

Green Market Report

Green Market Report

2024 Media Kit & Brand Solutions

DRIVE

**Conversions and gain
access to an engaged,
affluent target audience.**

92%

OF OUR AUDIENCE IS LOCATED IN THE UNITED STATES

91%

OF USERS ENGAGE WITH GMR MULTIPLE TIMES PER WEEK

30%

OF READERS ENGAGE WITH GREEN MARKET REPORT DAILY

**GREEN MARKET REPORT'S READERS ARE KEY
DECISION MAKERS**

C-SUITE EXECUTIVES

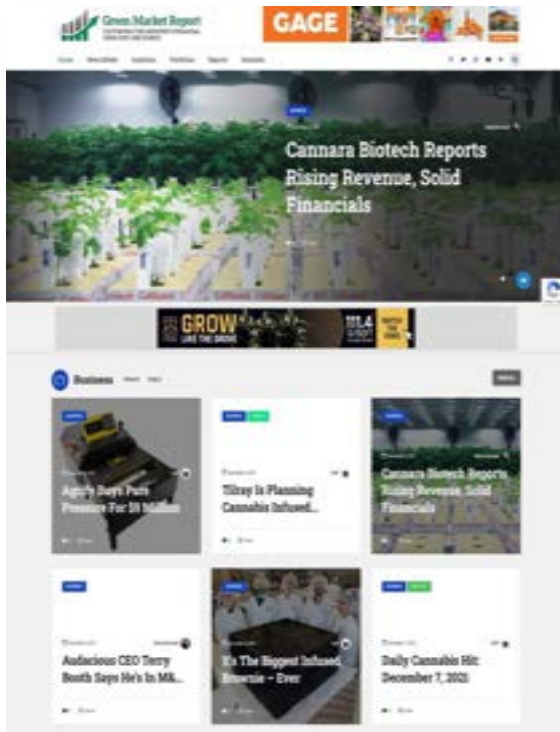
40%

SENIOR LEVEL

35%

OPTIMIZE

your message by aligning with content experiences across multiple channels.



JOURNALISM

Relevant. Insightful.
Differentiating. Essential.



EVENTS & RECOGNITIONS

Make connections with industry
leaders and elevate your brand.



CUSTOM ADVERTISING

Opportunities to be a thought leader, grow
your brand, and generate leads.

CULTIVATING THE INDUSTRY'S FINANCIAL NEWS INTO ONE SOURCE

GREEN MARKET REPORT - UNIQUE VISITORS:

55,000+

SITE PAGEVIEWS PER MONTH:

