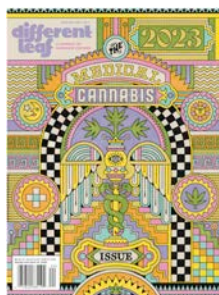


Media Kit 2023

different leaf

A JOURNAL OF
CANNABIS CULTURE



Editorial Mission

Different Leaf's editorial is high-quality, thought provoking and authoritative on the issues of legalized cannabis, and crafted to be useful to those who have little to some experience with cannabis, and are drawn to incorporating it more into their lives.

Part reference and part lifestyle guide, never stuffy, with award-winning design and editorial, **DIFFERENT LEAF** presents the people, products, businesses, and issues of the burgeoning cannabis industry to sophisticated consumers looking for locally focused editorial.

Our editorial is created for cannabis users seeking out the best information they need to navigate this new environment.

Named one of the **Hottest Magazines** **Launched in 2020** in the US by magazine industry guru and legend, Samir 'Mr. Magazine' Husni.



2021 **Honorable Mention EDDIE for Editorial/City & Regional Category**
Winner of the 2020 **OZZIE for Design excellence by a new Magazine/City & Regional Category** and an **Honorable Mention EDDIE for Editorial by a new Magazine/City & Regional Category**
Presented by FOLIO: Magazine



Society of Publication Designers
SPD 56 Merit Award Winner

Editorial Sections

LEGAL & SOCIAL ISSUES

FOOD

ARTS & CULTURE

PEOPLE PROFILES & INTERVIEWS

NUTRITION & FITNESS

TOURISM

PETS

MEDICAL RESEARCH & TREATMENT

PRODUCTS, NEW TECHNOLOGIES & REVIEWS



March 11, 2023

/ places, people, products, and services /

Secret B-Day Jay!

Top your best bud's post-pandemic birthday cake with the world's first pre-rolled pine birthday candles and one of a kind smokeable cake toppers. It's easy: fill a pre-rolled cone with your desired smokeable material (cannabis, hemp, tobacco), top it with the candle gagger, and attach the cake stake to the bottom. Then place the Birthday on any birthday dessert and light the candle top. Once your friend has blown it out, remove the candle top and he's the real party begin.



Pre-rolled pine birthday candles with a smokeable cake topper.

Secret B-Day Jay - Part II!

Have already smoked your gift with a secret pre-roll during your post-pandemic birthday party, how about next birthday bring some buds of your own!

Full-on growing and gift cards are the best way for your cannabis enthusiast friends to get their own cannabis. From seed to flower, we offer a wide range of cannabis products, from seed to flower, from seed to flower, from seed to flower.



Secret B-Day Cannabis Chocolate Bar

Finally, there's a gift for your bud who loves chocolate and cannabis. Our new Cannabis Chocolate Bar is a delicious and easy-to-eat gift that's perfect for your bud who loves chocolate and cannabis. It's a delicious and easy-to-eat gift that's perfect for your bud who loves chocolate and cannabis.



EVERYTHING Edible (AND POTABLE)

BY JANEK REYNOLDS
 PHOTOS BY
 KATHA FLORES
 FOOD STYLING

What's new and on the horizon for the ever-evolving cannabis food and drink market

Gummies were just the beginning, friends. As the cannabis industry expands across the country and people realize there's more than one way to get their cannabis on, the all kinds of innovative products are being introduced to the market. Under the Top 100 list of new products, we've highlighted some of the most interesting ones. Check, berry gummies as well as other and more varied sweetener choices. Some of these innovations are a result of the changing technology of working with cannabis. Nanoemulsions in just one

example—It enables users to consume their cannabis products with any water-soluble cannabinoid. There is also a focus on quality control and better consumer systems, increasing being accurate and making it more predictable.

It's not even making cannabis world and there have been some of the most visible and delicious products that have come our way so far. We'll have the market to see.

