



HEMP FARMERTM MAGAZINE

— 2021 MEDIA KIT —



Align your brand with a **media partner** who understands the business of doing business.

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INTRODUCTION

The business of growing and producing hemp has never been in a better position. With the passage of the Farm Bill, full legalization at a federal level is finally here and this is sure to afford an unheralded level of prosperity and success for those involved in the industry.

Hemp Farmer Magazine is a solid source of information, tactics, and trends for farmers and growers across the globe to utilize in their efforts to develop and expand current and emergent operations. As the industry continues to grow, so does a need for those involved within it to continue to learn new methods and gain insight while enabling ongoing growth.

Hemp Farmer Magazine is the largest source of information to help connect and guide hemp farmers from seed to sale and every step in between. The main goal of the publication is to provide essential education and cutting-edge methods that will provide farmers and others involved in the hemp growing process the tools they will need to succeed at the highest levels.

The magazine is a MACE Media Group subsidiary and a sister publication to the hugely successful *CBD Health & Wellness*, *Terpenes & Testing*, and *Extraction Magazines*. This already established relationship allows an immediate level of direct influence in the hemp and cannabis industries as a trusted source of ongoing expertise.

Drawing from a vast network of experts and with the backing of a series of successful publications, *Hemp Farmer Magazine* is a leading source of knowledge and knowhow for farmers at every level and aims to connect readers with accurate and qualified sources of information.

READERSHIP

50%

Hemp Farming Products

Hemp Seeds, Soils, Nutrients, Lighting, Greenhouses, Farming Equipment

30%

Hemp Farming Services

Accounting, Finance Testing, Legal, Accessories

20%

Hemp Farming Education

Buyer, Consumer

MARKETS



**Hemp Farming
Products**



**Hemp Farming
Services**



**Hemp Farming
Education**

Hemp Farmer Magazine is a MACE integrated media company that collects critical data relevant to the hemp farming community. Our hopes are to convert big data and developing techniques into highly informational stories that will help professional farmers and growers of all types understand, grow, and manage their operations.

PREMIER ADVERTISING PARTNERS

To show our loyalty to our Long Term Partners that commit to a six month insertion, we offer:

- Your 200x200 company logo included in the weekend newsletter
- A FREE Company Listing on our Preferred Partners Section on our Website that includes your logo, company description, website & contact information

SPONSORED CONTENT PROGRAM

Our popular website, hempfarmermagazine.com has proudly reached influencer status with the following latest stats:

Unique Views
Per Month
225,500

Digital Monthly
Page Views
461,500

E-newsletter
Sent
150,000
Weekly

E-newsletter
Open Rate
1.65%

Monthly
Engagements
5,936

After many requests, we have created dedicated portions of our website to highlight sponsored industry content.

AS A **SPONSORED** CONTENT PARTNER, YOU RECEIVE:

- An image and teaser on our highly viewed homepage
- That space is hyperlinked to a page with your full story
- The page includes a backlink to your site
- This also includes monthly (depends on your commitment) promotion of that content on our social pages, including Instagram and Facebook, with followers as listed below:



932
FOLLOWERS



161
FOLLOWERS

122
LIKES

PRICING FOR OUR **SPONSORED** CONTENT IS:

\$499 per month with a ONE month commitment
\$399 per month with a THREE month commitment
\$299 per month with a SIX month commitment

FREE SOCIAL MEDIA CROSS-PROMOTION ADD ON

ALL Advertisers will receive FREE social media cross-promotion with the following ad sizes:

1/4 AD

ONE cross-promo per month for the two months of the issue.

1/3 AD

ONE cross-promo per month for the two months of the issue.

1/2 AD

TWO cross-promos per month for the two months of the issue.

FULL PAGE AD

THREE cross-promos per month for the two months of the issue.

DOUBLE PAGE SPREAD





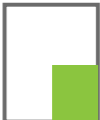
FOUR cross-promos per month for the two months of the issue.

These will run on Instagram and Facebook with exposure to over 30,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 px in size and sent to us 3 days prior to the desired run date.

You can also purchase Social Media Cross-Promotion as a standalone or part of a digital-only package for \$7 per thousand followers reached.

AD SPECS / RATES

			1x	3x (Save 10%)	6x (Save 20%)
	Full Page Spread	Bleed Only: 17" x 11.125"	\$3,895	\$3,505	\$3,115
	Full Page Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)	Bleed: 8.625" x 11.125" Trim: 8.375" x 10.875" Live Area: 7.875" x 10.375"	\$1,950 \$2,435	\$1,755 \$2,195	\$1,558 \$1,950
	1/2 Page	No Bleed: 7.365" x 4.865" With Bleed: 8.625" x 5.375"	\$1,215	\$1,045	\$975
	1/3 Page Strip	Bleed Only: 2.875" x 11.125"	\$1,035	\$925	\$825
	1/4 Page	4" x 5"	\$850	\$765	\$675

FINAL TRIM SIZE: 8.375" x 10.875" Please submit artwork as PDF, PSD, OR PNG (300 dpi / RGB)

WEB BANNER SPECS

728 x 90 px

PRICES

728x90 px (Scrolling Banner) - \$199 / Month

300x250 px (Static Banner) - \$299 / Month

80x80 px (Static Banner) - \$99 / Month

80 x 80 px
FREE

300 x 250 px

e-Blast

\$150 / 1000

dedicated e-Blast

- e-Blast format: HTML to include all verbiage, content and image links. Cost to have *Hemp Farmer Magazine* create the blast: \$250
- e-Blast needed 1 week prior to placement; e-Blast components and info needed 2 weeks prior if *Hemp Farmer Magazine* to create the e-Blast

All text MUST be converted to outlines/flattened/rasterized prior to submission.

All sales-related questions should be submitted to info@hempfarmermagazine.net or call 877-524-MACE.

All technical questions should be submitted to: info@hempfarmermagazine.net



MAGAZINE ADS THEMES & DEADLINES

2021

JAN / FEB / MARCH

Growing Hemp for More than CBD

Reservation Deadline: Dec 1st

Artwork Deadline: Dec 10th

APR / MAY / JUNE

Tips for Growers

Reservation Deadline: March 1st

Artwork Deadline: March 11th

JULY / AUG / SEPT

Uses for Hemp Waste

Reservation Deadline: June 1st

Artwork Deadline: June 11th

OCT / NOV / DEC

Renewable Energy Solutions For Growers

Reservation Deadline: Sept 1st

Artwork Deadline: Sept 11th

EDITORIAL

THEMES & DEADLINES

2021

JAN / FEB / MARCH

Growing Hemp for More than CBD

Submission Deadline: Dec 1st

APR / MAY / JUNE

Tips for Growers

Submission Deadline: March 1st

JULY / AUG / SEPT

Uses for Hemp Waste

Submission Deadline: June 1st

OCT / NOV / DEC

Renewable Energy Solutions For Growers

Submission Deadline: Sept 1st



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**Call us.
Let's chat.
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Advertising? Editorial? Distribution?

*News to share with the world of
Hemp Farmer Magazine?*

We love your questions!

877-524-MACE

Please call us for rates and special issues.

hempfarmermagazine.net

info@hempfarmermagazine.net



HEMP FARMER[®]
M A G A Z I N E

Hemp Farmer Magazine provides only the most current and relevant information on all aspects of hemp growing and farming while staying ever committed to creating accurate and insightful knowledge that directly applies to our readers.

We all grow together.