

# TOPICAL MAGAZINE

Cannabis, Hemp, CBD Infused Topicals and Cosmetics

**MEDIA KIT**



The news digest for the cannabis, hemp, and  
CBD infused topicals and cosmetics industry.

# TOPICAL

MAGAZINE

Cannabis, Hemp, CBD Infused Topicals and Cosmetics

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Align your  
brand with a  
**media partner**  
who understands  
the business of  
doing business.

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Topicals + Cosmetics + Medical Research



The science is green, and so is your magazine:  
Printed six times per year with soy-based ink on recycled paper.

# Introduction / About



**The rising legality of cannabis and hemp in a kinetic marketplace has given birth to a distinct industry: infused topical agents and cosmetics. Cannabis science - dermatology, physiology, and clinical research - will be the torchbearer for these emerging commodities.**

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**Topical Magazine** delivers this science and reflects the evolution intrinsic in the industry. Specialized markets that cater to mass demographics are surfacing. The most explosive nascent sector can be found in topical creams and cosmetics.

**Topical Magazine** is a brand-new publication focusing exclusively on the sale, production, and research of cannabinoid-infused topical agents and cosmetics. It is a MACE Media Group subsidiary and sister publication to the hugely successful *CBD Health and Wellness*, *Terpenes and Testing*, and *Extraction Magazine*.

Drawing on experts from around the world, *Topical* aspires to connect readers with qualified and accurate sources of information. We will find the hard facts surrounding this developing sphere, detail the current state of the market and research, and help nurture the industry's rise over the years to come.

The release of our publication coincided with the national legalization of industrial hemp and hemp-derived products. Following an outpouring of interest regarding what may become the most common consumer application of legalized hemp, we knew it was time to expand our involvement in the topical and cosmetic industry.





*Topical Magazine is the cannabis industry's leading news and research source specifically for infused topical agents and cosmetics.*

**Topical Magazine** is the world's only publication exclusive to topical agents and cosmetics infused with cannabis, hemp, and CBD. We are at the front line when it comes to industry news, research, methods, and equipment. Topical endeavors to bring together entrepreneurs and business leaders from this burgeoning community to learn from and educate others about the art and science of instilling these beneficial compounds into topical and cosmetic solutions.

Combining the phytocannabinoids from cannabis or hemp with ointments, salves, and beauty products represents boundless potential for economic and therapeutic success. Professionals already immersed in this erupting market will appreciate the keen detail and deep research in our articles. Business minds and entrepreneurs who read our stories and reviews will find themselves equipped with the tools to comprehend the complex industry from a broad scope. And curious laypersons will delight in our informative and entertaining approach toward journalism. Don't miss out on the opportunity to network, learn, and explore with us the fascinating world of cannabinoid-infused topical creams and cosmetics.

**Welcome to your world - let's expand it together.**

# Readership



**30%**  
COSMETICS

**20%**  
SALVES

**20%**  
RESEARCH

**18%**  
SPORTS

**12%**  
OTHER

## **The science of information is our business**

The explosive evolution of both cannabis and hemp/CBD in topical and cosmetic products means that everyone in these industries has one thing in common, above all: they are too busy to chase needed information.

**Topical Magazine** provides this pressing information in one publication to help industry professionals grow and flourish.



# Markets



**COSMETICS**








**SALVES**



**RESEARCH**

*Topical Magazine* is a MACE integrated media publication that collates critical data pertinent to the science of topical and cosmetic cannabis/hemp. Our objective is to convert big data, medical research, and industry news into accessible stories that help professionals understand, grow, and manage their business.

# Ad Specs / Rates / Calendar

	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	1x \$3,668	3x (Save 10%) \$3,301	6x (Save 20%) \$2,934
	<b>Full Page</b>  Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)	Bleed: 8.625 x 11.125 Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	\$1,834	\$1,650	\$1,467
	<b>1/2 Page</b>	No Bleed: 7.365 x 4.865 With Bleed: 8.625 x 5.375	\$1,144	\$1,030	\$915
	<b>1/3 Page Strip</b>	Bleed Only: 2.875 x 11.125	\$972	\$875	\$778
	<b>1/4 Page</b>	4 x 5	\$799	\$719	\$639

**FINAL TRIM SIZE: 8.375 x 10.875 Please submit artwork AS PDF, PSD, OR TIFF (300dpi / CMYK)**

## Advertising Deadlines

Issue	Ad Space Reservation	Art Deadline
February/March	1/17/19	1/21/19
April/May	3/15/19	3/19/19
June/July	5/17/19	5/21/19
August/September	7/17/19	7/19/19
October/November	9/16/19	9/18/19
December/January	11/28/19	11/20/19

