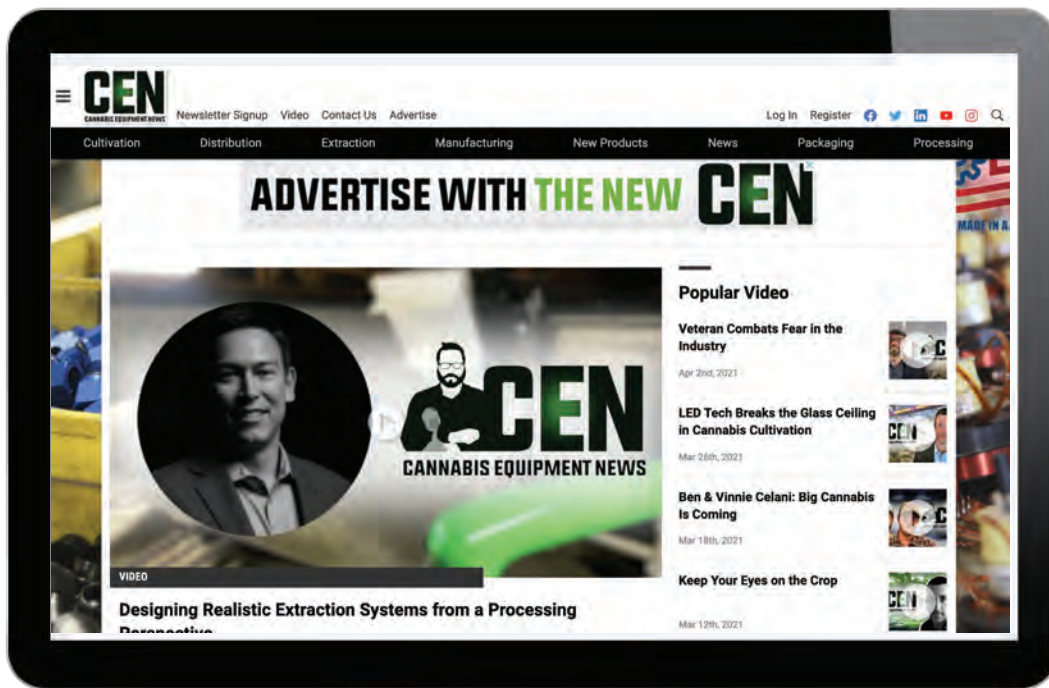


CEN

CANNABIS EQUIPMENT NEWS



2022 MEDIA KIT

cannabisequipmentnews.com



LynchMedia
LLC

Cannabis Market Outlook & Equipment Demands

The U.S. legal cannabis market, medical and adult-use, is forecasted to reach \$38.8 billion by 2025. The global legal market is on track to hit \$41 billion by 2026.

About 67% of U.S. citizens support full federal legalization and 230 million Americans live in states with access to legalized medical or adult-use cannabis, which represents 70% of the U.S. population.

With new states coming online after the election (Arizona, Mississippi, Montana, New Jersey and South Dakota), more states hope to follow in 2021. It is also possible that federal legalization could occur in the next four years.

However, it is a new industry with a lot to learn when it comes to good manufacturing processes and equipment.



Sources:
The U.S. Cannabis Report: 2020-2021 Industry Outlook, New Frontier Data
Cannabis Packaging Market Analysis By Type, By Material, By Applications, By Regions And Segment Forecasts, 2017-2026; Research and Markets
Grand View Research

Product Lines Stocked By CEN Readership



Cultivation:

- Aero- and hydroponics
- Building operations, maintenance
- Dehumidifiers, climate control
- Heating, ventilation, and air conditioning (HVAC)
- Lighting
- Material handling
- Modular buildings
- Remote material tracking
- Security
- Storage
- Water management/irrigation/filtration
- Safety equipment
- Software
- Trimming equipment



Processing/Extraction:

- Drying equipment
- Extractors
- Evaporators
- Filtration
- Heat exchangers
- Kettles
- Laboratory equipment
- Measurement and sensing
- Mixing/forming systems
- Reactors
- Separation and distillation
- Traceability, tagging
- Valves and fittings
- Vibration equipment, screens



Packaging Equipment:

- Automation equipment
- Cappers
- Conveyors
- Feeders
- Fillers
- Form/fill/seal machinery
- Labelers
- Robotics
- Sealers
- Weighing equipment

