



# WEED WORLD

Hello and thank you for considering Weed World™ as part of your advertising strategy.

Weed World™ is a full colour publication, averaging 134 pages; it is a bi-monthly periodical and aimed at a wide audience. It is for over 18's only, due to its sensitive nature.

It is the largest actively purchased cannabis and alternative lifestyle magazine in the UK & USA, offering ideas, advice and inspiration to all growers and medicinal users. A wide range of subjects are covered, written and illustrated in an informative but friendly way with broad appeal across the entire readership.

Each issue brings a variety of experts and contributors writing for the magazine, like Shantibaba from the Mr. Nice Seedbank.

Weed World™ recently re-launched to keep at the forefront of the ever changing cannaseur and hobbyist growing market. It is fresher, clearer and more engaging with new fonts and larger images. By going perfect bound and glossy, Weed World™ is investing in the future of the magazine as a market leader, and takes over where other publications have wound up as a result of global financial problems. Weed World's™ motto is simple – we aim to satisfy the reader's needs, and regularly hold opinion polls and ask for reader input.

\*New Stuff – a selection of some of the best new products on the market.

\*Sonia Q&A section - problem solving advice, and plant specific.

\*Reader Interaction – with the Reader's Gallery; creating a forum for comment and opinion, pictures of prized crops etc.

\*Healing and Self medicating – looking at a wide variety of plants and herbs and their usefulness to life.

\*A smart review section which encompasses dvd releases, music, books and gaming.

\*Competitions and fun pages, currently we are running the "His and Her's Smuggling Vacation" cartoon strip.

\*News from the community – whether you are a medical dispensary in California or a Seedbank in Ipswich, and you have news about a new product or service – then Weed World is so often the first choice.

\*Grow articles, lifestyle articles, news and comment.

**Circulation 140, 000 (APPROX)**

**Men: Women 60:40**

Weed World™ is expanding into North America very rapidly, via the newsstands, via book stores, via 7/11 stores. We are now reaching new markets within The Caribbean and New Zealand, and plan further expansion.

**Contacts:**

Office Manager: [antonia@weedworld.co.uk](mailto:antonia@weedworld.co.uk)

Director of Communications: [ryan@weedworld.co.uk](mailto:ryan@weedworld.co.uk)

Director of Marketing & Strategy: [eric@weedworld.co.uk](mailto:eric@weedworld.co.uk)

*Weed World™ does not wish to incite any person or persons from committing an illegal act, with regards cannabis consumption and growing.*



**THE MAGAZINE FOR MEDICINAL MARIJUANA USERS AND GROWERS**

**TEL: 1 888 WEED MAG (1 888 933 3624)**

**WW MEDIA, 839 9TH STREET, ARCATA, CA, 95521, USA**

**RYAN (DIRECTOR OF COMMS): 1 707 502 7985 / ERIC (DIRECTOR OF MARKETING & STRATEGY)  
ANTONIA@WEEDWORLD.CO.UK / RYAN@WEEDWORLD.CO.UK / ERIC@WEEDWORLD.CO.UK**

**ADVERTISER / COMPANY NAME:**

**STREET ADDRESS:**

**TOWN / CITY:**

**STATE / COUNTY:**

**COUNTRY:**


**ZIP / POST CODE:**

**CONTACT NAME:**

**TEL:**

**EMAIL:**

**FAX:**

	<b>PLEASE TICK BOXES WHERE APPROPRIATE...</b>	
	<b>Advertisement Size</b>	<b>Number of issues</b>
	<input type="checkbox"/> full pg	<input type="checkbox"/> 1 issue, to be included in issue no. ____ (please state issue no.)
	<input type="checkbox"/> 1/2 pg	<input type="checkbox"/> 6 issues, to begin with issue no. ____ (please state initial issue no.)
	<input type="checkbox"/> 1/4 pg	----- <b>Specify any special positioning (special rates apply, call for availability)</b>
<input type="checkbox"/> 1/8 pg	<input type="checkbox"/> inside front cover <input type="checkbox"/> back cover	
<input type="checkbox"/> 1/16 pg	<input type="checkbox"/> centre spread <input type="checkbox"/> inside back cover	
<b>ARTWORK</b> <input type="checkbox"/> ENCLOSED <input type="checkbox"/> TO COME _____ (DATE)		
<b>All first-time advertisers must pay in full for their first reservation. Established advertisers' payments are due and payable within 30 days from invoice date. All advertisers are reminded to take note of advertisement dimensions and all deadline dates.</b>		
<b>For further information, call us on: 1 888 WEED MAG (1 888 933 3624) Alternatively, email us: antonia@weedworld.co.uk / ryan@weedworld.co.uk / eric@weedworld.co.uk</b>		

full A4 pg...	210 x 297 mm
1/2 pg...	195 x 144 mm
1/4 pg...	96 x 144 mm
1/8 pg...	96 x 71 mm
1/16 pg...	47 x 71 mm

**PAYMENT INFORMATION**

PAYMENT ENCLOSED (CHEQUE, ETC.)

