



WEEDWEEK

BUSINESS CULTURE EQUITY HEALTH & SCIENCE INDUSTRY VOICES POLITICS

WHAT IS WEEDWEEK?

With a focus on the business and politics of legalization, the WeedWeek newsletter has been essential reading for cannabis professionals since 2015. We have an influential subscriber base of the industry's leaders and aspiring leaders.

OUR IMPACT

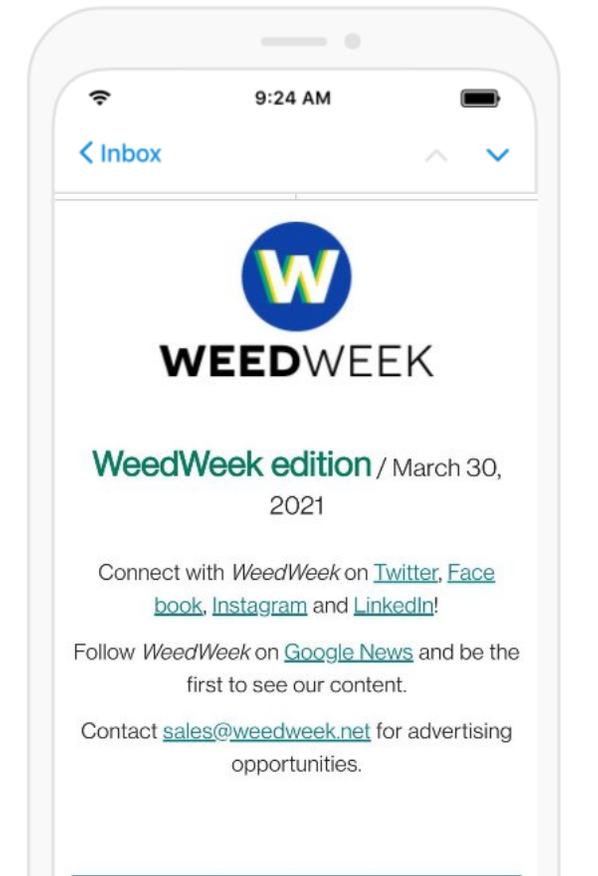
10,300 Active Subscribers

23% Open Rate

2.5% Average CTR

Reach: National

Frequency: 2X weekly on Tuesday & Friday



WHAT OUR READERS SAY

One of my favorite things to do in the morning is read the WeedWeek newsletter. It's hard-hitting, and full of important updates / happenings throughout the industry.

Max Simon, CEO, Green Flower Media

One of the best cannabis news resources. WeedWeek, helmed by Alex Halperin, covers a wide array of business and political news.

Jenni Avins, senior lifestyle correspondent - Quartz

THE WEEDWEEK READER

- 65% between ages of 36 - 64
- Concentrated in cannabis industry hubs
- Two thirds of readers say they have recommended it
- 25% identify as a C-suite industry executive.
- Professional/Amateur split, approximately 60/40

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ADVERTISE WITH WEEDWEEK

WeedWeek sells newsletter advertising in the new self-serve WeedWeek store.

We're currently offering a 30% discount with the promocode **WeedWeek30**.

ADDITIONAL PACKAGES AVAILABLE:

Sponsored content:

You provide written and visual content for an article that will live indefinitely on the WW site, includes two expanded text and image ads in the newsletter: \$750

Email blast:

A dedicated email blast sent to our list of 10,000+
(Content provided by you): \$1,500

Spotlight interview:

An article focused on the individual or event of your choice, written by a journalist who will interview up to two people.

You have final approval of the content and art. Includes two expanded text and image ads: \$2,000.

[You can see an example here.](#)

For these and other partnership opportunities contact hello@weedweek.net