Audience

Job Title:

Plant Engineering and Maintenance – 21%
Operations/General Management – 29%
Founder/C-Level/Upper Management – 24%
Business Development – 15%
Supply Chain – 6%
IT – 5%

Sector (some duplication):

Grower/Producer - 68%
Contract Packaging - 12%
Edible Production - 36%
Pharmaceutical Products - 17%
Other - 17%

Company Size:

Less than 50 employees - 23%
50-100 employees – 48%
100-200 employees – 11%
Over 200 employees – 18%



Photo Credit: iStock

Who We Are

Forbes has recently reported that global spending on legal cannabis is expected to hit \$41 billion by 2026, the vast majority of which will take place in North America.

An industry anticipating such rapid scale must rely on the expertise of the professionals who can facilitate this expansion, including the cultivators, processors, packagers and distributors who are tasked with bringing these products to an eager customer base.

Cannabis Equipment News (CEN) has launched in an effort to bring more insights to these industry professionals, whose focus is just as much on the end product as it is on the high quality production methods required to bring it to market.

As policy changes reduce barriers to entry, many existing cultivators, processors, packagers and distributors are identifying opportunities in cannabis but may be learning as they go. By providing fresh, daily digital content, CEN will serve as the leading technical resource to help these producers identify the right solutions they need to succeed in this new market.

Not only will CEN focus on providing the latest news to the stakeholders in this regulatory-dense industry, but our digital content will also feature a vast array of new products and technical information for those businesses responsible for cultivating, processing, packaging and distributing legal cannabis-related products.



TO SUBSCRIBE TO CANNABIS EQUIPMENT NEWS



2022 Editorial Calendar

Monthly Topics:

- Supply chain management: establishing partnerships
- Processing machinery spotlight
- Cannabis industry health & safety
- Making sense of federal regulations and standards
- Cybersecurity
- New packaging materials for cannabis products
- Safeguarding your product against employee theft
- Building and inventory security
- Operational exposure within cannabis manufacturing
- Jan/san requirements for cannabis
- Establishing quality standards
- Recruiting/developing a training program
- Best practices on product safety/quality
- Understanding the distribution model
- Transportation & logistics
- Dosing & testing
- Creating a recognizable brand
- The cash conundrum: federal versus state tax laws
- Energy efficiency improvement
- Preparing for the FDA
- Medical versus recreational market analysis
- Labeling regulations
- Upcoming state ballot initiatives
- Business requirements: Canada versus USA
- Spotlight on industry mergers & acquisitions
- Understanding the best cannabis extraction methods
- U.S. Farm bill and the industrial hemp business
- New trends in infused food products
- Measurement and instrumentation technology
- Working with a machine builder

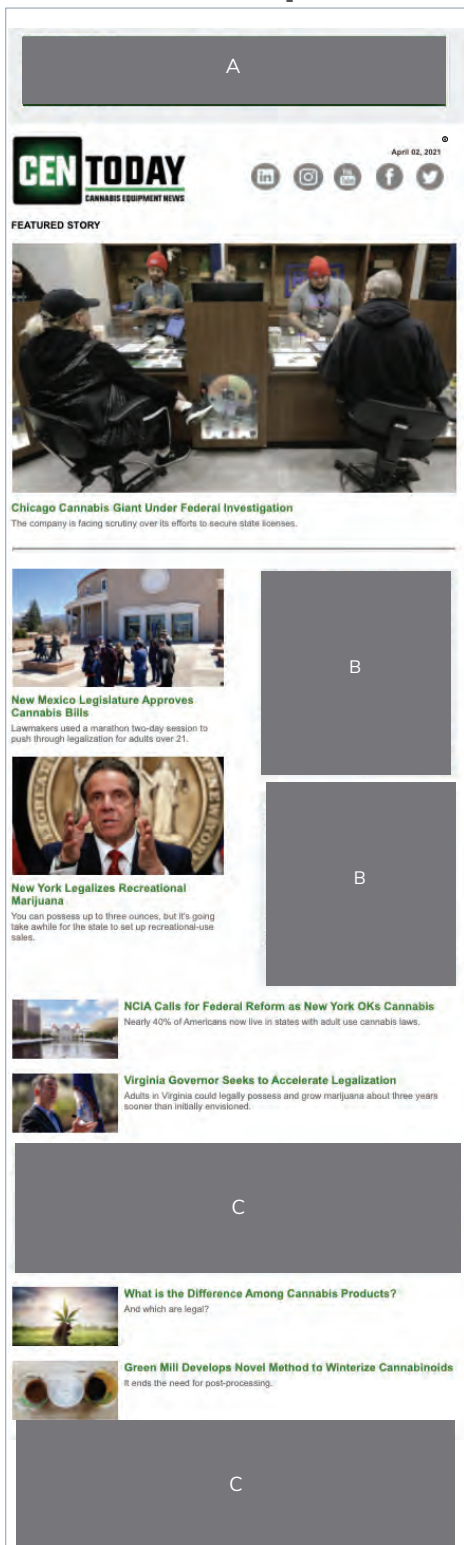
Quarterly Reports:

- CEN's Guide to Cannabis Product Branding
- New Trends in Cannabis Product Packaging/Labeling
- 2022 Energy Efficiency Report for Cannabis Product Producers
- 2022 Medical Marijuana Market Wrapup

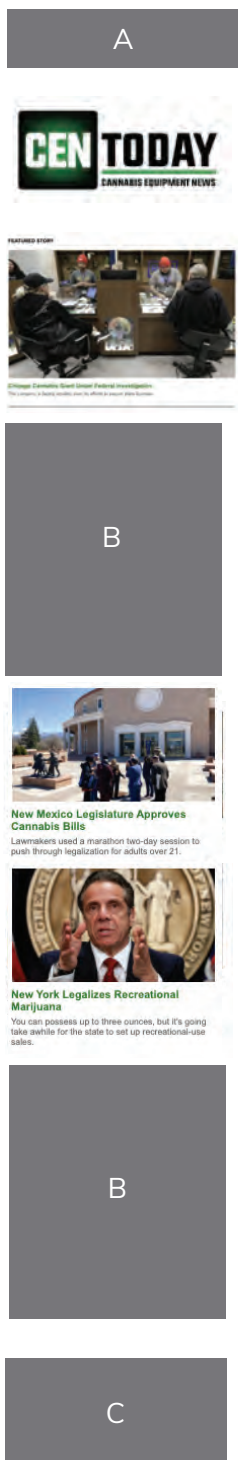


Newsletter Specs & Rates

Desktop



Mobile



Leaderboard: \$2,495 (per week)
600x100 pixels (Desktop)
300x50 pixels (Mobile)
Link



T.O.C. Text and Image: \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



Inline Text and Image Ad: \$1,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link



[> View Example](#)

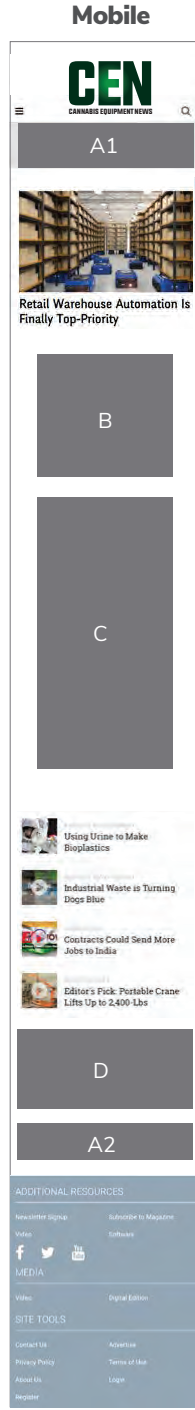
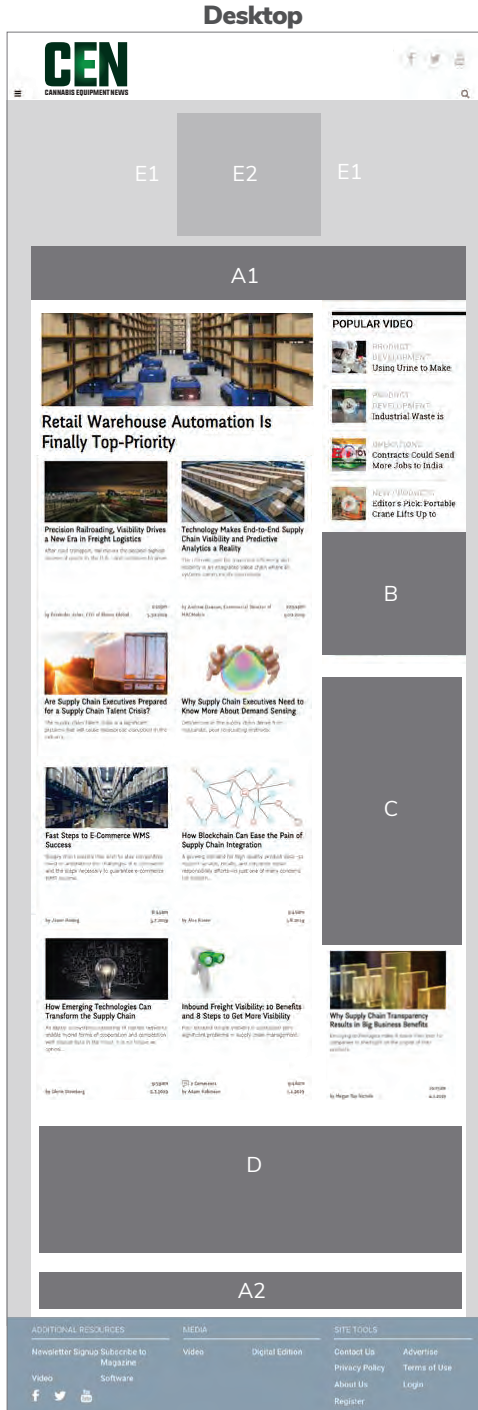
AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units



