

### TRAFFIC



30,000 Unique monthly visitors  
80,000 Monthly page views

### DEMOGRAPHICS



## CANNABIS LIFE NETWORK

is the leading source of breaking news and expert opinion on cannabis-related developments in North America. Original content published daily covering news and headlines from around the world including business, culture, health, law, politics, science, and technology.

**We are the fastest growing website in North American cannabis media.**

Cannabis Life Network is devoted to its mission of informing its readers of what matters in all things relating to cannabis and producing professional, entertaining, and educational content.

02

TOP COUNTRIES

CANADA



USA



GEOGRAPHY

TOP 3 CITIES

VANCOUVER 11%

TORONTO 9%

CALGARY 4%



PLACEMENTS

03



All placements support the following features for maximum ROI:

- Frequency Capping
- URL targeting
- Geo-targeting

To advertise on the website please send an email to [advertise@cannabislifenetwork.com](mailto:advertise@cannabislifenetwork.com) or call our offices at 416-479-8684.



ZONE

SPECIFICATIONS

1	Article Bottom Banner	728 x 90
2	Global Sidebar	300 x 250
3	Header Banner	728 x 90
4	Homepage Top Leaderboard	970 x 90
5	Homepage Middle Banner	728 x 90
6	Homepage Bottom Leaderboard	970 x 90
7	Category Banner	728 x 90

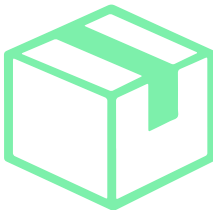
In order of popularity

MULTIMEDIA

04

Sponsoring a **video** or podcast is a great way to get your brand in front of an engaged, cannabis-consuming audience.

MULTIMEDIA SPONSORSHIP OPPORTUNITIES INCLUDE:



PRODUCT PLACEMENT

Your branded product appears in the show.



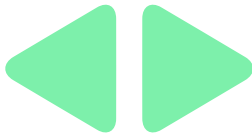
BRAND MENTION

Your company/brand is discussed by the show hosts.



BRAND INTEGRATION

Your company/brand is central to the show's plot.



PRE/POST ROLL

Your company/brand is shown in a 3-5 second spot before or after the main production.



## News & Events

Our news & event montages entertain and inform our audience about developments in the cannabis industry. With nation-wide coverage, they form the backbone of Cannabis Life Network's multimedia productions.

## Flix Anonymous

Searching for the greatest #StonerPicks, hosts Trevor Dueck and Steve Stebbing from Vancity Buzz and the League of Manchildren explore recent and classic films from a cannabis perspective.

## Instructional

Cannabis Life Network answers viewer questions and provides "how-to" demonstrations of everything from picking quality buds, to proper pipe cleaning.

## Interviews

In addition to our news and event coverage, the Cannabis Life Network team conducts in-depth interviews with key story tellers and subject-matter experts in the cannabis community.

## Live Show

Broadcast Thursday evenings from our Vancouver studio, the live show is a celebration of all things cannabis and provides the opportunity for audience members to ask questions of our guests and get candid responses.

## Smoke Sessions

Kick back and relax with this musical series featuring local acts performing their favourite covers, or original works.

## Smoke Show

Cannabis Life Network puts Canada's licensed cannabis producers and other growers to the test in this video series. Filled with humour this show has what every serious cannabis connoisseur needs to know about their favourite strains.

## Extractly

Join Ian Dawkins, Big Smoke, and Vapor Trails as they sample and discuss the latest and greatest cannabis extracts and production methods.



## OTHER

# 05



To sponsor a video please send an email to [producer@cannabislifenetwork.com](mailto:producer@cannabislifenetwork.com)

or call our offices at 416-479-8684.



## Write for us!

Business leaders and subject-matter experts are welcome to write and submit content for publishing in our blog. This is a great way for growing businesses to build their public profile, garner a following, and establish themselves as prominent individuals and companies in the community.

Submit your articles and op-eds to [editor@cannabislifenetwork.com](mailto:editor@cannabislifenetwork.com)

## Show Guest

We're always looking for interesting people to appear on our Live Show. If you have a story to tell, or information you'd like to relay to our audience, consider being a guest. You can appear via videoconference or in-studio.

To be a show guest, send an email to [producer@cannabislifenetwork.com](mailto:producer@cannabislifenetwork.com)





cannabislifetwork.com

**ADVERTISE@CANNABISLIFENETWORK.COM**

