

The background of the top half of the image is a dense field of green cannabis leaves, illuminated with a blue light that gives them a cyan hue. The leaves are serrated and have a prominent vein structure.

# EVERCANNABIS<sup>®</sup>

*Complete Industry News*

#1

Cannabis  
Consumer  
Publication

## 2022 MEDIA KIT





**EVERCANNABIS is an informative guide to the legal cannabis industry throughout Washington and beyond. Published monthly by The Spokesman-Review in Spokane, Wash., we provide all the cannabis news you need with an emphasis on the areas of business, education, health, policy, culture and more.**

**With a reach of adults throughout Central and Eastern Washington, EVERCANNABIS presents insightful and objective news and commentary that engages medical and recreational consumers, business professionals, and anyone eager to learn more of the growing potential of this dynamic and lucrative new industry.**

**Our award-winning magazine includes many of the top journalists in Washington State along with nationally known cannabis authorities.**

# DISTRIBUTION

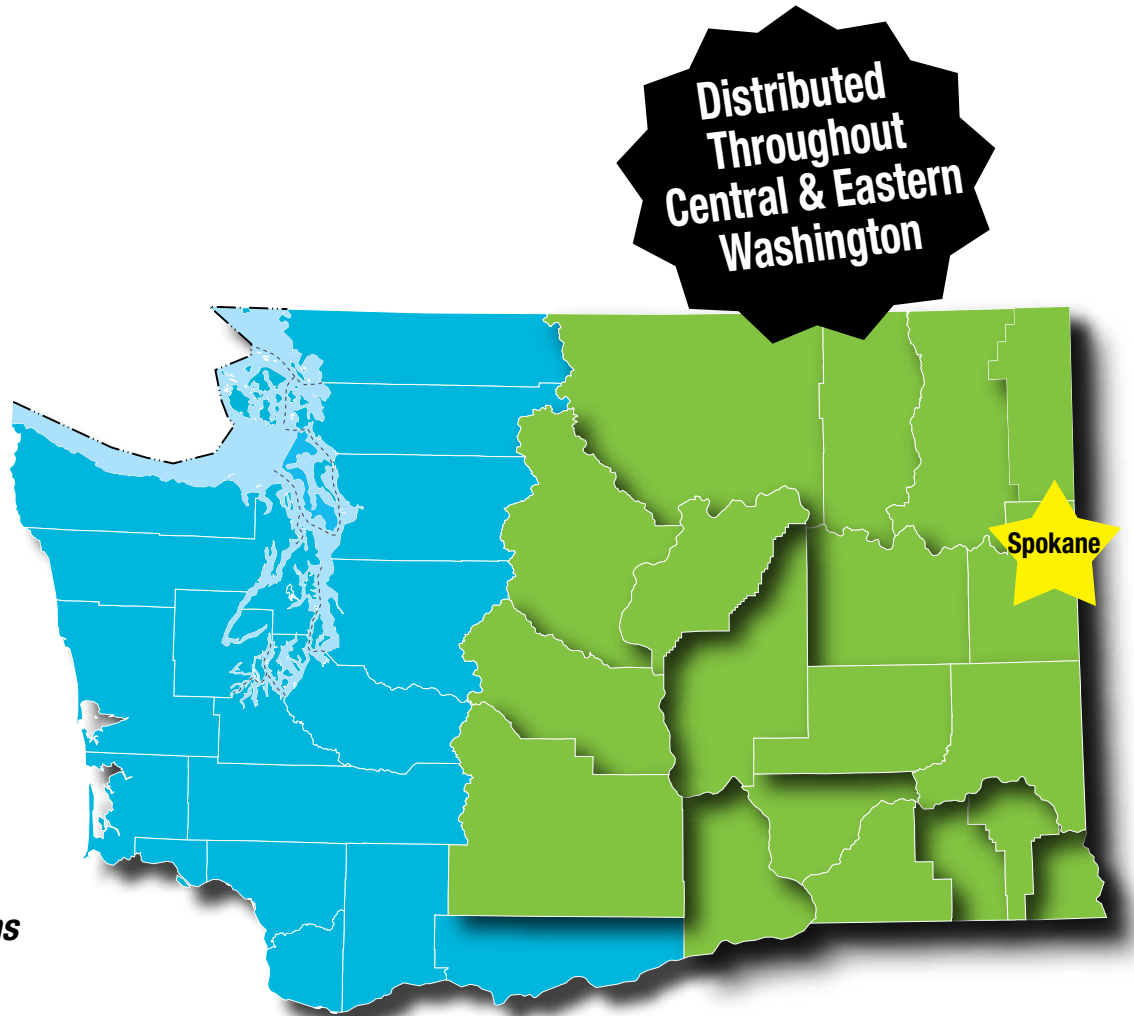
**EVERCANNABIS** has the largest distribution of cannabis publications targeting consumers in Central and Eastern Washington, reaching over 60,000 adults.