Website Specs & Rates

Reach Cannabis Equipment News's highly engaged audience by displaying your brand through banner advertising not only within targeted search results, but also next to focused content that matches the interests of high-income visitors. Cannabis Equipment News's editorial appeals to a wide scope of influencers, including distribution company executives, their salespeople, manufacturers' rep agencies, and their supply partners within major manufacturing companies.



Leaderboards: \$65 CPM

2 Positions

A1: Top

A2: Bottom, moves as user scrolls

970x90 Desktop

728x90 Tablet

300x50 Mobile



Boombox: \$65 CPM; 300x250



Tower: \$65 CPM; 300x600



Billboard: \$65 CPM; 970x250



Reveal Ad: \$125 CPM; Requires two independent creatives:

E1: 2500x1450 background image

E2: 300x250 transparent PNG (messaging/call-to-action should go here)

AD SPECS

- Maximum file size: 1MB
- Rich Media: looping animation and Flash included
- Flash, include .fla file [for lead tracking], .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units



Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching Industrial Media's entire network of manufacturing professionals using our content syndication campaigns.

Content Syndication Package: Reach multiple audiences and generate leads using your existing assets or work with Industrial Media's content experts to develop customized content for your campaign.

STEP 1

Choose your brands. Multiple brands provide the best results.

STEP 2

Supply three or more of the following assets or work with Industrial Media to develop custom:

- Whitepaper
- eBook
- Infographic
- Podcasts
- Video
- Video Podcasts
- Case Studies
- Custom Research
- Custom Projects



STEP 3

Industrial Media to provide a custom registration page that includes First Name, Last Name, Title, Email, and State.

STEP 4

Industrial Media begins promoting your assets across our network. Promotions include daily newsletters ads, text based eblasts, website display and print.

STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file.

Unit202 Video Productions

Unit202 Video Productions, a Div. of Industrial Media, LLC. provides professional video services specializing in the US manufacturing sector.

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads or digitize your entire library of product releases.

Product Videos

- **360 Videos**, Filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.
- Product Videos are an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.
 - [Product Release Video](#) (20-30 seconds)
 - [Product Video](#) (1 to 1.5 mins)
 - [Social Media](#) (up to 20 seconds)
- **Sales Brochure videos** can bring your sales brochure to life and create a more engaging experience with your target customer
- **Unboxing videos** have become a powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.


Educational Videos


- **5 Mins with Industrial Media** is a new short format that uses video to engage with your target audience.
- **Video Podcasts** are a new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.
- **Whiteboard Videos** can be an incredibly effective tool. They are an exciting and innovative way to advertise and market your services or products.


Made In America/Corporate Videos


- **Made in America series** highlights manufacturers who remain committed to the U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff. Videos are recorded on site.

Contacts and Sales Territories

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