

**CANNABIS**  
BUSINESS TIMES

**2026** MEDIA  
**PORTFOLIO**

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



**Noelle**  
**SKODZINSKI**

Co-Founder/  
Editorial Director

WELCOME TO ...  
**CANNABIS**  
BUSINESS TIMES

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In 2014, Noelle Skodzinski put everything she had learned in more than two decades as an editor into co-founding *Cannabis Business Times* (CBT) to advance the industry she was passionate about and empower the businesses and individuals driving it forward. As she puts it, her “career led her here”—to this role, in this industry.

At the heart of CBT lies a commitment to the highest-quality, fact-based editorial content that has earned the brand a reputation as the most trusted voice serving the cannabis industry. CBT and its editorial and design teams also have earned dozens of awards over the past 11 years, including being awarded the highest honor (“Magazine of the Year”) by the American Society of Business Publication Editors in 2018 and Skodzinski being named as a “Top Women in Media” twice by Folio.

CBT’s approach to engaging and serving its audience combines the skills of the most talented editors and journalists with industry-vetted insights from an Editorial Advisory Board comprised of some of the most experienced professionals in the cannabis industry. (See *the board on p. 4.*) It also relies heavily on collaborations with industry-leading researchers and scientists to bring the latest in cultivation science to its audience.

CBT connects every corner of the cannabis ecosystem, from news and features on CannabisBusinessTimes.com to a biweekly newsletter delivered directly to readers’ inboxes to webinars and exclusive virtual events, special in-depth reports and more. From its roots and extensive footprint in cannabis cultivation to the retail shelf, and from small businesses to multistate operators throughout North America and beyond, CBT’s brand reach fosters collaboration and the exchange of ideas that are shaping the future of the industry. And we invite you to be a part of that.

By becoming a marketing partner of *Cannabis Business Times*, you’re gaining access to serious cannabis industry professionals who are highly motivated to improve and grow their businesses. From brand awareness to lead generation, CBT offers a wide range of options to help you achieve your marketing goals. Our team is also happy to collaborate with you to produce custom content based on your objectives.

We look forward to working with you and to continuing to 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.

**250,000**  
AVERAGE MONTHLY CANNABISBUSINESSTIMES.COM PAGEVIEWS



**175,000**  
AVERAGE MONTHLY UNIQUE WEBSITE USERS



## EDITORIAL REACH

A measurable return on your investment

**2.1 MILLION**  
ANNUAL READERSHIP

**42,176**  
NEWSLETTER SUBSCRIBERS

**4.3 MILLION**  
ANNUAL EVENT COUNT  
(358,333 MONTHLY)

**23%**  
AVERAGE EMAIL OPEN RATE

**47,909**  
THIRD-PARTY (SPONSORED) EBLAST SUBSCRIBERS

**00:02:29**  
AVERAGE SESSION DURATION AMONG EMAIL SUBSCRIBERS

GOOGLE ANALYTICS | AUGUST 2024-JULY 2025 AND PUBLISHER'S OWN DATA

# ABOUT CANNABIS BUSINESS TIMES' AUDIENCE:



**54% ARE IN CULTIVATION**  
(cannabis and/or hemp cultivators, breeders)



**51% ARE OWNERS/PARTNERS**  
in their businesses



**48% ENGAGE WITH CBT**  
on mobile devices



**47% ARE IN RETAIL**  
(medical or adult-use dispensary)



**22% ARE CONSIDERING A BUSINESS STARTUP**  
in cannabis cultivation and/or retail



**10% ARE IN**  
processing

\*BUSINESS TYPE INCLUDES MULTIPLE SELECTIONS | SOURCE: PUBLISHER'S OWN DATA - AUGUST 2024 - JULY 2025.

