

The background is a solid teal color. It is decorated with white line-art illustrations of cannabis leaves. There are several large, stylized leaves on the left side, and smaller, more detailed leaf branches on the top right, middle right, and bottom right.

THE CANNAVIST

YOUR ESSENTIAL GUIDE TO CBD

Media Pack

ABOUT THE PUBLISHER

Vapouround is the global leader in publishing in the e-cigarette industry, with unrivalled access to the world's vape market and a presence at every major vape exhibition, through an extensive list of media partnerships.

Four years in, the company has several awards to its name, including the Ecigclick Award for Best Vape Mag 2017 & 2018. The flagship publication in the UK and Ireland was also awarded Best Vape Magazine 2018 by Acquisition International.

In 2018, a CBD lifestyle publication was created as the rise of CBD within the vape industry became apparent. Issue one was launched in January 2019 under the name Vapouround CBD.

In keeping with the rapid expanse

of the CBD industry, the magazine also quickly grew to incorporate the variety of CBD brands, research and innovation within the UK.

In a short space of time, the magazine has evolved into a source for all things CBD, covering everything from the people who sow the first seed right through to the finished products such as raw extract, oil drops, edibles, sports supplements, skincare and cosmetics and vape products. By issue three, a new name and brand emerged - The Cannavist. This lifestyle magazine balances hard-hitting first-hand accounts of how CBD and medicinal cannabis have affected those closest to us, documenting valid issues within the legal cannabis community and industry.



THE MAGAZINE

The CANNAVIST is the UK & Ireland's leading CBD and medical cannabis publication, uniquely placed as the only legal cannabis magazine with reach on both sides of The Atlantic via a new edition, The CANNAVIST USA.

With each issue, our unrivalled readership puts our bimonthly magazines into the hands of business leaders and CBD shoppers across the UK & Ireland and USA.

UK & Ireland: As the first ever CBD-based publication to be available in to the public, The CANNAVIST is your essential guide to CBD. Featuring high profile advocates, CBD experts, product recommendations and the latest trends. We also make a B2B cover edition for the businesses at the heart of this growing industry.

USA: Joining an already established hemp and CBD industry, The CANNAVIST is America's only professional guide to CBD. At a time when more and more experienced hemp and CBD brands are making the move from the US to the UK, The CANNAVIST has emerged as the first port of call for taking the British market by storm.



UK & IRELAND B2B DISTRIBUTION

- Every CBD shop in the UK
- Every major vape shop in the UK
- Physician clinics
- Yoga and meditation studios
- Every CBD expo and conference in the world
- Decision makers (head of buying, director level) at every major CBD company in the UK & Ireland.

UK & IRELAND B2C HIGH STREET

3,000 copies sold per issue in high street stores!

WHSmith

Martin's

McColl's

eason

and many more Independent retailers.



JUST SOME OF THE REASONS WHY YOU SHOULD ADVERTISE WITH THE CANNAVIST

1. When it comes to advertising your CBD brand, there aren't as many options available as you might think.

Facebook, Instagram and Google do not permit sponsored posts or online ads for any cannabis derived product, including hemp-based CBD. In order to reach the consumer, The CANNNAVIST is your go-to option on both sides of The Atlantic, with both trade and consumer distribution networks in the US, UK and Ireland.

2. We're making history!

In January 2019, our magazine made history in becoming the first ever cannabis-based print publication available in the UK. Fast forward to 2020 and you can now grab the latest issue in your local corner shop or WH Smith high street retailer. No other CBD publication in our markets can provide the same coverage for your brand.

3. The Market

8.4 million adults in Britain say they have already bought or intend to buy CBD in 2020. Our magazine is the only accessible independent platform providing product reviews and the advice these consumers need.

4. Knowledge is king

Through various media and education partnerships with worldwide events and organisations like the renowned Centre for Medicinal Cannabis, our publication presents insights from the leading minds on CBD and medical cannabis.



ADVERTISING



Standard single page	£1,495 + vat	\$1,900
Standard double page spread	£2,495 + vat	\$3,100
Front cover	£4,000 + vat	\$5,000
Front cover logo* (one of five)	£1,000 + vat	\$1,250
Front cover lead* (one of two)	£1,000 + vat	\$1,250
Inside front cover	£2,500 + vat	\$3,250
Page 3	£2,500 + vat	\$3,250
First double page spread	£2,500 + vat	\$3,250
Next to the Editor's Letter	£2,500 + vat	\$3,250
Centre DPS and belly band	£7,995 + vat	\$9,950

MULTIPLE ISSUE BOOKINGS

Many of our clients choose to book runs with the magazine to maximize coverage. Discounts apply to these bookings.

Please contact us for details.

Last text page	£2,500 + vat	\$3,250
Inside back cover	£2,500 + vat	\$3,250
Back cover	£3,000 + vat	\$3,750
Four page pull-out	£4,995 + vat	\$6,250
Six page pull-out	£6,995 + vat	\$8,750

B2C sample giveaway	£4,000 + vat	\$5,000
Sponsored website posts (x4)	£2,000 + vat	\$2,500
Front cover competition	£2,500 + vat	\$3,250

*these options are available on the B2B and US editions only.

BESPOKE PACKAGES AVAILABLE

Please enquire for details. Email hello@cannavistmag.com

Call our sales team on **+44 (0) 1332 650239**

For Ts&Cs please visit cannavistmag.com

THE CANNAVIST B2B EDITION IS DISTRIBUTED TO

- 10,000 independent health and wellbeing businesses within the UK
- Across Europe and the USA digitally
- Every major trade show and event around the world
- Every vape shop in the UK & Ireland
- Direct to consumers via subscription
- Purchasers, specifiers, heads of departments and buyers at the following businesses and retail outlet:

GYM CHAINS

Fitness First | LA Fitness
David Lloyd | Virgin Active
Living Well | Pure Gym
Anytime Fitness | JD Gym
Énergie Fitness

RETAIL

Asda | Tesco | Sainsbury's
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Aldi | Lidl | M&S | Iceland | Spar
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HOTELS & SPAS

Corus | Crowne Plaza
Radisson | Jurys Inn
Bannatyne's | Champneys
Iconic Luxury Hotels
Pure Spa

PHARMACIES

Well Pharmacy | Lloyd's
Pharmacy | Boots
Superdrug
Holland & Barrett

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is available from

WHSmith

MMRG retailers

Martin's

McColl's

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and many more...



£4.99