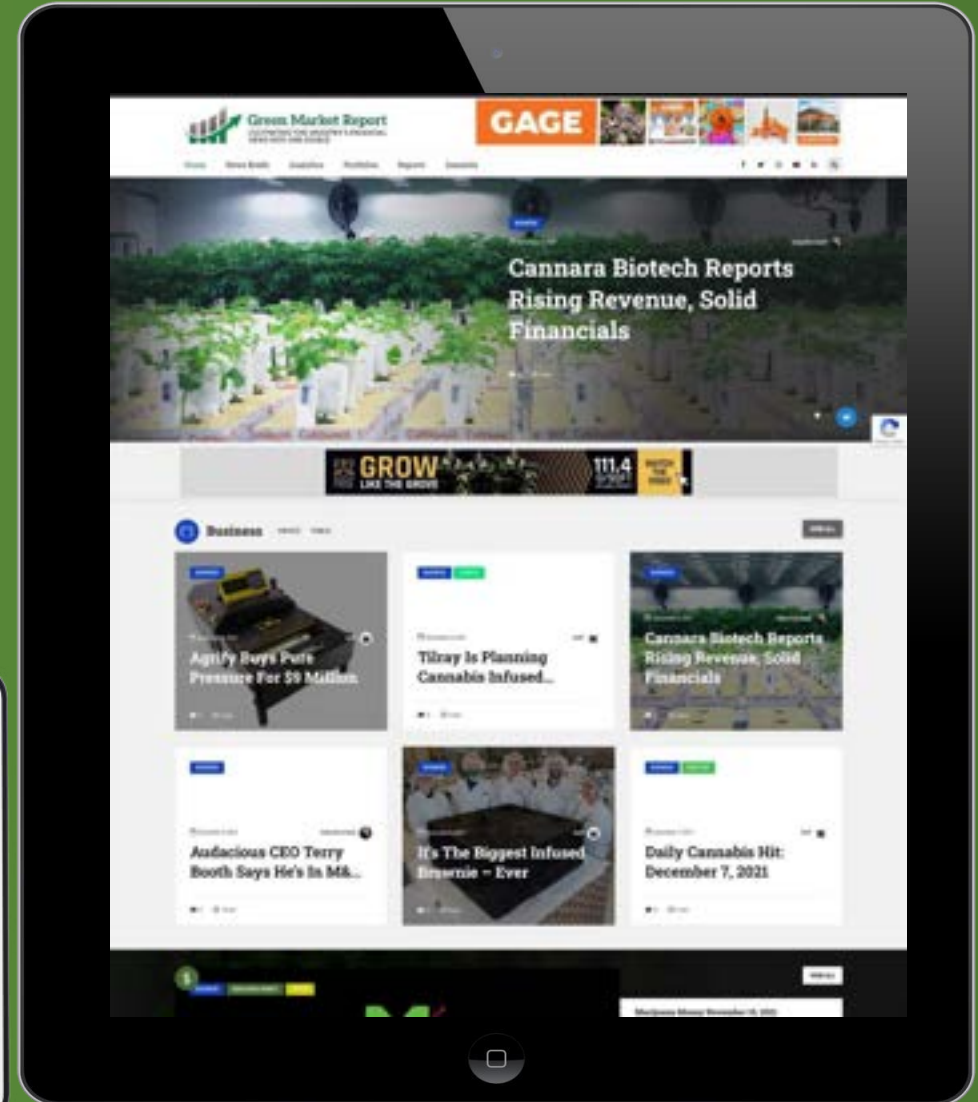
100,000+

AVERAGE MONTHLY AD IMPRESSIONS:

500,000

AVERAGE EMAIL OPEN RATE:

37%



CONTENT STUDIO

Strategic storytelling experiences produced by award-winning journalists that connect you with your target audience.

SPONSORED CONTENT

Your story, your way

NATIVE ADVERTISING

High-profile print, digital options

QUICK TAKE VIDEO

Turnkey thought leadership opportunity

CUSTOM EVENTS

In-person or virtual



EVENTS

The cannabis industry's top thought leaders, influencers, and rising stars join Green Market Report for stimulating discussions and networking.

MARCH **Green Market Report Finance Summit – MA**
In partnership with NECANN (3/22)

MAY **Women in Cannabis Summit – NY**
Jay Center NYC 5/16

SEPTEMBER **Green Market Report Finance Summit – MD**

OCTOBER **Women in Cannabis Summit – CO**

ABOUT US

Green Market Report

The Green Market Report focuses on the financial news of the rapidly growing cannabis industry. Our target approach filters out the daily noise and does a deep dive into the financial, business and economic side of the cannabis industry. Our team is cultivating the industry's critical news into one source and providing open-source insights and data analysis. In addition to award winning news, GMR has established itself as a leader in targeted cannabis conferences that are known for the high level of content and networking opportunities.



Debra Borchardt

Co-founder and Executive Editor



John Schroyer

Senior Reporter



Jenel Stelton-Holtmeier

Managing Editor



Adam Jackson

Breaking News Reporter



RATES: NEWSLETTER OPPORTUNITIES

Get your message into the hardest to reach inboxes: 67% of GMR’s audience engages via newsletters

NEWSLETTER	ABOUT THIS PRODUCT	DELIVERY	SUBSCRIBERS	RATE PER AD UNIT PER WEEK	FREQUENCY
The Morning Rise	Time to wake and partake of the cannabis news you need to start the day.	Mon-Fri	15.4K	\$2,000	Daily
The Daily Hit	End your day with a roundup of the top cannabis headlines – big & small	Mon-Thurs	7.7K	\$1,600	Daily
The Weekly Stash	The week’s top financial stories for the cannabis industry.	Friday	7.8K	\$1,000	Weekly
Psychedelia	Read what’s happening each week in the business world of psychedelic treatments.	Monday	7.6K	\$500	Weekly
GMR News Alert	Timely updates on important business news in the cannabis industry.	Several times per week	9K	\$800	Several times per week
Sponsored Email	Reach GMR’s engaged audience – which includes Investors, cultivators, manufacturers, retailers and vendors in the cannabis sector– through a targeted email blast where you dictate the narrative, look, and feel.	Custom	9K	\$1500	1 per Week

RATES: DIGITAL OPPORTUNITIES

AD UNIT	RATE (CPM UNLESS NOTED)	SPECIFICATIONS
Run of Site	\$40	300x250, 300x600, 300x50, 728x90
Article Interstitial	\$50	640x480, 300x100
Homepage Native	\$1,000 per Week	300x250, 300x600, 300x50, 970x90, 970x250, 640x480, 300x100
Quick Take Video	\$4,000	Custom Content – Logo Required (Specs by Request)
Webinar	\$8,000	Custom Content – Logo Required (Specs by Request)

RATES: EVENT SPONSORSHIP

	LANYARDS	ATTENDEE BAGS	NOTEBOOK & PEN	SOCIAL EQUITY	LUNCH	NETWORKING COCKTAILS	TABLETOP	BAG INSERT
Co-branded lanyards & logo on reg email	X							
Co-branded Attendee bags with insert included		X						
Co-branded notebook & pen set			X					
10 Tickets for social equity applicants				X				
Signage at lunch tables, leave behind at seats					X			
Signage at cocktails & branded napkins						X		
Thank you from the stage	X	X	X	X	X	X		
\$1500 advertising credit, based on inventory	X	X	X	X	X	X		
Logo on presentation slides	X	X	X	X	X	X		
Logo on thank you email to attendees	X	X	X	X	X	X		
Logo on event website	X	X	X	X	X	X		
4 Tickets	X	X	X	X	X	X		
2 Tickets							X	
Price	\$5000	\$5000	\$4000	\$4000	\$4000	\$4000	\$2000	\$800

For Advertising Opportunities – Please Contact:

Mary Pemberton - Sales Director

Mary.Pemberton@greenmarketreport.com

303-898-4043