BY JANEK REYNOLDS



PHOTO: KATHA FLORES
 FOOD STYLING



Pot for Pain Relief

Studies show that cannabis can be a formidable pain reliever. And we're even starting to figure out why.

BY JANEK REYNOLDS
 PHOTOS BY
 JOHN DE WITTE



THE CANNABIS MARKET IS BOOMING

BY JANEK REYNOLDS
 PHOTOS BY
 JOHN DE WITTE



Editorial Calendar

DIFFERENT LEAF publishes quarterly beginning in January of each year.

THE TRAVEL ISSUE (JULY-SEPT)

An exploration of locations where both visitors and residents can enjoy the social consumption of cannabis across America and the world.

SPACE RESERVATION / 05.29.2023
AD COPY DUE / 06.05.2023
ON SALE DATE / 07.12.2023

THE EVERYTHING EDIBLE ISSUE (OCT-DEC)

Our annual guide to the new and best edibles from around the United State featuring products, interviews with chefs and creators.

SPACE RESERVATION / 08.1.2023
AD COPY DUE / 8.15.2023
ON SALE DATE / 10.10.2023

Audience

CANNA CURIOUS & EXPERIENCED

AGE 45+

BRAND LOYAL

HIGH COMBINED HHI

COLLEGE EDUCATED

INFLUENCER

ACTIVE

LIFE-LONG LEARNER

DIFFERENT LEAF reaches those readers who are looking to expand their knowledge of cannabis, inspired in their search for information about the new and rapidly evolving reality of legalization.

They are considering the broad range of options now available to them, from the overwhelming number of strains, to delivery methods beyond the common flower variety, to the different expertise of each dispensary.

As our readers' experiences with cannabis grows and matures, so will our editorial, which will keep pace with their expanding tastes and desires.

Vitals & Distribution

In just two and a half years, we have tripled our circulation to 15,000 copies distributed on 1500+ newsstands across the United States and Canada, to subscribers, influential industry leaders, and taste makers on targeted mailing lists. As a young publication, DIFFERENT LEAF's circulation footprint is rapidly evolving. We'll happily provide the most current breakdowns of our circulation on request.



Digital

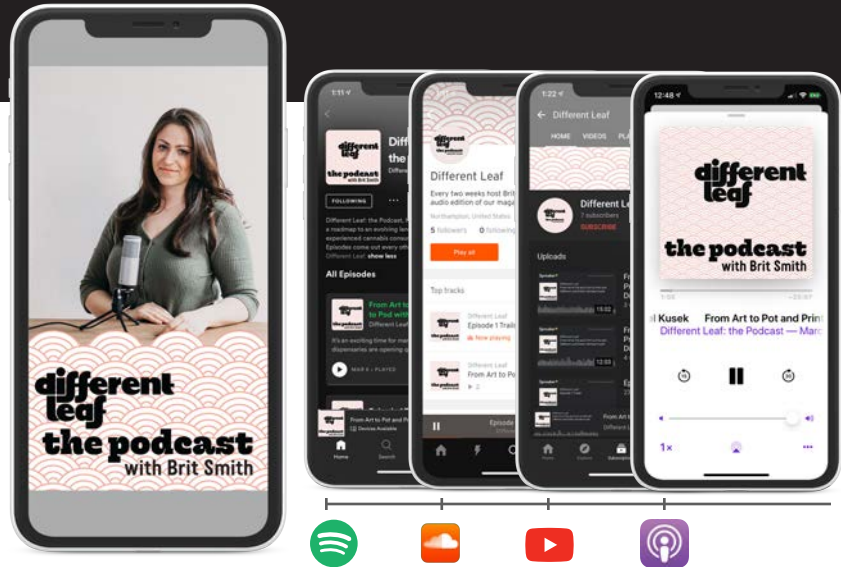
DIFFERENT LEAF: THE PODCAST,

hosted by Brit Smith, provides a road map to an evolving landscape for new as well as experienced cannabis consumers.