## Cannabis Business Times Editorial Advisory Board

### Chris Ball

Owner and CEO,  
Ball Family Farms

### Ali Bektaş, Ph.D

Plant Molecular Biologist

### Nirit Bernstein, Ph.D.

Professor of Plant Physiology  
and Head of the Cannabis  
Physiology and Agronomy  
Lab, Volcani Institute, Israel

### Will Bowden

Founder and Owner,  
Grasshopper Farms

### Tom Forrest

Cultivation Director,  
Puro New Zealand

### Alexander Gauthier

VP, R&D and Director of  
Cultivation, Origine Nature

### David Holmes

Owner and CEO,  
Clade<sup>9</sup>

### Matthew Indest, Ph.D.

Technical Director, Agronomy  
and Plant Improvement,  
Curaleaf

### Colin Kelley

Operating Partner,  
Merida Capital Holdings

### Kevin Kueth

Chief Cultivation Officer,  
Lume Cannabis Co.

### Josh Malman

Vice President of Cultivation,  
Schwazze

### Claudio Miranda

Co-Founder, Guild Enterprises

### Kenneth Morrow

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Trichome Technologies

### Laurie Parfitt

Principal, LKP Impact  
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### Mojave Richmond

Co-founder,  
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### Lindsey Renner

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Native Humboldt Farms

### Anna Shreeve

President,  
Urban Paragon, Inc.,  
Targeted Intent, Inc.,  
and The Bakerée

### Mason Walker

Co-Owner/CEO,  
East Fork Cultivars

### Hope Wiseman

Co-Founder and CEO,  
WISECO



# THE LEADER IN THE CULTIVATION-FOCUSED CONTENT...

...from the latest in cultivation-science to deep dives into business strategies to help cultivators succeed and grow

