



WEEDWEEK

Media Kit

Q4/2023

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 more than 11,000 subscribers nationwide.

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

Concentrated in Cannabiz hubs:

NorCal 14%

SoCal 38%

West x-California 17%

Mid-Atlantic/New England 12%

Cannabis or ancillary C-Suite: 44%

Part of a licensed company: 34%



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 week WeedWeek Pro features exclusive reporting and analysis on the business and politics of weed in the Golden State.

Trusted by top industry players:



[Subscribe Today! 20% OFF WITH CODE: WWCALPRO20](#)



WEEDWEEK

Reach 11,000+
subscribers
every week!

Advertising Opportunities

WeedWeek offers advertisers a chance to reach our influential audience.

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 Takeovers: \$599

Place [two ads in the same edition](#) of the WeedWeek newsletter.

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

WeedWeek has a new Virtual Events Platform

WeedWeek now hosts presentations, debates, panels and other virtual events for industry leaders.

Sponsorship package: \$1,499

Package includes:

- Logo on promotional material and in the event archive
- A two minute appearance at the beginning of the event
- Attendees can opt into an email from sponsor.

[Check out the platform!](#)

[Hello@weedweek.com](mailto>Hello@weedweek.com)