We publish four, 10-episode seasons a year with guests from all aspects of the cannabis industry in conversations geared toward cannabis consumers.

There are currently two host-read spots available per episode, per 10-week season. Packages are:
one :30 second for \$1,000/season, and
one :60 second for \$1,500/season

We'll work with you to develop a spot, or spots, for your run.



Ad Rates & Sizes

Advertisements in **DIFFERENT LEAF** should be visually appealing and elegant without mimicking the magazine's visual style.

Different Leaf does not accept print ads with any special offers, coupons, contests, or prices listed.

All ads must follow the regulations for advertising set out by the <?xml version="1.0" encoding="UTF-8"?><svg id="Layer_1" Paper:

Price per ad by length of contract

Ad Size	1 issue	2 issues	3 issues	4 issues
Full Page Runs in front of book & in features	\$2750	\$2500	\$2250	\$2000
Half Page Runs in back of book	\$1750	\$1500	\$1250	\$1000
Double Page Spread Runs in front of book	\$4250	\$4000	\$3750	\$3250
Four Page Spread Runs in front of book	\$7250	\$7000	\$6750	\$6250
Premium Placement 10% Discount for multiple issue buys	\$3500 Inside front	\$3250 Inside back	\$4500 Back cover	

Ad Specifications & Dimensions

70lb CPC Dull

Cover: 100lb CPC Opaque # Cover

Trim: 7.5" x 10"

Perfect binding

Send Print Creative to: info@differentleaf.com

Ads should be delivered:

as hi res .pdfs

no crop marks

all colors converted to CMYK with no spot colors

all images downsampled to 300dpi

Online-based design programs are often unable to create final files compatible with our printer. If you do not have access to professional design software, please contact us for technical assistance.

Ad Size (W x H)	Trim	Safety	Bleed	Art Size
Full Page	7.5" x 10"	7" x 9.5"	0.125"	7.75" x 10.25"
Double Page Spread make sure to provide for the gutter in design	15" x 10"	14.75" x 9.75"	0.125"	15.25" x 10.25"
Half Page	3.25" x 9.5"	3.25" x 9.5"	0	3.25" x 9.5"

Terms & Conditions

ADVERTISEMENT

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser (the "Advertiser" identified above) are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Different Leaf, LLC (hereinafter referred to as "Publisher") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the

terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

ARTWORK

Advertiser must provide artwork in accordance with the current rate card and in the format and to the quality advised by us in the booking confirmation request. Failure to do so may result in the advertisement not being printed or not being printed in the position requested or may affect the quality of the advertisement. Advertiser agrees that they are solely responsible for the quality and accuracy of any artwork provided by the advertiser. Advertiser agrees that they are solely responsible for checking and approving the accuracy and/or quality of the artwork produced and agree that signing and returning Publisher's artwork approval form is conclusive evidence that Advertiser has approved any such artwork

for publication. If Advertiser fails to approve any such artwork within 24 hours prior to publication, Advertiser agrees that they are deemed to have approved such artwork and Publisher will not be liable for any errors it may contain.

CHANGES AND CANCELLATION BY ADVERTISER; SHORT RATE; ERRORS

Advertiser may not cancel after the relevant advertisement closing date, nor may Advertiser change the type, number of issues, size, special requests, or requested issue after such date. In addition, Advertiser may not change the advertisement after the relevant advertisement materials due date without authorization from the Publisher, which Publisher may refuse to give in its discretion. In the event that (a) Advertiser uses or pays for less advertising than that specified herein or the Advertiser or Agency otherwise breaches the terms of this Agreement, or (b) if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to have published the total amount of advertising specified herein during the term of this Agreement, any rate discount will be retroactively nullified and Advertiser and Agency will be charged the

difference between the rates charged and the rates applicable for the volume of space actually used and paid for, in accordance with Publisher's applicable rate schedules ("short-rate"). In such event, Advertiser and Agency must reimburse Publisher for the short rate within ten (10) days of Publisher's invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) (as applicable). Publisher is not responsible for any errors or omissions in any advertisement. Corrections must be approved on a per ad basis with the Publisher prior to the materials deadline. A minimum of \$125 will be charged for all corrections.