**EVERCANNABIS** delivers the region's best audience: informed, employed and with disposable income.

Whether they are recreational consumers looking for new products or interested in using cannabis medically for the first time, readers will find information in our publication that's interesting, accurate and useful.

**How can readers get EVERCANNABIS?**

- *Full-run monthly in The Spokesman-Review (Washington only)*
- *FREE at Spokane-area "7" demand distribution locations*
- *FREE online at [evercannabis.com](http://evercannabis.com)*



**CONTACT: [EVERCANNABIS@SPOKESMAN.COM](mailto:EVERCANNABIS@SPOKESMAN.COM) OR 509-459-5095**





# REASONS TO ADVERTISE

**Establishes contact.** Advertising is an effective method of introducing people to products and services. Before exposure to advertising, only one in five buyers is aware of a company and/or its products. As awareness increases, buyers are more likely to consider making a purchase.

**Educates and develops prospects.** Consumers prefer to learn more about businesses and products through advertising. It helps educate, and it helps customers identify the benefits and features of your services.

**Helps close the sale.** Advertising builds traffic, moves merchandise, provides incentives to act now, and makes it easy for customers to connect with you when contact information is included.

**Builds brand preference.** Advertising improves a brand's reputation and preference level among consumers; purchasing a familiar brand helps guarantee satisfaction, while buying an unfamiliar brand's product is a risk. Retaining customers costs less than finding a new ones.

**Repetition leads to recognition and creates loyalty.** The more often you advertise, the more frequently consumers will think about you and consider your business in purchasing decisions. Advertising helps you let customers know what's new and special about your services. Advertising also reinforces with buyers that they made a good decision, increasing the odds they will be happy with their purchase and buy from you again.

**It just works!** Thousands of manufacturers, retailers and service businesses advertise every day because advertising works! Consumers are always more aware of marketed businesses and products.



**90%**  
**OF CONSUMERS  
ARE INFLUENCED BY  
ADVERTISEMENTS TO  
MAKE A PURCHASE.**

*Source: Clutch*



**82%**  
**OF CONSUMERS TRUST  
 PRINT ADS MORE WHEN  
 THEY WANT TO MAKE A  
 PURCHASE DECISION.**

*Source: Marketing Sherpa*

# ADVANTAGES OF PRINT ADVERTISING

**Engaged audience.** People make a conscious decision to read print. They read more slowly and deliberately on paper, which leads to better understanding and increased memory recall. They are more focused on your message because they are not doing something else.

**Staying power.** Print media advertising stays where it's put. A printed product may be kept for months or even years . . . along with its ads. No other advertising method provides as much potential longevity. When readers finish a publication, they may give it to someone else. Your ad goes with it for additional exposure.

**Adjacent credibility.** The credibility of a printed publication can be used to the advertiser's advantage with the "halo effect." Readers take the credibility generated by quality content and apply it to the advertisements, making readers more likely to trust an advertiser and purchase its products.

**Non-intrusive.** With print media, your prospects view your ads on their terms and as part of their chosen reading material. Advertisements that are thoughtfully placed alongside content should be an extension of a reader's interests, rather than an interruption.

**Physicality matters.** We remember things better if they engage multiple senses. By placing your brand in people's hands, you can create lasting impressions that engage your audience in meaningful ways.

