

A woman is shown in profile, exhaling a thick plume of white smoke. The background is filled with vibrant green cannabis leaves. The overall mood is artistic and edgy.

HIGH! CANADA MAGAZINE

MEDIA KIT
SPRING EDITION
APRIL - MAY - JUNE
2023

HIGH! CANADA MAGAZINE

SPONSORSHIP, MARKETING AND PRINT AD PACKAGES 2023

EACH 3 MONTH FULL PAGE AD SPRING SPECIAL COMES WITH

- 6 FULL PAGE ADS PUBLISHED OVER 6 ISSUES
 - WEEKLY SOCIAL MEDIA SHOUTOUTS AND SUPPORT ACROSS OUR PLATFORMS
 - SHOUTOUTS TO OUR SUBSCRIBER LIST
- TWO PAGES OF CONTENT IN AN ISSUE OF YOUR CHOOSING

\$250 per Ad per Insertion
 (\$250 x 6 = \$1500 (plus Tax) For 3 Months)

EACH 6 MONTH FULL PAGE AD SPRING SPECIAL COMES WITH

- 12 FULL PAGE ADS PUBLISHED OVER 12 ISSUES
 - WEEKLY SOCIAL MEDIA SHOUTOUTS AND SUPPORT ACROSS OUR PLATFORMS
 - INCLUSION IN EMAIL NEWSLETTERS
 - SHOUTOUTS TO OUR SUBSCRIBER LIST
- FOUR PAGES OF CONTENT IN AN ISSUE OF YOUR CHOOSING

\$200 per Ad per Insertion
 (\$200 x 12 = \$2400 (plus Tax) For 6 Months)

REGULAR INSERTION RATES		SINGLE MONTH INSERTION	3 MONTH INSERTION	6 MONTH INSERTION
BACK COVER	(PREMIUM)	n/a	S O L D U N T I L L A T E S U M M E R	
INSIDE BACK COVER	(PREMIUM)	\$550	\$525	\$500
INSIDE FRONT COVER	(PREMIUM)	\$550	\$525	\$500
SINGLE FULL PAGE		\$420	S E E S P E C I A L S A B O V E	
HALF PAGE VERTICAL		\$300	\$250	\$200
HALF PAGE HORIZONTAL		\$300	\$250	\$200

HERE IS ANOTHER OPTION - SPONSORSHIP!

EACH THREE MONTH SPONSORSHIP PACKAGE COMES WITH

- 2 PAGES OF MONTHLY CONTENT PUBLISHED OVER 6 ISSUES
 - WEEKLY SOCIAL MEDIA SHOUTOUTS AND SUPPORT ACROSS OUR PLATFORMS,
 - INCLUSION IN EMAIL NEWSLETTERS
 - SHOUTOUTS TO OUR SUBSCRIBER LIST
 - INCLUSION AND MENTIONS ON ALL PODCASTS
- LOGO & PRODUCT PLACEMENT REPRESENTED IN ALL MEDIA

For more information
 Email Cy Williams at editor@highcanada.net
 or Whatsapp at 1-647-622-4472

THREE MONTH SPONSORSHIP PACKAGE

\$1000

CONTENT ONLY

\$250 per page

WEB AD WITH

\$420 per web ad per month (Based on availability)

SOCIAL MEDIA SUPPORT - INSTAGRAM, TWITTER, FACEBOOK

On Request

BOOTH EVENT PARTNERSHIP AT LIFT OR GROWUP

From \$500 to \$2500 (inquire for details)

COVER POSITION PLUS 6 PAGE FEATURE

\$2000

GUEST BLOG ENTRY

\$420 per guest blog entry (2000 words, 4 Images Max)

NEWSLETTER SHOUTOUTS TO OUR MAILING LIST(S)

\$420 per mention (250 words, 1 Image Max)

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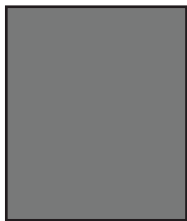
PRINT ADVERTISING SPECIFICATIONS



ADVOCACY

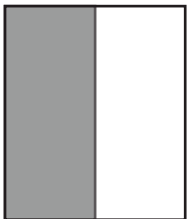


INDUSTRY



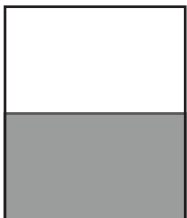
SINGLE FULL PAGE

Bleed size: 6.6875" wide by 10.50" high
 Trim size: 6.625" wide by 10.25" high
 Type area: 6" wide by 10" high



HALF PAGE (VERTICAL)

Bleed size: 3.5" wide by 10.5" high
 Trim size: 3.3125" wide by 10.25" high
 Type area: 3" wide by 10" high



HALF PAGE HORIZONTAL

Bleed size: 3.5" high by 10.5" wide
 Trim size: 3.3125" high by 10.25" wide
 Type area: 3" high by 10" wide

No application such as QuarkXPress or MS Word documents will be accepted. All digital files must conform to SWOP specifications.

- Image size after trim is 6.625 inches wide by 10.25 inches high
- Right-reading, portrait mode, 100% size, no rotations.
- Standard trim, bleed and center marks in all separations must be located 1/2" outside trim size.

3) Proofing. HIGH! CANADA Magazine is 100% Virtual Proofing at our printing plant.

If you own a Virtual Proofing System:

Virtual proofing, also known as monitor based softproof, is a process that does not require the use of hard proofs. If you opt to use a hard proofing system, please calibrate your hard proofing device to TR005. The use of hard proofs is for internal approvals only. We no longer require hard proofs.

Type Reproduction

Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems. Surprinting: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

We strive to ensure our magazine makes it into the hands of people who will benefit most from the information as well as the product and service information contained within.