REPRESENTATIONS AND WARRANTIES BY ADVERTISER

Advertiser represents and warrants that it has authorization to publish advertisements submitted hereunder, and that such publication will not violate any law, infringe upon any right, or interfere with any obligation of any entity. Without limiting the foregoing, Advertiser represents and warrants that any advertisement submitted hereunder that includes a comparative claim; product performance demonstration;

endorsement; testimonial; flag; geographic name; indication of geographic origin; certification mark, symbol, or claim; guarantee; look-alike; person's name or likeness; price or savings claim; quotation; sales claim; song lyric; survey; 3rd-party trademark, service mark, or product; or warranty does not violate any law, infringe upon any right, or interfere with any obligation of any entity.

PAYMENT

Advertiser will pay Publisher the Fee specified on the order sheet within thirty (30) days of its receipt of Publisher's invoice. Publisher may require pre-payment of the Fee in cases where Advertiser has no previous credit relationship with Publisher.

TERMS NET THIRTY (30) DAYS WITH APPROVED CREDIT

Any unpaid account after thirty (30) days is delinquent and subject to an interest charge of 1.5% per month (18% APR) on the unpaid balance until paid in full and further subject to cancellation and short-rate. Checks returned to Different Leaf, LLC due to insufficient/ uncollected funds are subject to a \$50 (fifty dollar and 00/100) bounced check charge.

AGENCY COMMISSION

Fifteen percent (15%) of the gross billing

allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY

Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

Advertiser and/or its agency agrees to pay the Publisher's reasonable attorney fees and suit costs, to the extent permitted by law, including attorney fees for appeal in the event that the publisher prevails in judgment to collect unpaid balances due.

INDEMNIFICATION

Advertiser will defend, indemnify, and hold Publisher harmless from all loss and liability (including attorneys' fees) on account of any and all claims resulting from any act, omission, or breach of this Agreement, or a warranty or representation herein, by Advertiser (including Advertiser's agents, employees, or subcontractors), or any breach by the Advertiser of any law, statute, or regulation.

CONDITIONS; ENTIRE AGREEMENT; AMENDMENTS

Conditions that conflict with this Agreement are not binding on the Publisher unless agreed to in writing by an authorized representative of the Publisher. This Agreement is the entire agreement regarding its subject matter and supersedes all prior and contemporaneous agreements, representations, proposals, discussions, and communications, whether oral or in writing. This Agreement may be modified only in a mutually agreed upon and executed writing.

GENERAL

This Agreement is governed by the laws of the Commonwealth of Massachusetts, and the parties agree that, in any action filed in relation to this Agreement, or the breach thereof, they shall submit to the personal jurisdiction of the relevant state courts sitting in Northampton, Massachusetts, or the federal court sitting in Springfield, Massachusetts. If either party cannot perform its obligations for reasons beyond its reasonable control, then the non-performing party will take reasonable steps to resume performance as soon as possible, and shall not be considered in breach during the period of non-performance. OTHER THAN FOR A BREACH OF A REPRESENTATION, WARRANTY,

OR INDEMNIFICATION, NEITHER PARTY IS LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, OR SPECIAL DAMAGES ARISING OUT OF ANY DEFAULT UNDER THIS AGREEMENT, WHETHER IN CONTRACT OR IN TORT, OR FOR ANY DAMAGES EXCEEDING FEES DUE UNDER THIS AGREEMENT.

PAYMENT

All advertisers are required to prepay insertions by the art prepay deadline unless credit has been established. Visa, MasterCard, Discover and American Express accepted. Make all checks payable to: Different Leaf, LLC, 26 Center Street #6, Northampton, MA 01060

CREDIT

Credit is extended to agencies and advertisers who meet credit requirements. Credit terms are net 30 days from date of invoice.