

420 MAGAZINE®

CREATING CANNABIS AWARENESS SINCE 1993

WEBSITE AD RATE CARD

Unique Daily Visitors: 100,000 (International)
 Alexa Rank: Global 33,369 (Updated 4/20/2020)
 Alexa Rank: USA 10,969 (Updated 4/20/2020)

MEDIA FORMAT & TECH SPECS

Sizes & Placement / Type:

300x250.....	50k Max File Size
320x50.....	30k Max File Size
340x180.....	20k Max File Size
728x90.....	40k Max File Size
125x125.....	30k Max File Size

Accepted File Type For Web Ad Submissions:
 jpg, gif, and png to pixel size at 72dpi

Note: We have an in-house graphics team that can create eye-catching banners for a small fee.

Ad Rate Card Policy: Prior to placement, all advertisements are subject to 420 Magazine editorial staff approval. Nudity or offensive images and text will not be accepted. Limited premium placement of advertisements is available at extra cost. Ad pricing and availability are subject to change at anytime. All Ads Are Pre-Paid.

As Seen On:   

  

AD PLACEMENT OPTIONS

Home Page Banner - (125x125)

1 Month	\$795	\$1495
6 Months	\$420/month	\$795/month
1 Year	\$300/month	\$650/month
	Shared	Exclusive



Home Page Banner - (300x250)

1 Month	\$995	\$1995
6 Months	\$750/month	\$1495/month
1 Year	\$495/month	\$995/month
	Shared	Exclusive



Top Full Banner - Shared (728x90)

1 Month	\$795
6 Months	\$420/month
1 Year	\$300/month



Threads Full Banner - Shared (728x90)

1 Month	\$795
6 Months	\$420/month
1 Year	\$300/month



Mobile Banner - Shared (320x50)

1 Month	\$795
6 Months	\$420/month
1 Year	\$300/month



Forum Home Page Banner - (340x180)

1 Month	\$300	\$420
6 Months	\$250/month	\$350/month
1 Year	\$150/month	\$300/month
	Shared	Exclusive



PLEASE CONTACT US FOR AVAILABILITY sales@420magazine.com

420 MAGAZINE®

CREATING CANNABIS AWARENESS SINCE 1993

MISSION/HISTORY/INFO

420 Magazine was the very first online Cannabis Community Founded in 1993. We have existed solely to promote the repeal of all Cannabis prohibition laws and penalties throughout the world. Not another person should suffer incarceration or stigma because of these unjust laws. The 420 Magazine community believes Cannabis prohibition will end as more people become aware of the true benefits of this miraculous plant saving lives world wide.

420 Magazine is the vehicle that provides the scientific and anecdotal advise of Cannabis experts in the areas of cultivation, medical, social, historical, agricultural and legal matters. Our community provides support to those bringing Cannabis awareness to the world, believing farmers should have the right to grow and profit from Industrial Hemp; one of the strongest, potentially bountiful and most environmentally friendly resources on the planet.

During the past 27 years, we have dedicated our lives to establishing ourselves as the online leader for creating Cannabis awareness. Our real-time free interactive public website is designed to enable us to continually remain current and relevant, and to provide our Sponsors with interactive exposure as well as constructive feedback. Our full paid, mature staff and sales teams operate around the clock to ensure that all areas of the globe receive superior service. We were the very first online forum based Cannabis community and remain the #1 online resource and provider of up to date, factual Cannabis information.

EXPOSURE/DISTRIBUTION

420 Magazine is internationally recognized and a highly respected brand. We have appeared, placed and been featured in many prestigious media formats such as; Showtime's Weeds, Oliver Stone's Savages, LA Times, LA Weekly, New York Times, CNN, CNBC, ABC, Rolling Stone Magazine & many more.

420 Magazine's online viewership is presently 2 to 2.5 million unique visitors each month and we are currently averaging more than 6,000 viewers online at any given time. We host more than 150,000 loyal registered members and over 250,000 newsletter subscribers that regularly patronize our Sponsors. Additionally 80,000 unique visitors browse our website as unregistered guests on a daily basis. Our demographic is wide and diverse, encompassing all races and adult age groups, from hobbyists to professionals throughout the globe.

SPONSOR RELATIONSHIP/BENIFITS

We offer our Sponsors a true international platform for the promotion of their products, goods, services and organizations. Offering a diverse range of promotional formats to ensure every sponsors' investment is a success, all advertisers are entitled to motion-enabled (animated) banners, a sponsor/member profile account with home page link and signature. Banners are continuously rotated through a pre-determined sequence on every page. All advertisers have access to our dedicated, around the clock Sponsors Only sub-forum, which is moderated to ensure it remains spam/drama free.

Sponsors are entitled and encouraged to post online advertisements, promotional videos, how-to demonstrations and other interest generating content. All Sponsors are introduced to our community via a soft promo introductory thread/article, which gets posted in our forums, home page, social networking channels and also included in our weekly newsletter to over 250,000 subscribers. Our fully staffed Hospitality Team ensures early stage activity and recurrent thread/article viewership. This process breaks the ice and provides the forum for Sponsor interaction with our membership base.

Staff writers are available to perform product reviews as well as optional product demonstrations via either online exhibition or hosted competition format. Advertisers may generate additional exposure by sponsoring one of our popular monthly contests, building quick trust, respect and credibility among the members. Member of the Month, Nug of the Month, Plant of the Month, Grow Journal of the Month & Creme De La Creme Photo Contests are vehicles for awarding free prizes to the members for their efforts, while generating additional product line excitement and awareness.

The new upgrade of our website has not only increased aesthetic appeal, however when paired together with our best-in-industry staff, has created the most reliable, diverse and effective advertising outlet in the industry. Advertising with us is a credibility enhancing experience, as we highlight our trusted Sponsors as reputable, responsible business people. We treat our Sponsors as members of our family and take on only a limited number of advertisers for any given product segment; exclusive relationships are possible. We have the most competitive pricing in the industry, our goal is not to monetize, but to sustain operations for the purpose of helping to bring about the repeal of these prohibitory laws. Please consider joining our mission and help us reform these unjust laws.

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