

2025

# MEDIA PORTFOLIO

**CANNABIS**  
BUSINESS TIMES



DIGITAL



MOBILE



SOCIAL



VIRTUAL



VIDEO

CONNECT WITH US



[CANNABISBUSINESSTIMES.COM](https://cannabisbusinesstimes.com)



◀ **Noelle Skodzinski**  
Owner/Editorial Director

# CANNABIS

## BUSINESS TIMES

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GAIN ACCESS TO SERIOUS CANNABIS  
INDUSTRY PROFESSIONALS WHO ARE  
**HIGHLY MOTIVATED TO IMPROVE  
AND GROW THEIR BUSINESSES.**

In 2014, Noelle Skodzinski saw the immense potential in an emerging market she was deeply passionate about—and set out to build something transformative.

She co-founded *Cannabis Business Times* with one goal: to advance the industry and empower the businesses and individuals driving it forward. At the heart of this mission lies a commitment to the highest-quality, fact-based editorial content that has earned the brand multiple editorial awards and a reputation as the most trusted and authoritative voice in cannabis media.

*Cannabis Business Times'* approach to engaging and serving its audience is as dynamic as it is comprehensive. It delivers a powerful blend of insightful editorial, in-depth reports, exclusive research, interactive webinars, and virtual events that

educate and connect every corner of the cannabis ecosystem. From the brand's roots in cultivation to the retail shelf, and from small businesses to multistate and global operators, our platform fosters collaboration and the exchange of ideas that are helping to shape the future of the industry.

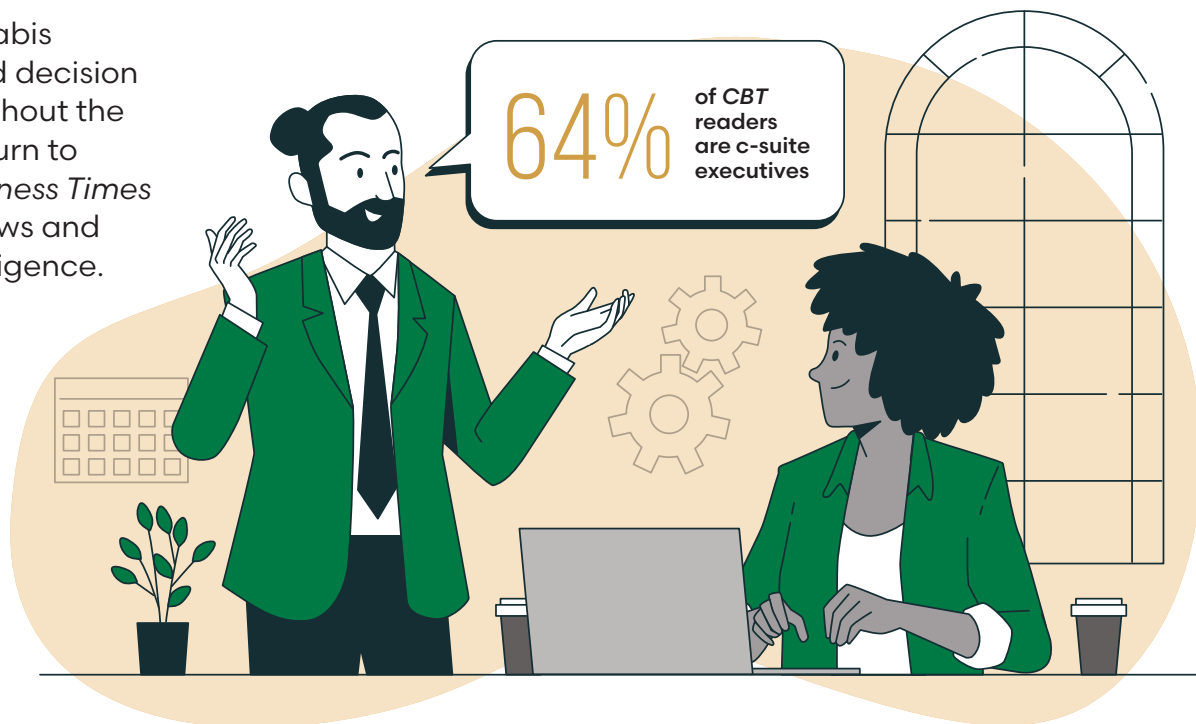
By becoming a marketing partner of *Cannabis Business Times*, you are gaining access to serious cannabis industry professionals who are highly motivated to improve and grow their businesses.

As we enter 2025, *Cannabis Business Times* is primed to leverage its newly implemented, cutting-edge technologies that enhance audience engagement and unlock new marketing opportunities for our valued partners. *Cannabis Business Times* is on the cusp of an exciting new chapter, and we invite you to grow with us and help shape the future of the cannabis industry ... together.



# OUR AUDIENCE

Leading cannabis executives and decision makers throughout the supply chain turn to *Cannabis Business Times* for industry news and strategic intelligence.



