
2026 MEDIA KIT

THE LEADING TECHNICAL AND PRODUCT RESOURCE FOR CANNABIS OPERATORS



CANNABIS EQUIPMENT NEWS

[CANNABISEQUIPMENTNEWS.COM](https://cannabisequipmentnews.com)



LynchMedia
LLC

ABOUT US

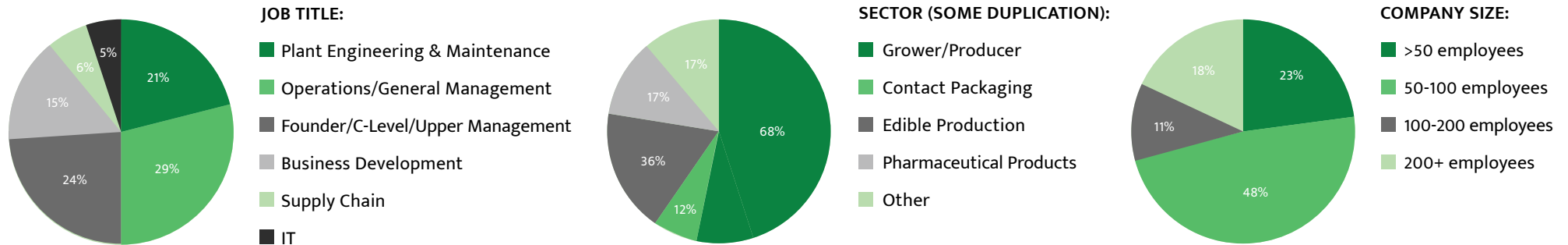
WHO WE ARE

BDSA 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.

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 serves as the leading technical resource to help these producers identify the right solutions they need to succeed in this new market.

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

AUDIENCE



READERSHIP

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
- Safety equipment
- Software
- Trimming equipment
- Water management/irrigation/filtration



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

TOP COMPANY ENGAGEMENT

Top decision makers from companies of all sizes turn to CEN to stay up to date on the latest industry trends, new products and technology. Our content is updated daily, creating a highly engaged user and offering the perfect environment for your marketing message.

- INNOVATIVE INDUSTRIAL
- GREEN THUMB INDUSTRIES
- CURALEAF
- TRULIEVE CANNABIS
- CRONOS GROUP
- TILRAY
- GLASS HOUSE BRANDS
- SUNDIAL GROWERS
- AURORA CANNABIS
- CHICAGO ATLANTIC BDC
- VERANO HOLDINGS
- CANOPY GROWTH
- CRESCO LABS
- BOTANIX PHARMACEUTICALS
- ORIGANIGRAM HOLDINGS
- HIGH TIDE
- TERRASCEND
- VILLAGE FARMS INTERNATIONAL
- WM TECHNOLOGY
- JUSHI HOLDINGS
- ASCEND WELLNESS (AWH)
- INTERCURE
- CANTOURAGE GROUP SE
- PLANET 13
- GROWGENERATION
- THE CANNABIST COMPANY
- AGRIFY
- MARIMED
- AYR WELLNESS
- HYDROFOAM
- CHARLOTTE'S WEB
- IM CANNABIS
- CARA THERAPEUTICS
- CBDMD
- BAKHU HOLDINGS
- URBAN-GRO
- GREENLANE
- 4FRONT VENTURES
- AKANDA
- 22ND CENTURY GROUP
- LEAFLY HOLDINGS

