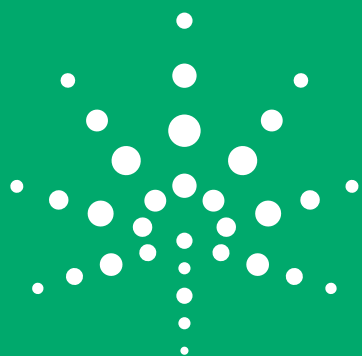




JadeMaple

# 2021 MEDIA KIT





**JadeMaple**



## **CANNABIS LIFE NETWORK**

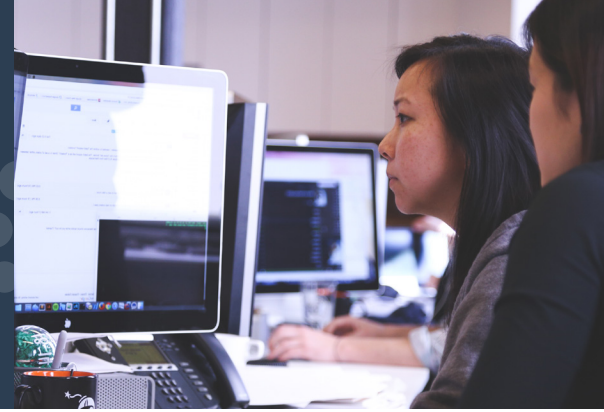
gives voice to the growers, entrepreneurs, and consumers who live and breathe cannabis, and not just when they're smoking it. CLN and their in house production studio, Studio 710, creates entertaining and educational content that shines a spotlight on those who continue to push the culture and movement forward.

**BASED IN THE GLOBAL CANNABIS  
INDUSTRY HUB OF VANCOUVER,  
HOME OF BC BUD.**

Our global network of partners include [brands](#), [events](#), [producers](#), and content creators from everywhere including [California](#), [Barcelona](#), [Denver](#), to Amsterdam, London, to Seattle, and more.



# OUR AUDIENCE



## TRAFFIC

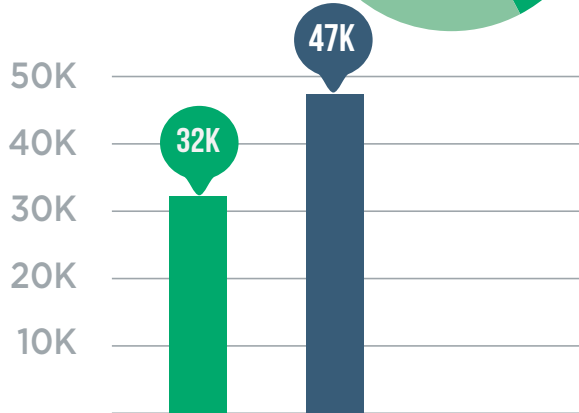
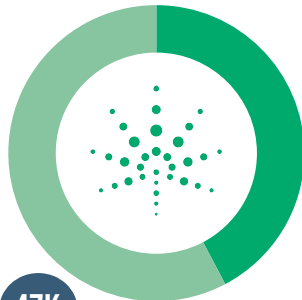