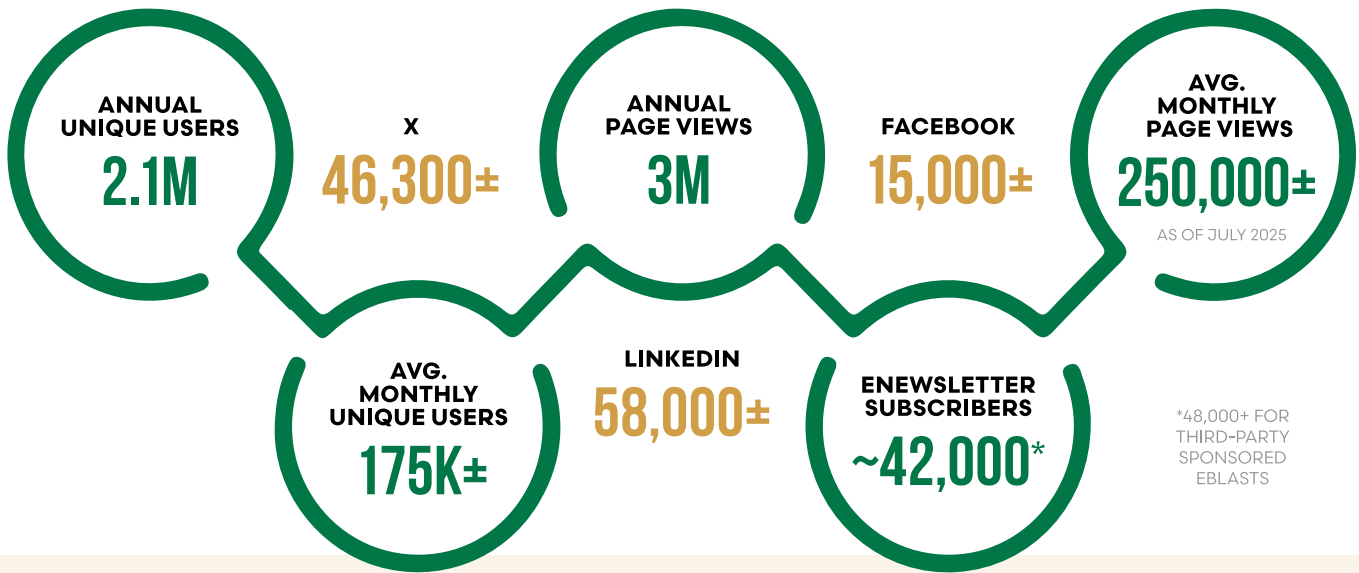


The image displays the Cannabis Business Times website on multiple devices. The laptop screen shows an article titled "Not All Terpenes Are Created Equal" by Kenneth Horrow, with a sub-headline "PRESERVATION AND RETENTION: THE TERPENE ADDITIVE PROBLEM". The tablet shows an article titled "When Less Is More: The Harms of Overfertilizing Your Cannabis Plants". The smartphone shows an article titled "Feel the (Cannabis Leaf Margin) Burn". Below the devices is a row of five featured article thumbnails: "THE LAST WORD: BORIS JORDAN, CHAIRMAN AND CEO, CURALEAF"; "A LIFE IN CANNABIS: JASON GELLMAN, RIDGELINE FARMS"; "CULTIVATION MATTERS" featuring a cannabis leaf; "DIGGING IN: TO THE FUTURE OF CANNABIS CULTIVATION WITH TRAVIS HIGGINS/OTHMAN"; and a portrait of a man in a blue circle.

# 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.

**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

WHAT ARE YOUR GOALS? ▶	BRAND AWARENESS	PRODUCT AWARENESS	LEAD GENERATION	THOUGHT LEADERSHIP	WEBSITE TRAFFIC
Web Ads	✓	✓			✓
Newsletter Ads	✓	✓			✓
Native/Sponsored Articles	✓	✓		✓	✓
Eblasts	✓	✓	✓	✓	✓
White Papers	✓	✓	✓	✓	
Webinars	✓	✓	✓	✓	
Virtual Events	✓	✓	✓	✓	

# CANNABIS

BUSINESS TIMES

# 2026 DIGITAL SPONSORSHIP OPPORTUNITIES

## WEBSITE

**NATIVE/SPONSORED INLINE CONTENT**  
*Your Headline & Subhead*  
**Top Stories**  
\$5,375



**BILLBOARD AD**  
**970x250 pixels**  
\$3,750 (ROS)  
8 units available

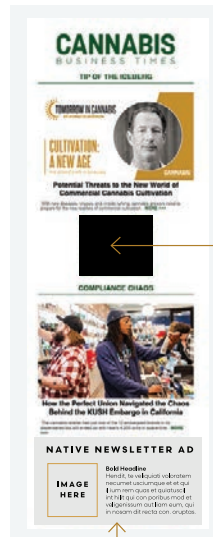
**NATIVE/SPONSORED INLINE CONTENT**  
*Your Headline*  
**Industry Headlines**  
\$3,500 (ROS options +\$)

**MEDIUM RECTANGLE AD**  
**300x250 pixels**  
\$2,275 (ROS)  
8 units available

**HALF PAGE AD**  
**300x600 pixels**  
\$3,750 (ROS)  
1 unit available

**LEADERBOARD AD**  
**728x90 pixels**  
\$2,000 (ROS)  
4 units available

## E-NEWSLETTER



**NATIVE/SPONSORED ENEWSLETTER CONTENT**  
**640x360 pixels**  
\$1,750  
1 unit available

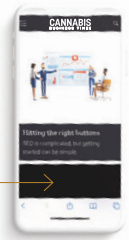
**MEDIUM RECTANGLE ENEWSLETTER**  
**300x250 pixels**  
\$1,250  
1 unit available



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



**PARALLAX REVEAL AD**  
**730x570 pixels**  
\$5,000  
1 unit available



**MOBILE ADHESION BANNER AD**  
**360x120 pixels**  
\$7,000  
1 unit available

## CUSTOM DIGITAL SOLUTIONS



**Custom Eblast**  
Promote your company, product or service to our audience with your own email while delivering valuable leads.  
**\$5,000**



**Webinar**  
A custom-tailored webinar featuring your business, designed to educate buyers and generate the highest-quality leads for your sales team.  
**\$10,000**



**Category E-newsletter**  
Own your product/service category by being the sole sponsor of an educational series that contains top-quality content about your category and delivers strong, measurable results.  
**\$6,500 PER NEWSLETTER**



**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.  
**\$10,000**

# CANNABIS BUSINESS TIMES

## YOUR TRUSTED SOURCE

for cannabis business strategies, trends,  
news and products.

[CannabisBusinessTimes.com](http://CannabisBusinessTimes.com)

## LET'S CONNECT

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 2026 marketing goals!



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