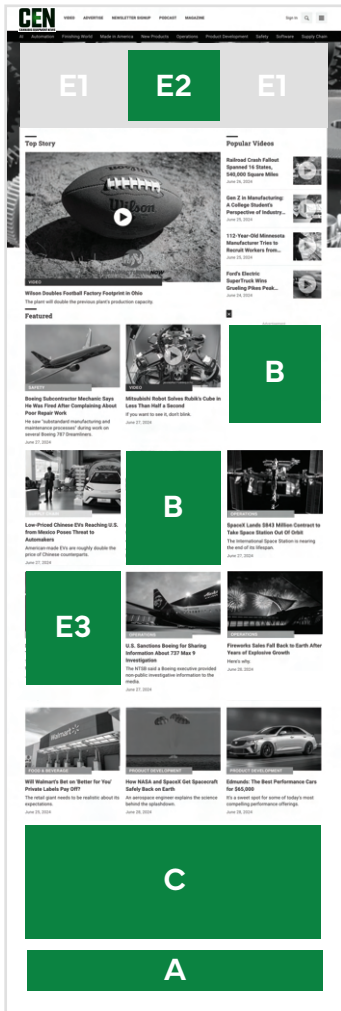
EDITORIAL

2026 EDITORIAL CALENDAR

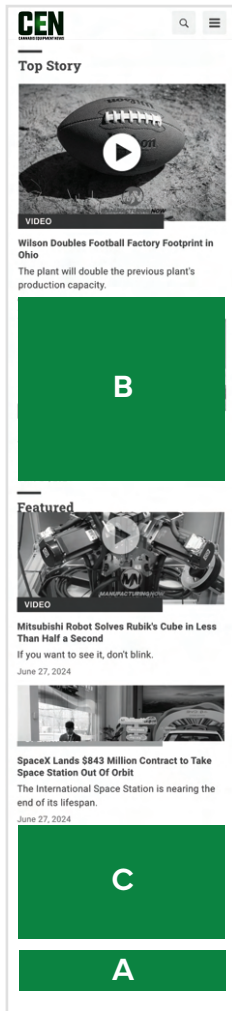
EDITIONS	SEGMENT FOCUS	PRODUCT SPOTLIGHT	SPECIAL FOCUS	SHOW COVERAGE
JANUARY	Cultivation	Automation, Labelers, Pumps, Trimmers	Clones vs. Seeds Pre-Roll Production	
FEBRUARY	Manufacturing	Buckers, Cartoners, Edible Automation, Quality Control	Decontamination & Remediation Vape Production	
MARCH	Processing	Decontamination, Depositors, ERP Software, Testers	Solventless Extraction Post-Harvest Processing	NECANN
APRIL	Extraction	Bagging, Hoods, Dispensing, Weighers	GMP Compliance	Internation Cannabis Business Conference
MAY	Automation	Cones, Drying, Lighting/Fixtures, Mixers	Track-and-Trace	
JUNE	Remediation	Cleaning, Extraction Equipment, Software, Wraps	Beverage Production	
JULY	Testing	Distillation, Fillers, Hydrocarbon Extraction, Security	Workplace Safety	
AUGUST	Cultivation	Gummy Bases, HVACD, Packaging, Sensors	Raising Capital	Emerald Cup
SEPTEMBER	Manufacturing	Controllers, Inspection, PPE	Lab Testing	
OCTOBER	Processing	Decontamination Systems, Grinding, Pre-Roll Automation	Craft vs. Commercial Cultivation	Benzinga
NOVEMBER	Extraction	Filtration, Printers, Robotics	Shortages & Surpluses	
DECEMBER	Packaging	Automation, Cappers, Sealing	Winterization	MJBizCon

CannabisEquipmentNews.com

WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

A

Leaderboard:

\$85 CPM | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile

B

Boombox:

\$85 CPM | 300x250

C

Billboard:

\$85 CPM | 970x250 Desktop, 300x250 Mobile

E

Reveal Ad:

\$225 CPM | Requires 3 independent creatives as outlined in E1, E2, and E3

E1

2500x1450 background image

E2

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

E3

300x250

Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

Native Advertising Assets: Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns.

Native Ad Specs -20-75 Character headline-40-120 character body-600X400 pixel image (.jpg or .png ONLY) with no text on image. -Logo 300pixel wide max., centered on top of image for best display options - URL

Integration: Seamless self managing campaigns using our Native Advertising Dashboards.