40% desktop



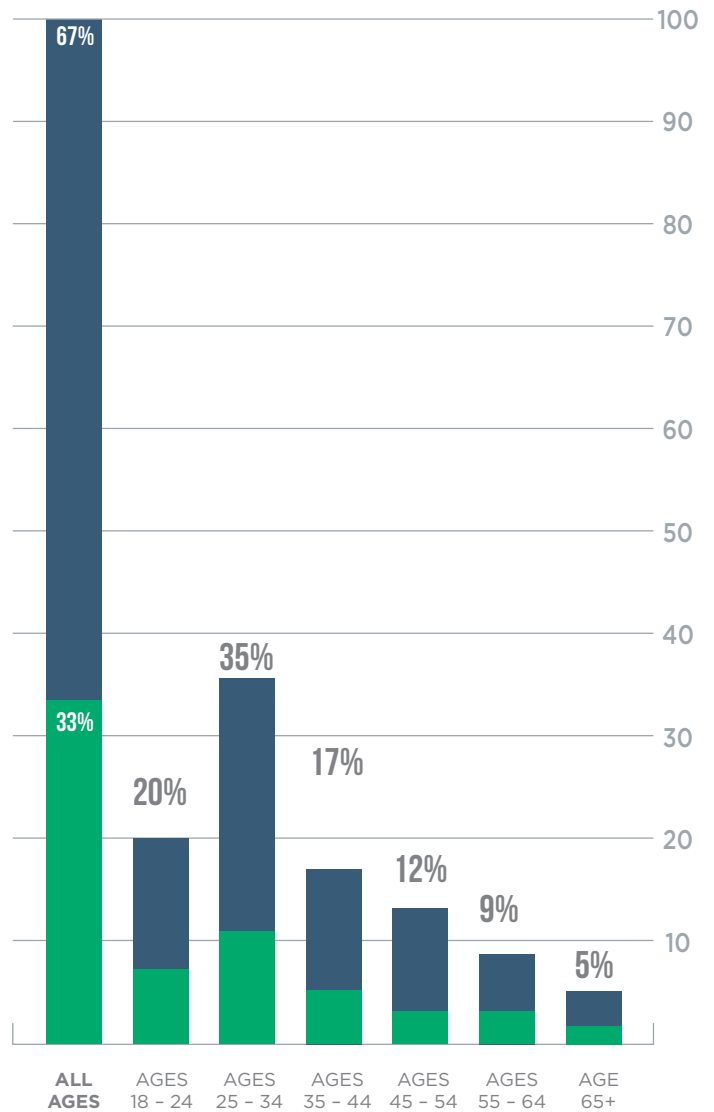
60% mobile

Backlinks: **113,522**  
Referring Domains: **1,561**  
Organic Keywords: **27,359**  
Domain Score: **44**



**32,384+** Unique monthly visitors  
**47,469+** Monthly page views

## DEMOGRAPHICS



MALE FEMALE

**52% of the audience is in the 25 - 44 age group**

\*1st Page result on Google for keyword:  
**Cannabis News\***

# CANNABIS LIFE NETWORK IS THE MULTIMEDIA OUTLET FOR THE CANNABIS ENTHUSIAST.

## TOP COUNTRIES



**58%**  
USA

**29%**  
CANADA

**3%**  
UK

**1%**  
AUSTRALIA

**10%**  
REST OF THE WORLD

## TOP CITIES

1. TORONTO
2. VANCOUVER
3. CHICAGO
4. NEW YORK
5. LOS ANGELES
6. CALGARY
7. MONTREAL
8. DALLAS
9. OTTAWA
10. SURREY



**57.5K+**

VIDEO VIEWS



**4.8K+**

HOURS  
WATCHED



**3K+**

SUBSCRIBERS



**899K+**

IMPRESSIONS



**5.5K+**

TWITTER



**3.8K+**

INSTAGRAM



**15K+**

LIKES



# DIGITAL SPECS



ALL ZONES PRICED AT \$3 CPM WITH PLACEMENT IN ALL LOCATIONS

ZONE	SPECIFICATIONS
1	HOMEPAGE TOP LEADERBOARD 728 x 90
2	GLOBAL SIDEBAR 300 x 250
3	ARTICLE BOTTOM BANNER 728 x 90
4	MOBILE: HOMEPAGE TOP LEADERBOARD 728 x 90
5	MOBILE: ARTICLE BOTTOM BANNER 728 x 90



# CLN ADVERTISING RATE CARD

## SPONSORED CONTENT

We offer several options for sponsored content including educational editorials, business features, listicle features and more to build your brand's awareness and market position.

DESCRIPTION	WORDS	PHOTOS	DISTRIBUTION	BACKLINKS	RATE
<b>EDUCATIONAL EDITORIALS</b> Cannabis terms defined, infographics, tutorials, tips and more.	500-1,000	5-10	1x Facebook Post 1x Twitter Post 1x Instagram Post 1x Featured Article Slot	1-3	\$250USD
<b>BUSINESS FEATURE</b> A detailed editorial on your business, products, brand, team and more.	500-1,000	5-10	1x Facebook Post 1x Twitter Post 1x Instagram Post 1x Featured Article Slot	1-3	\$250USD
<b>LISTICLE FEATURE</b> Our top picks of strains, events, brands, products, food and more.	250-500	5-10	1x Facebook Post 1x Twitter Post 1x Instagram Post 1x Featured Article Slot	1-3	\$200USD

## SPONSORED POSTS

DESCRIPTION	DISTRIBUTION	BACKLINKS	RATE
<b>SPONSORED POSTS</b> Provide us with an article that features your brand and we'll publish it on our site with backlinks to your website.	1x Facebook Post 1x Twitter Post 1x Instagram Post 1x Featured Article Slot	1-3	\$150USD
<b>BACKLINKS</b> Simply want a link back to your site? No problem, we'll find an existing article that fits your brand and link back to your website.		1	\$75USD

## VIDEO / PODCAST PRODUCTION

For a full list of our video and podcast production rates, show sponsorships, and more, please refer to our [Studio710 rate card here](#).

CONTACT US FOR SPONSORSHIP AND ADVERTISING OPPORTUNITIES TODAY

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