



WEEDWEEK

Media Kit

Q4/2022

WEEDWEEK

WeedWeek has
been an
essential
resource for
cannabiz
leaders since
2015

The WeedWeek Newsletter

The free WeedWeek newsletter delivers the latest business and political developments to **11,000 subscribers nationwide.**

Open Rate: 30%, Click Through Rate: 3%

Concentrated in Cannabiz hubs:

NorCal 10%	Mid-Atlantic 12%
SoCal 22%	Midwest 7%
West x-California 17%	Florida & South 7%

Two thirds of readers say they have recommended it:

25% Identify as Industry or Ancillary C-Suite
65% aged: 36-64



WEEDWEEK

“A lot of cannabis industry folks would be lost without their weekly dose of WeedWeek”

- The Bluntness

WeedWeek California Pro

Written by veteran cannabis journalist Alex Halperin, WeedWeek California Pro is the only publication for people who make money in the world's largest cannabis market. Each Thursday email features exclusive reporting and analysis on the business and politics of weed in the Golden State.

Trusted By Top Players in the Cannabis Industry



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WEEDWEEK

Reach 11,000
subscribers
every Friday!

Advertising Opportunities

WeedWeek offers advertisers a chance to reach our influential audience of 11,000 subscribers. Ask about our advanced audience targeting.

Email blast: \$1,500

A dedicated email blast sent to our list of 11,000
Content provided by the advertiser.

Newsletter Ads:

Ads in WeedWeek newsletter can be purchased in our [Self-Serve WeedWeek Store](#)

Sponsored content: \$750

An article that lives indefinitely on the WeedWeek site.
Content and art provided by advertiser.



WEEDWEEK

The Weed Week
Job Board is an
affordable way
to find your next
opportunity or
star performer

Professional Services

Job Board

- WeedWeek Pro subscribers receive a 20% discount
- Free for active and passive job seekers
- WeedWeek readers make the best colleagues

Press Release Service

WeedWeek has partnered with Newsworthy.ai to provide a powerful and affordable press release service:

- Guaranteed premium placement at [WeedWeek.com](https://www.weedweek.com) and in the WeedWeek newsletter
- Distribution to hundreds of online sources
- Inclusion in Google News
- Discount for WW Pro subscribers



WEEDWEEK

“WeedWeek
California Pro
is awesome.
Definitely
worthwhile.”

- Rashaan Everett,
President, Good Tree

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