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# 2022 DEADLINES

***EVERCANNABIS is published the FIRST Friday of each month in a full-color, standard format.***

Publication Dates	Reservation Deadline	Completed Ad Deadline
Friday, Jan. 7	Tuesday, Dec. 28	Friday, Dec. 31
Friday, Feb. 4	Tuesday, Jan. 25	Friday, Jan. 28
Friday, Mar. 4	Tuesday, Feb. 22	Friday, Feb. 25
Friday, April 1	Tuesday, Mar. 22	Friday, Mar. 25
Friday, May 6	Tuesday, Apr. 26	Friday, Apr. 29
Friday, June 3	Tuesday, May 24	Friday, May 27
Friday, July 1	Tuesday, June 21	Friday, June 24
Friday, Aug. 5	Tuesday, July 26	Friday, July 29
Friday, Sept. 2	Tuesday, Aug. 23	Friday, Aug. 26
Friday, Oct. 7	Tuesday, Sept. 27	Friday, Sept. 30
Friday, Nov. 4	Tuesday, Oct. 25	Friday, Oct. 28
Friday, Dec. 2	Tuesday, Nov. 22	Friday, Nov. 25





# AD RATES

Dimensions	1x Pricing	3x Pricing	6x Pricing	12x Pricing
9.875" x 9.5"	\$1,838.00	\$1,562.30	\$1,433.64	\$1,249.84
9.875" x 6"	\$1,238.87	\$1,053.04	\$966.32	\$842.43
4.875" x 9.5"	\$1,028.70	\$874.40	\$802.39	\$699.52
9.875" x 4.75"	\$1,028.70	\$874.40	\$802.39	\$699.52
4.875" x 4.75"	\$579.76	\$492.80	\$452.21	\$394.24
4.875" x 2"	\$284.44	\$241.77	\$221.86	\$193.42

## SUBMITTING FILES:

- ALL ADS MUST BE CMYK
- MINIMUM 200 DPI
- SUBMIT ART AS A FLATTENED PDF



## HYPERLINKED AD IMAGES

ALL PRINT ADS ARE HYPERLINKED IMAGES THAT REDIRECT TO YOUR WEBSITE FROM EVERCANNABIS.COM

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# INCLUDE DIGITAL TO INCREASE RESULTS



Source: Kanto Millward Brown

To reach consumers throughout their busy day, businesses should integrate their print campaigns with digital advertising to maximize results. Combining two of the most effective forms of advertising, print and digital, increases consumer reach and frequency for your advertising program.

## **EVERCANNABIS Native Advertising**

This form of sponsored content marketing helps your brand connect with an engaged audience in an editorial-like environment. It brings your brand to life by providing useful and educational information in the form, feel and function of a news article. Print and Digital options are available.

## **The Spokesman-Review Digital Advertising**

Spokesman.com has the largest local digital reach of any Inland Northwest media website, with almost 5.2 million page views and 1.9 million users monthly. Reach this highly desirable audience with a run of site campaign or target your ads to a specific audience.





80%

OF CONSUMERS RESEARCH  
COMPANIES THROUGH  
BUSINESS REVIEWS ON  
THEIR LISTINGS

89%

OF CONSUMERS EXPECT  
A BUSINESS TO HAVE A  
WEBSITE NO MATTER HOW  
SMALL IT IS

Source: Google

## OTHER DIGITAL MARKETING OPPORTUNITIES

### Google Virtual Tours

A 360-degree panoramic virtual tour of your business online.  
Virtual tours do wonders driving engagement and building your digital audience.

### Listing Management

Your online business information is critical to your company's success.  
We'll help make sure your listing is accurate across the top 40+ local directories.

### Reputation Management

Over 90 percent of consumers read online reviews before visiting a business.  
Respond to comments appropriately, and drive engagement to position yourself as a credible business.

### Email Management

Move the conversation about your business to a more personal environment.  
Let our team manage your customer database and help build monthly promotions or newsletters.

### Text Marketing

Cut through the clutter with mobile offers.  
Put your message directly in the pocket of your customers.

### Website Design & Management

Consumers expect businesses to have an online website no matter how small it is.  
Your website is your No. 1 marketing asset.

*Please give us a call to learn how these marketing options can help your business succeed in today's competitive cannabis marketplace. We can help you determine your starting point or build upon your current digital presence.*

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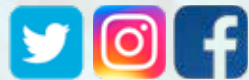
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