AD SPECS:

- Maximum file size: 90KB
- Rich Media: looping animation & Flash included
- Flash, include .fla file (for lead tracking), .swf, & alternate .gif or .jpg
- .gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

DAILY NEWSLETTER

2025 DAILY NEWSLETTER SPECS & RATES

A **Leaderboard:**
\$2,995 (per week)
600x100 pixels
Desktop Link

B **TOC Text and Image:**
\$2,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixels | Link

C **Inline Text and Image Ad:**
\$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixels | Link

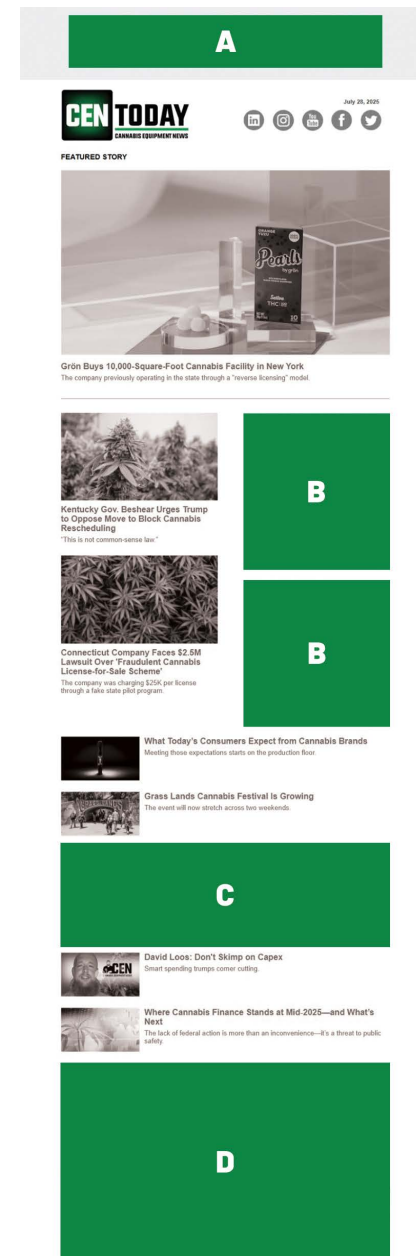
D **Featured Video Postion:**
\$2,995 (per week)
.jpg file & headline
60 characters of text
Description of the video

**LYNCH MEDIA LEADS THE
MARKET WITH THE
HIGHEST OPEN RATE AND
CTRO IN THE INDUSTRY***

**Omeda Benchmark Study*

AD SPECS

- Maximum File Size: 1MB
- File Type: .jpg and .png
- Includes: linking URL for ad units



SMART ENGAGEMENT

Leverage our AI-powered platform to reach your ideal audience with precision. Choose from three tailored programs for impressions, engagement, or qualified lead generation.



UNIFIED SUBSCRIBER DATA:

The Smart Engagement Platform aggregates Lynch Media subscriber and reader data from multiple channels providing a 360-degree view of the customer.

IMPROVED DATA ACCURACY:

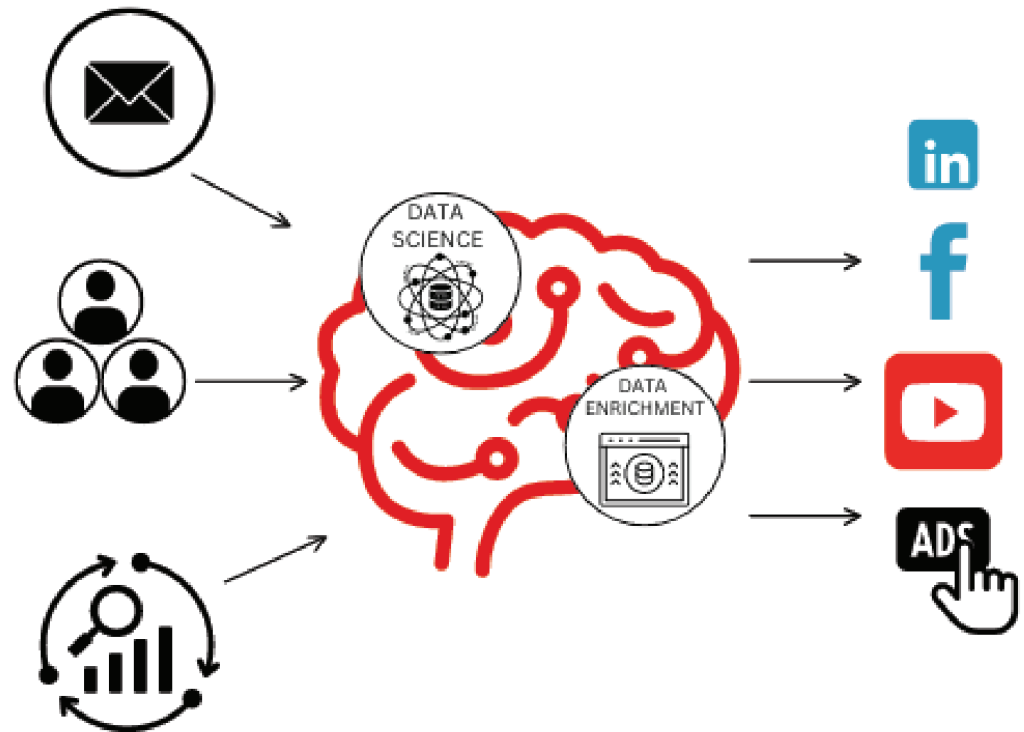
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