## Business Type\*

Cannabis Cultivator	37%
Cannabis Breeder	10%
Medical Cannabis Dispensary	24%
Recreational Cannabis Dispensary	23%
Consultant	21%
Industry Supplier/Service	16%
Advocacy Group	5%
Legislator	2%
Processor	10%
Hemp Cultivator	7%
Considering a business start-up in the field	22%
Educator	5%
Other	8%

## Business Title

Owner/Partner	51%
President	4%
Executive	7%
General Manager/Director	15%
Head Grower	2%
Chief Science Officer	0.30%
Research/Development	2%
Compliance Officer/Management	2%
Supervisor/Manager	6%
Operations Management	2%
Cultivation Associate/Specialist/Technician	0.20%
Extraction Specialist	0.20%
Budtender	3%
Educator	0.80%
Other	4%

\*Business Type includes multiple selections  
 Source: Publisher's own data - 2024



**73%**

**OF MARKETERS AND SALES  
LEADERS SAY WEBINARS  
GENERATE QUALITY LEADS**

Source: GoToWebinar, 2022

## EDITORIAL REACH



**ANNUAL VIEWERSHIP**

**2.8 MILLION +**

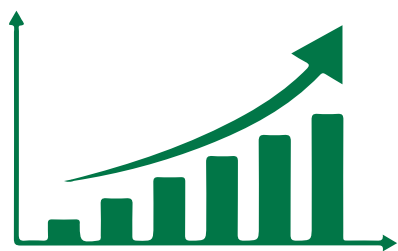


**AVERAGE MONTHLY  
UNIQUE WEBSITE USERS**

**233,000 +**

November 2023 - October 2024





# A MEASURABLE RETURN ON YOUR INVESTMENT

*Cannabis Business Times'* digital platforms put you directly in front of a highly engaged audience that interacts with our website and e-newsletters on a regular basis.



