



JOURNAL OF
CANNABINOID MEDICINE™

MEDIA KIT | 2020/2021

The only medical journal dedicated to sharing cannabinoid research findings among researchers and practitioners worldwide.

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

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Cannabinoids + Discoveries + Medicine

The *Journal of Cannabinoid Medicine* provides a platform for researchers to disseminate empirical research findings, with the aim that people everywhere have access to the medicines they need and use them rationally.

The *Journal of Cannabinoid Medicine* encompasses all aspects of pharmacy including clinical, social, administrative or economic, and provides a platform to researchers, academics, and practitioners from around the world to share new evidence, concerns and perspectives.

The well-known functions of the media, print or electronic are to inform, educate and guide. Hence the contents of a scientific medical journal can reflect most of the above functions. Firstly, one can include stories and manuscripts which have useful information for the readers of the *Journal of Cannabinoid Medicine*. Secondly, the *Journal of Cannabinoid Medicine* can serve as a useful medium to educate the general public or its intended readership on various issues of national importance keeping in view the local socio-economic development, environment, and cultural values. To do this, it is important that the writer is intelligent and competent enough to educate the readership after having compiled all the essential information. In this, the writer/contributor is required to interpret the events, happenings and highlight their likely effects or repercussions. The third and the most important function is to guide, which cannot be accomplished unless the writer has kept himself/herself informed, fully abreast of the latest developments on the subject he or she is writing. An ignorant author is no less than a weapon of mass destruction as instead of guiding the readers, he or she can misguide the public and the readers at large. In order to ensure that no wrong messages are communicated, the concept of peer review was coined many years ago whereby the write-ups before publication are looked into by experienced, competent individuals in the respective field apart from the Editor. It is the job of the Editor to arrange and organize an effective peer review system for the journal.

While peer review has its own advantages it also has some disadvantages as it can slow down the pace of work, can result in delay in publications and at times even may not be able to detect any wrong information or scientific, academic misconduct.



Journal of Cannabinoid Medicine is the cannabis industry's leading cannabinoid medical journal dedicated to advancing the field and influencing the way cannabinoid medicine is practiced.

The *Journal of Cannabinoid Medicine* must have a wide variety of contents to satisfy the needs of every class and group of readers. Starting from original research, the contents can include Reviews, Clinical Case Series, Short/Brief Communications, short stories, important news, Book Reviews, Obituary Notes, Quiz, etc., while comments from the readers should be encouraged and welcomed. Conference Reports could be quite useful and informative for many who for some reasons cannot attend these meetings. Information about the forthcoming important events, conferences, seminars, symposia could also be very useful addition and informative for the readers.

All articles published by the *Journal of Cannabinoid Medicine* are made freely and permanently accessible online immediately upon publication, without subscription charges or registration barriers.

As the leading cannabinoid medicine journal worldwide, *Journal of Cannabinoid Medicine* is directed to physicians concerned with the endocannabinoid system. The journal's purpose is to advance the field by presenting new basic and clinical research with emphasis on knowledge that will influence the way cannabinoid medicine is practiced. *Journal of Cannabinoid Medicine* is at the forefront in disseminating cutting-edge, peer-reviewed information to the cannabinoid community worldwide. Editorial content includes Research, Clinical/Scientific Notes, Views & Reviews, Issues of Endocannabinoid Practice, Humanities, Disputes & Debates: Editors' Choice, and position papers from the emerging American Academy of Cannabinoid Medicine. The online version is considered the canonical version of the journal because it includes all content available to the reader.

Welcome to your world – let's expand it together.

READERSHIP

30%
RESEARCHERS

20%
PRACTITIONERS

18%
PHARMACISTS

20%
PHYSICIANS

12%
OTHER



DISSEMINATING THE SCIENCE OF CANNABINOIDS

This platform allows researchers to disseminate empirical research findings, with the aim that people everywhere have access to the medicines they need and use them rationally.

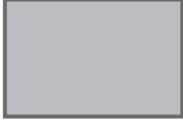

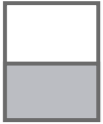
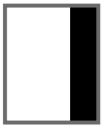

Journal of Cannabinoid Medicine provides current and relevant research in one publication to help researchers, practitioners, and physicians critically evaluate cannabinoid medicine.