CREDIT CARD    TYPE OF CARD \_\_\_\_\_    CARD NO. \_\_\_\_\_  
EXPIRY DATE \_\_\_\_\_    3-DIGIT SECURITY NO. \_\_\_\_\_

**Please sign below to verify that you agree to the terms and conditions for advertising in Weed World magazine. UNSIGNED CONTRACTS WILL NOT BE ACCEPTED.**

Signature \_\_\_\_\_

Date \_\_\_\_\_



**THE MAGAZINE FOR MEDICINAL MARIJUANA USERS AND GROWERS**

**TEL: 1 888 WEED MAG (1 888 933 3624)**  
**WW MEDIA, 839 9TH STREET, ARCATA, CA, 95521, USA**

**RYAN (DIRECTOR OF COMMS): 1 707 502 7985 / ERIC (DIRECTOR OF MARKETING & STRATEGY)**  
**ANTONIA@WEEDWORLD.CO.UK / RYAN@WEEDWORLD.CO.UK / ERIC@WEEDWORLD.CO.UK**

# ADVERTISING RATES & DIMENSIONS 2009/10

- \* WEED WORLD IS THE LARGEST MEDICINAL MARIJUANA MAGAZINE IN THE UK & USA.
- \* THE READERS OF WEED WORLD ARE VERY LOYAL, AND USE THE MAGAZINE AS A SOURCE OF REFERENCE REGARDING NEW PRODUCTS AND GROWING TIPS.
- \* WEED WORLD HAS AN ESTIMATED READERSHIP OF 140,000 PEOPLE.
- \* ADVERTISING WILL CREATE NEW INTEREST IN YOUR SHOP OR PRODUCT, ESPECIALLY IF YOU USE OUR EDITORIAL SECTION AND/OR OUR COMPETITIONS FEATURE.

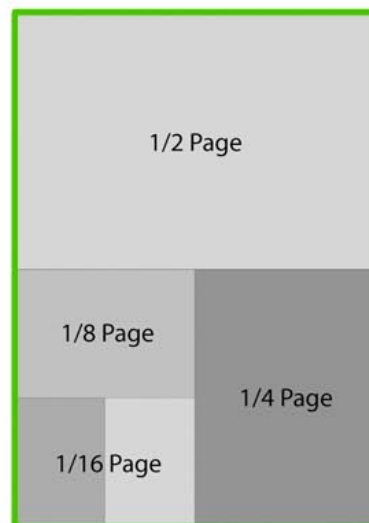
ARTWORK CAN BE EMAILED TO [DESIGN@WEEDWORLD.CO.UK](mailto:DESIGN@WEEDWORLD.CO.UK) OR POST US A DISC. FILES MUST BE **JPEG, TIFF, PDF OR EPS**. ALL ARTWORK MUST BE A MINIMUM OF **300DPI**.

IF YOU NEED TO SUPPLY ARTWORK IN ANY OTHER FORMAT, PLEASE CALL US ON... 1 888 WEED MAG (1 888 933 3624) TO MAKE ALTERNATIVE ARRANGEMENTS. IF YOU REQUIRE ARTWORK GENERATING, WE OFFER A DESIGN SERVICE AT COMPETITIVE RATES.

SHOULD YOU REQUIRE FURTHER INFORMATION, PLEASE DO NOT HESITATE TO CALL OR EMAIL US. PLEASE NOTE THAT ADVERTISING IS BOOKED ON A PRO-FORMA INVOICE BASIS ONLY.

FOR PAYMENT INFORMATION, PLEASE CONTACT US ON: 1 888 WEED MAG (1 888 933 3624) OR EMAIL THE OFFICE MANAGER: [ANTONIA@WEEDWORLD.CO.UK](mailto:ANTONIA@WEEDWORLD.CO.UK).

SIZE	DIMENSIONS*	COST PER ISSUE	6 ISSUE COST
<b>FULL A4 PAGE</b>	<b>210 X 297 MM</b>	<b>\$2,275</b>	<b>\$1,935</b>
<b>1/2 PAGE</b>	<b>195 X 144 MM</b>	<b>\$1,225</b>	<b>\$1,045</b>
<b>1/4 PAGE</b>	<b>96 X 144 MM</b>	<b>\$660</b>	<b>\$560</b>
<b>1/8 PAGE</b>	<b>96 X 71 MM</b>	<b>\$350</b>	<b>\$300</b>
<b>1/16 PAGE</b>	<b>47 X 71 MM</b>	<b>\$210</b>	<b>\$180</b>



\*PLEASE ADD A MINIMUM OF 3MM BLEED FOR FULL A4 PAGE ARTWORK

CONTACT US FOR FURTHER INFORMATION REGARDING ANY OTHER ADVERTISING DIMENSIONS AND/OR OTHER PROMOTIONAL MATERIALS

ISSUE NO...	WW 85	WW 86	WW 87	WW 88	WW 89	WW 90
<b>DEADLINE DATE...</b>	<b>01/01/10</b>	<b>03/01/10</b>	<b>05/01/10</b>	<b>07/01/10</b>	<b>09/01/10</b>	<b>11/01/10</b>
<b>PUBLISHING DATE...</b>	<b>02/01/10</b>	<b>04/01/10</b>	<b>06/01/10</b>	<b>08/01/10</b>	<b>10/01/10</b>	<b>12/01/10</b>



THE MAGAZINE FOR MEDICINAL MARIJUANA USERS AND GROWERS

TEL: 1 888 WEED MAG (1 888 933 3624)  
 WW MEDIA, 839 9TH STREET, ARCATA, CA, 95521, USA

RYAN (DIRECTOR OF COMMS): 1 707 502 7985 / ERIC (DIRECTOR OF MARKETING & STRATEGY)  
[ANTONIA@WEEDWORLD.CO.UK](mailto:ANTONIA@WEEDWORLD.CO.UK) / [RYAN@WEEDWORLD.CO.UK](mailto:RYAN@WEEDWORLD.CO.UK) / [ERIC@WEEDWORLD.CO.UK](mailto:ERIC@WEEDWORLD.CO.UK)