DATA-DRIVEN DECISIONS:

The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies.

REAL-TIME MARKETING:

The Smart Engagement Platform enables marketers to react quickly to customer behavior and deliver timely messages.



LEAD GENERATION

EASY - HIGH LEVEL MQL LEAD GENERATION PROGRAM

Effortlessly extend your reach across CEN while generating high-quality registration leads through our Marketing Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

WHAT WE NEED FROM YOU:

Simply provide us with three or more of the following:

- Whitepapers
- E-books
- Videos
- Infographics
- Research Studies
- Webinars

(Be sure to include a high resolution logo, and that is it.)

CEN
CANNABIS EQUIPMENT NEWS

VIDEO ADVERTISE NEWSLETTER SIGNUP PODCAST MAGAZINE

Sign In

AI Automation Finishing World Made in America New Products Operations Product Development Safety Software Supply Chain

OSHA's 5 Most Frequently Cited Standards in Manufacturing

Each year, OSHA assembles a list of the most frequently cited standards following job site inspections.

In this on-demand webinar we will discuss how manufacturers can level up their maintenance teams to avoid common safety violations, while decreasing the risk of workplace-related injuries, illnesses, and deaths.

Watch as editorial director David Mantey and Limble's Jake Westbrook break down:

- The expanded applications for data and artificial intelligence in developing and enhancing maintenance strategies.
- Ways to improve hazard communication.
- The good and the bad of long-established SOPs, and assessing "the way we've always done it."
- How to overcome many of the hurdles associated with implementing new maintenance technology.

Name*
First Name Last Name
Company*
Email*

WATCH NOW

WHAT HAPPENS NEXT:

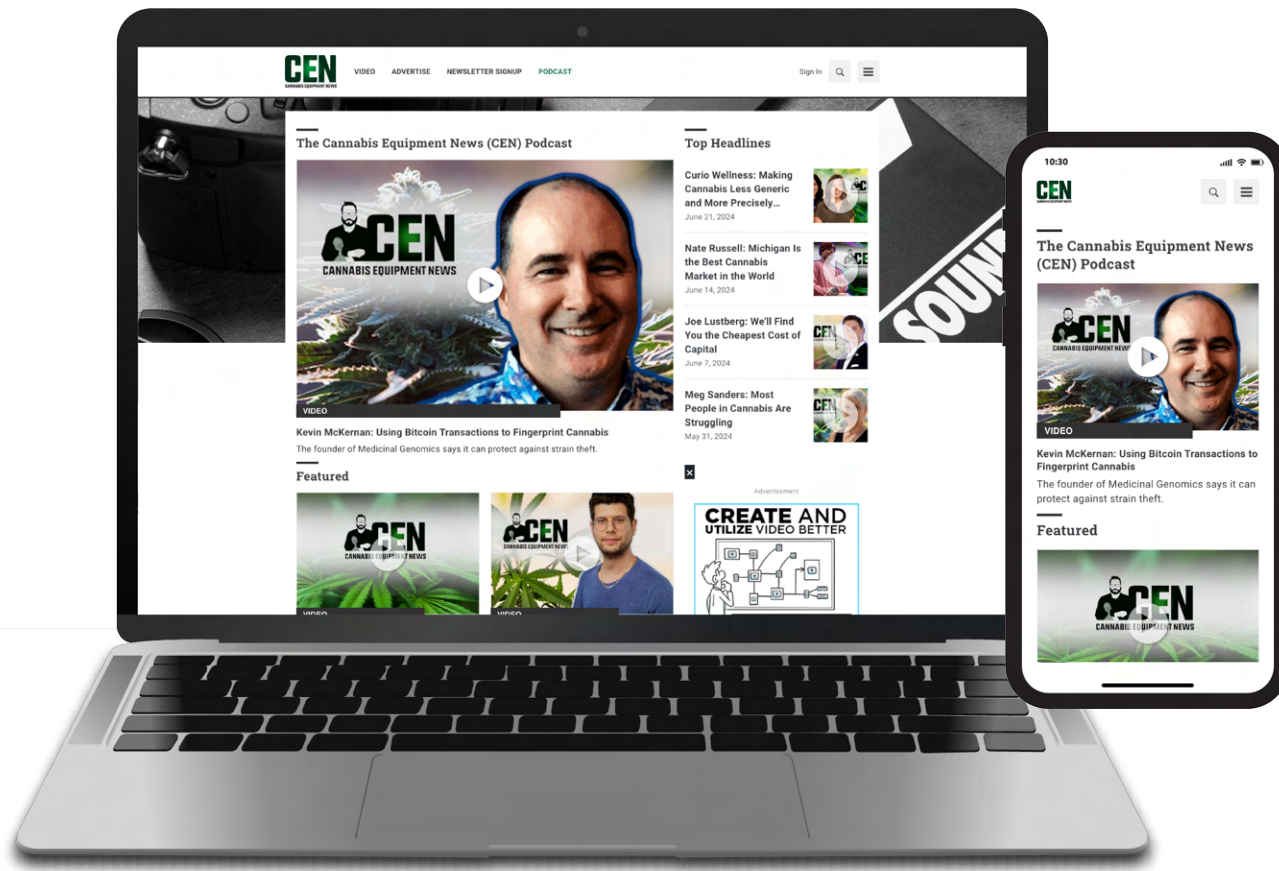
Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

LANDING PAGE EXAMPLE

PODCAST

THE CANNABIS EQUIPMENT NEWS (CEN) PODCAST

The Cannabis Equipment News (CEN) podcast is an exclusive weekly interview series hosted by editor-in-chief David Mantey with growers, processors, manufacturers, distributors and other professionals who work within the legal cannabis industry. With new episodes dropping every Friday, the CEN podcast is one of the longest running and most consistent podcasts in the industry.



VIDEO

VIDEO PROMOTION & VIDEO CREATION

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

VIDEO SUPPLIED BY YOU:

PRE-ROLL SPONSORSHIP

- As a sponsor, your video ad gains prime placement at the start of our video series, The Daily Dab and the weekly CEN Podcast.
- A non-skippable, five-second button guarantees maximum message visibility and ensures 100% share of voice.
- Detailed metrics will be provided post-campaign for comprehensive impact tracking.

VIDEO CREATED FOR YOU BY US:

PRODUCT VIDEOS

- Standard Product Video (20-30 seconds)
- Extended Product Video (1 to 1.5 minutes)
- Whiteboard Videos (up to 3 minutes)
- Social Media (up to 20 seconds)
- 360 Videos (up to 2 minutes)
- Sales Brochure Video (up to 1 minute)
- Unboxing Video (up to 3 minutes)

EDUCATIONAL CONTENT VIDEOS

- 5 minutes with CEN (new short education format)
- Video Webinar (New webinar format)
- Video White Paper Summary
- Marketing Research Videos
- Made In America/Corporate Videos

Unit 202 Video Productions, a division of Lynch Media, LLC, specializes in providing professional video services dedicated to the U.S. manufacturing sector.