MARKETS



Journal of Cannabinoid Medicine is a peer-reviewed medical journal that collates critical data pertinent to the science of cannabinoids. Our objective is to present data involving clinical, pharmacological, social, administrative, and economic research to prompt discovery and provide new therapeutic solutions to physicians and practitioners.

AD SPECS / RATES

			1x	3x (Save 10%)	6x (Save 20%)
	Full Page Spread	Bleed Only: 17" x 11.125"	\$4,585	\$4,126	\$3,668
	Full Page Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)	Bleed: 8.625" x 11.125"	\$2,293	\$2,063	\$1,834
		Trim: 8.375" x 10.875" Live Area: 7.875" x 10.375"	\$2,866	\$2,579	\$2,293
	1/2 Page	No Bleed: 7.365" x 4.865" With Bleed: 8.625" x 5.375"	\$1,430	\$1,288	\$1,144
	1/3 Page Strip	Bleed Only: 2.875" x 11.125"	\$1,215	\$1,094	\$973
	1/4 Page	4" x 5"	\$999	\$899	\$799

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

FOR OUR PREMIER ADVERTISING PARTNERS

To show our loyalty to long term partners, we are offering an online feature when a 6-month insertion commitment is signed. This feature will be published sometime during that insertion term.

For those partners that commit to a 3-month insertion, we will do an online feature article on our website, which will include backlinks to your site to promote SEO for your product/service. Currently, our website receives greater than half a million visitors per month, a number that has been growing with each passing month.

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 500 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 package for \$7 per thousand followers reached.

DIGITAL SPECS

2 - Page Spread
(Non-Bleed)



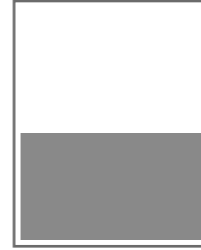
Ad size: 16.25" x 10.375"

Full Page with Border
(Non-Bleed)



Ad size: 7.875" x 10.375"

1/2 Page with Border
(Non-Bleed)



Ad size: 7.875" x 4.75"

1/4 Page



Ad size: 3.75" x 4.75"

2 - Page Spread with Bleed



Ad size: 17" x 11.25"
Safe [Live] Area: 16.25" x 10.375"

Full Page with Bleed



Ad size: 8.625" x 11.125"
Safe [Live] Area: 7.875" x 10.375"

1/2 Page with Bleed



Ad size: 8.625" x 5.625"
Safe [Live] Area: 7.875" x 4.875"

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

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

All technical questions should be submitted to: info@cannabinoidmedicaljournal.com

Margin Trim Size: 8.375" x 10.875"

Note: Text placed outside the Safe [Live] Area of any Bleed ad may be cut off. Please keep text inside the Safe Area.

To ensure that your ad looks it's absolute best, all ads submitted for use in one of our digital publications (e.g., *Journal of Cannabinoid Medicine*, etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications.

PDF/X-1a is a widely accepted standard for files that are used in digital books, digital magazines, & other high-resolution online media. Commonly used professional design tools (e.g., Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark Express, etc.) include a PDF Export Preset that supports PDF/X-1a; please ask your graphic designer to use this format when saving your final ad files.

We will pre-flight all ads using Adobe Acrobat Professional to ensure that they meet PDF/X-1a standards and **you will be asked to resubmit your ad if it is not the correct format.** If you ask us to run an ad that is not PDF/X-1a compliant, we will not be responsible for the quality of the printed ad.

All ads should be submitted in RGB format, 300 dpi or higher.

WEB BANNER SPECS

80x80 px
FREE

300x250 px

728x90 px

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All technical questions should be submitted to: info@cannabinoidmedicaljournal.com

PRICES

728x90 px - \$99 / month

300x250 px - \$89 / month

80x80 px - \$50 / month
or **FREE** with print ad

e-Blast

\$150 / 1000
dedicated e-Blast

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

ADVERTISING? EDITORIAL? DISTRIBUTION?



CONTACT US

We love your questions!

877-524-MACE

Please call us for rates & special issues.
info@cannabinoidmedicaljournal.com