## 340,000

AVERAGE MONTHLY  
CANNABISBUSINESSTIMES.COM PAGEVIEWS

## 23%

AVERAGE  
EMAIL  
OPEN RATE



## 40,000

E-NEWSLETTER  
SUBSCRIBERS



## 46%

WEBSITE  
TRAFFIC FROM  
MOBILE



# 233,000 Avg. Monthly Website Users



AVERAGE SESSION  
DURATION

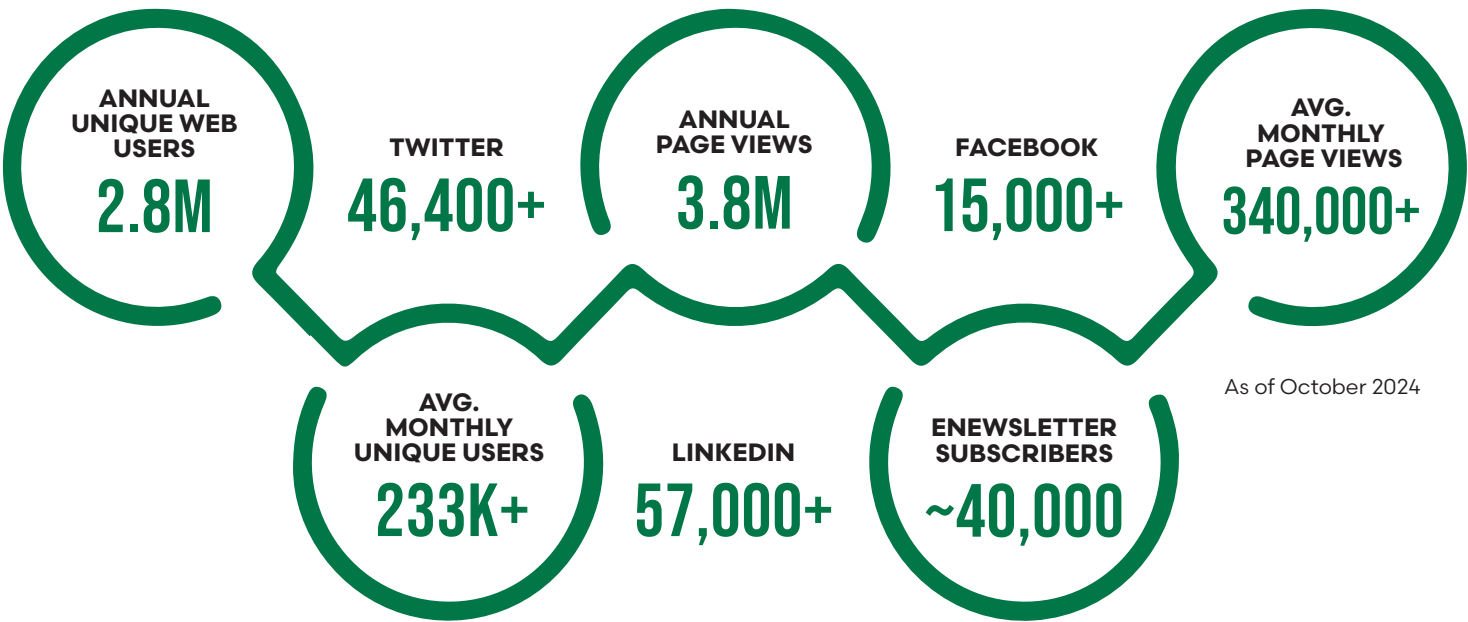


AVERAGE ENGAGED  
MONTHLY SESSIONS

Source: November 2023 - October 2024

# MULTI-CHANNEL REACH

We are here to help you craft a marketing program that will cultivate meaningful connections with the cannabis industry’s most ambitious buyers and decision makers. In the meantime, use our quick matchmaking guide below to see how our solutions can align with your goals and feel free to reach out for more details and ideas.



## OUR SOLUTIONS TO MEET YOUR OBJECTIVES

	BRAND AWARENESS	PRODUCT AWARENESS	LEAD GENERATION	THOUGHT LEADERSHIP	WEBSITE TRAFFIC
Web Ads	✓	✓			✓
Newsletter Ads	✓	✓			✓
Native/Sponsored Articles	✓	✓	✓	✓	✓
E-Blasts	✓	✓	✓	✓	✓
White Papers	✓	✓	✓	✓	
Webinars	✓	✓	✓	✓	
Virtual Events	✓	✓	✓	✓	
Social Media Ads	✓	✓			✓



# DIGITAL SPONSORSHIP OPPORTUNITIES

**NATIVE/SPONSORED  
INLINE CONTENT**  
*Your Headline  
& Subhead  
Top Stories*  
\$7,500

**LEADERBOARD  
AD**  
**728x90 pixels**  
\$2,353  
4 units available

**NATIVE WEB AD**  
**640x360 pixels**  
\$5,882  
1 unit available



**BILLBOARD AD**  
**970x250 pixels**  
\$4,043  
8 units available

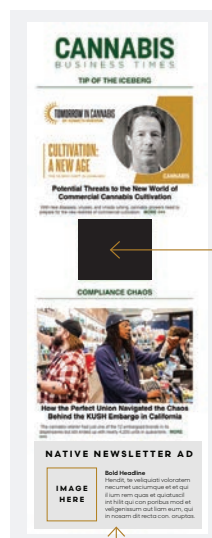
**NATIVE/  
SPONSORED  
INLINE CONTENT**  
*Your Headline  
Industry Headlines*  
\$5,500

**MEDIUM  
RECTANGLE AD**  
**300x250 pixels**  
\$3,033  
8 units available

**NATIVE VIDEO**  
**640x360 pixels**  
\$5,882  
1 unit available

**HALF PAGE AD**  
**300x600 pixels**  
\$6,500  
1 unit available

## E-NEWSLETTER



**NATIVE/SPONSORED  
E-NEWSLETTER CONTENT**  
**640x360 pixels**  
\$2,500  
1 unit available

**MEDIUM  
RECTANGLE  
E-NEWSLETTER**  
**300x250 pixels**  
\$1,759  
1 unit available



**LIGHTBOX AD**  
**500x500 pixels**  
\$8,500  
1 unit available

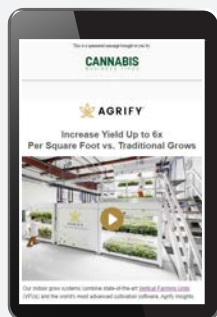


**PARALLAX  
REVEAL AD**  
**730x570 pixels**  
\$8,500  
1 unit available



**MOBILE  
ADHESION  
BANNER AD**  
**360x120 pixels**  
\$5,882  
1 unit available

## CUSTOM DIGITAL SOLUTIONS



### Custom Eblast

Promote your company, product or service to our audience by targeting people in a message designed for you.



### Webinar

A custom-tailored webinar designed to educate buyers about your company/products and generate targeted leads for your sales team.



### Category E-newsletter

Own your product/service category by being the sole sponsor of a series that contains top-quality content about your category. Custom designed, market-specific content and a targeted audience deliver strong, measurable results.



### Whitepaper

Share your whitepaper that educates the cannabis community with Cannabis Business Times' audience. A White Paper campaign positions your brand as an industry thought-leader while generating valuable leads through gated access.

**PLEASE CONTACT YOUR SALES REP FOR RATES.**



# CANNABIS

## BUSINESS TIMES

Your trusted source  
for the latest cannabis  
business trends, news  
and products.

Scan to learn more



## LET'S CONNECT

**Scott Anthony**  
Sales Director  
[Scott@TranspireMedia.net](mailto:Scott@TranspireMedia.net)  
(216) 403-9326

### Take your business to new heights.

Reach out now to discuss which marketing solutions you have in mind or to talk with our experts about which marketing opportunities would best help you reach your 2025 marketing goals!