# For our Premier Advertising Partners

**To show our loyalty to our long term Partners, we are offering a print feature when a six month insertion commitment is signed. This feature will be ran sometime during that insertion term and will also be featured online.**

**For Partners that commit to a 3 month insertion, we will do an online feature article on our very popular blog which will be rich with backlinks to your site to promote SEO for your product/service.**



# FREE Social Media Cross Promotion Add-On

**ALL Advertisers will receive FREE social media cross promotion with the following ad sizes:**

## **1/4 ad**

ONE cross promo per month for the two months of the issue.

## **1/3 ad**

ONE cross promo per month for the two months of the issue.

## **1/2 ad**

TWO cross promos per month for the two months of the issue.

## **Full Page ad**

THREE cross promos per month for the two months of the issue.

## **Double Page Spread**

FOUR cross promos per month for the two months of the issue.

These will run on Instagram, Facebook and Twitter, with exposure to over 10,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 in size and sent to us 3 days prior to the desired run date.

You can also purchase Social Media Cross Promotion as a standalone or part of a digital-only package for \$7 per thousand followers reached.

# Print Specs

**2 - Page Spread**  
(Non-Bleed)



**Ad size:** 16.25" x 10.375"

**Full Page with Border**  
(Non-Bleed)



**Ad size:** 7.875" x 10.375"

**1/2 Page with Border**  
(Non-Bleed)



**Ad size:** 7.875" x 4.75"

**1/4 Page**



**Ad size:** 3.75" x 4.75"

**2 - Page Spread with Bleed**



**Ad size:** 17" x 11.25"  
**Safe [Live] Area:** 16.25" x 10.375"

**Full Page with Bleed**



**Ad size:** 8.625" x 11.125"  
**Safe [Live] Area:** 7.875" x 10.375"

**1/2 Page with Bleed**



**Ad size:** 8.625" x 5.625"  
**Safe [Live] Area:** 7.875" x 4.875"

**All text MUST be converted to outlines/flattened/rasterized prior to submission.**

**All sales-related questions should be submitted to [info@topicalmagazine.net](mailto:info@topicalmagazine.net) or call 1 (805) 530-2424**

**All technical questions should be submitted to: [info@topicalmagazine.net](mailto:info@topicalmagazine.net)**

**Margin Trime Size: 8.375" x 10.875"**

**Note: Text placed outside the Safe [Live] Area of any Bleed ad may be cut off. Please keep text inside the Safe Area.**

To ensure that your ad looks it's absolute best, all ads submitted for use in one of our print publications (e.g., Topical Magazine, etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications.

PDF/X-1a is a widely accepted standard for files that are used in books, magazines, & other high-resolution print media. Commonly used professional design tools (e.g., Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark Express, etc.) include a PDF Export Preset that supports PDF/X-1a; please ask your graphic designer to use this format when saving your final ad files.

We will pre-flight all ads using Adobe Acrobat Professional to ensure that they meet PDF/X-1a standards and you will be asked to resubmit your ad if it is not the correct format . If you ask us to run an ad that is not PDF/X-1a complaint, we will not be responsible for the quality of the printed ad.

**All ads should be submitted in CMYK format, 300dpi or higher.**

# Web Banner Specs

80 x 80  
**FREE**  
(with print ad)

300 x 250

728 x 90

All text **MUST** be converted to outlines/flattened/rasterized prior to submission.

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## Prices:

728x90 - \$99 / month

300x250 - \$89 / month

80x80 - \$50 / month or **FREE** with print ad

## E-Blast

**\$150 / 1000**

dedicated e-blast

- E-Blast format: HTML to include all verbiage, content and image links. Cost to have Topical Magazine create the blast: \$250
- E-Blast needed 1 week prior to placement; E-blast components and info needed 2 weeks prior if TOPICAL to create the E-blast

# Contact



## Advertising? Editorial? Distribution?

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*News to share with the world of  
Topical Magazine*

We love your questions!

**1 (805) 530-2424**

**Please call us for rates and special issues.**

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[topicalmagazine.net](http://topicalmagazine.net)

[info@topicalmagazine.net](mailto:info@topicalmagazine.net)



# TOPICAL

MAGAZINE

Cannabis, Hemp, CBD Infused Topicals and Cosmetics

Topical Magazine delivers only the most current and medically accurate information on topical agents and cosmetics infused with cannabis, hemp, and CBD.

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*It all starts here.*