CUSTOM EBLASTS


TARGETED HTML OR TEXT BLASTS

- Subscribers can be targeted by publication or segment our entire database by titles & industries
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database


CUSTOM EBLAST SPECS

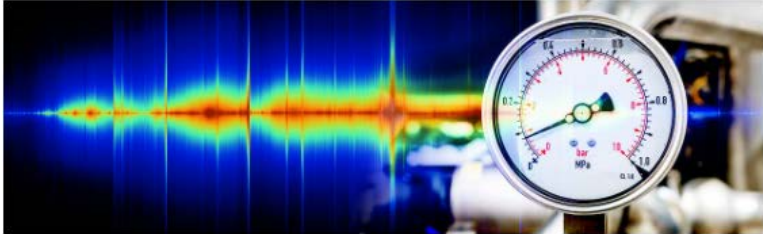
- HTML file formatted for Email
- Subject line (255 character max including spaces)
- Teaser* (100 characters max including spaces)
- From Name (company or client affiliate name)
- Test Recipient/s
- Final Approver
- Seed List*

**Optional*



[Read the web version of this email](#)





Does your team spend more hours looking for leaks than fixing them?

Now you can locate leaks during normal operations, even during the noisiest times. Best of all, you can quickly reinspect the repair to verify that the leak has truly been fixed.

Introducing the **Fluke ii900** Industrial Acoustic Imager

- Reduce leak detection time
- Make leak detection part of your typical maintenance routine
- Train the team in a matter of minutes

Get a demo

[Feedback](#) | [Privacy Statement](#)

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RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
DAILY NEWSLETTERS			
Leaderboard	Deploys Monday-Friday 600x100 + link		\$2,995
TOC Inline Text & Image	Deploys Monday-Friday 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,995
Inline Text & Image	Deploys Monday-Friday 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,495
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters and online ad for four weeks		\$15,995
Campaign Optimization	Optimized campaign with guaranteed leads 240 CPC		\$10,000
WEEKLY NEWSLETTERS			
Leaderboard	Deploys Monday for five consecutive weeks 600x100 + link		\$3,695
TOC Inline Text & Image	Deploys Monday for five consecutive weeks 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$3,695
Inline Text & Image	Deploys Monday for five consecutive weeks 50 character headline including spaces, 250 character text, 150x125 pixel + link		\$2,995
MONTHLY NEWSLETTERS			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		\$1,050
SMART ENGAGEMENT			
Pre-Targeting & Social Optimization	Influence marketing driving clicks & Ad impressions		\$3,000/month
Content Optimization	Engaged users, page/site visits	YES	\$11,995/month
Content Optimization/Leads	Convert page/site visits, Engaged users, MQL leads	YES	\$20,000/month
EBLASTS			
eBlast Rates	See eBlast Specs Page		\$350/m
eBlast Rates	Includes a second send to opens		\$450/m
WEBSITE			
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m
Billboard	970x250 & 300x250 (Mobile)		\$85/m
Boombox	300x250		\$85/m
Reveal Ad	BIG IMPACT POSITION		\$225/m
Native Ads	Great for content advertising Targeted Campaigns		\$90/m
CONTENT			
Content Syndication	100 Registration Leads (client provides minimum three pieces of gated content)	YES	\$11,995
Whitepaper	100 Registration Leads & includes 1500 Word Whitepaper	YES	\$14,845

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
eBook	100 Registration Leads & includes 2600 Word eBook	YES	\$16,990
eBook Multi-Sponsored	100 Registration Leads & includes 2600 Word eBook	YES	\$8,995
Custom Research	Custom		\$29,995
Content Creation	Custom		\$1.90/word
VIDEO / WEBINARS			
Video Podcast (New Webinar Format)	100 Registration Leads	YES	\$16,990
Traditional Webinar (Slide Presentation)	100 Registration Leads	YES	\$22,995
Video Whitepaper	100 Registration Leads	YES	\$14,995
5 Minutes with Videos			\$4,495
Market Research Video	100 Registration Leads	YES	\$14,995
Video Podcasts Multi-Sponsored	100 Registration Leads	YES	\$9,995
CUSTOM PRODUCT VIDEOS			
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$3,495
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$4,495
CORPORATE VIDEOS			
Corporate Video	Custom Pricing \$1,500 + expenses per day		
Made In America Video	Custom Pricing \$1,500 + expenses per day		
EDITORIAL PRE-ROLL VIDEOS			
Pre-Roll	Video Runs on daily editorial videos	Sponsorship	\$260/m
Pop-Out Video Player	Video runs on website home page / Select Secondary Pages	Sponsorship	\$190/m



CANNABIS EQUIPMENT NEWS

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