

# MARY

The Mature Voice of Cannabis Culture



MEDIA KIT



# The Mature Voice of Cannabis Culture

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We've seen the fight for marijuana legality battled for decades. With the growing global and U.S. acceptance (where legalization and new laws are changing for the betterment of the plant), we lack a mature and literary voice into cannabis culture. A voice which focuses on educating and enlightening users and non-users alike on the benefits of marijuana.

We have the answer that society needs.

# Print

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## Educate. Change. Cultivate.

Founded in 2014, MARY is the leading lifestyle magazine, published by Fresh Media Inc. that explores ways for readers to educate and enlighten themselves on the culture of cannabis; change and eliminate the stigmas, clichés, and stereotypes associated with this image; and cultivate community and togetherness with family and friends.

### EDUCATE

In the last 40 years since marijuana has become popular in the U.S., the image of cannabis went from a fun-loving social element in the 60's and 70's, to falling on the wrong side of the Drug War in the 80's and 90's, to finally finding its rightful place amongst the people in the 2000's.

The medicinal world has opened its arms to cannabis with countless tales of people who use the plant to deal with their ailments and illnesses. It's clear the cannabis boom is alive and well in America, and companies are launching and getting into the industry, finding their place in this next era prohibition. What both sides lack are a dedicated literary and visual voice to help share their stories and change the way society perceives cannabis sativa.

### CHANGE

Even with the growing acceptance of cannabis, many still have negative thoughts on nationwide legalization whether for medicinal, recreational or both and its effect on users – this is where MARY comes in. We've pulled together a well-experienced editorial and creative team, all of whom support the vision we've set forth. Collectively, we can't wait to get this magazine in society's hands so the fight is one step closer to being won, and the lives of the people and their relationship with cannabis can be documented. Together, we can change and eliminate the stigmas, clichés, and stereotypes that haunt the community.



## **CULTIVATE**

It's no secret that cannabis brings people together and puts them in a happier, peaceful, and less stressful state of mind. There's a whole world waiting to be shown that cannabis users aren't the lazy, unorganized, and irresponsible individuals whom have been stereotyped as such. If you're still reading this, then you are one of the few who truly understands the importance of this platform and the need for great and authentic storytelling and high quality content.

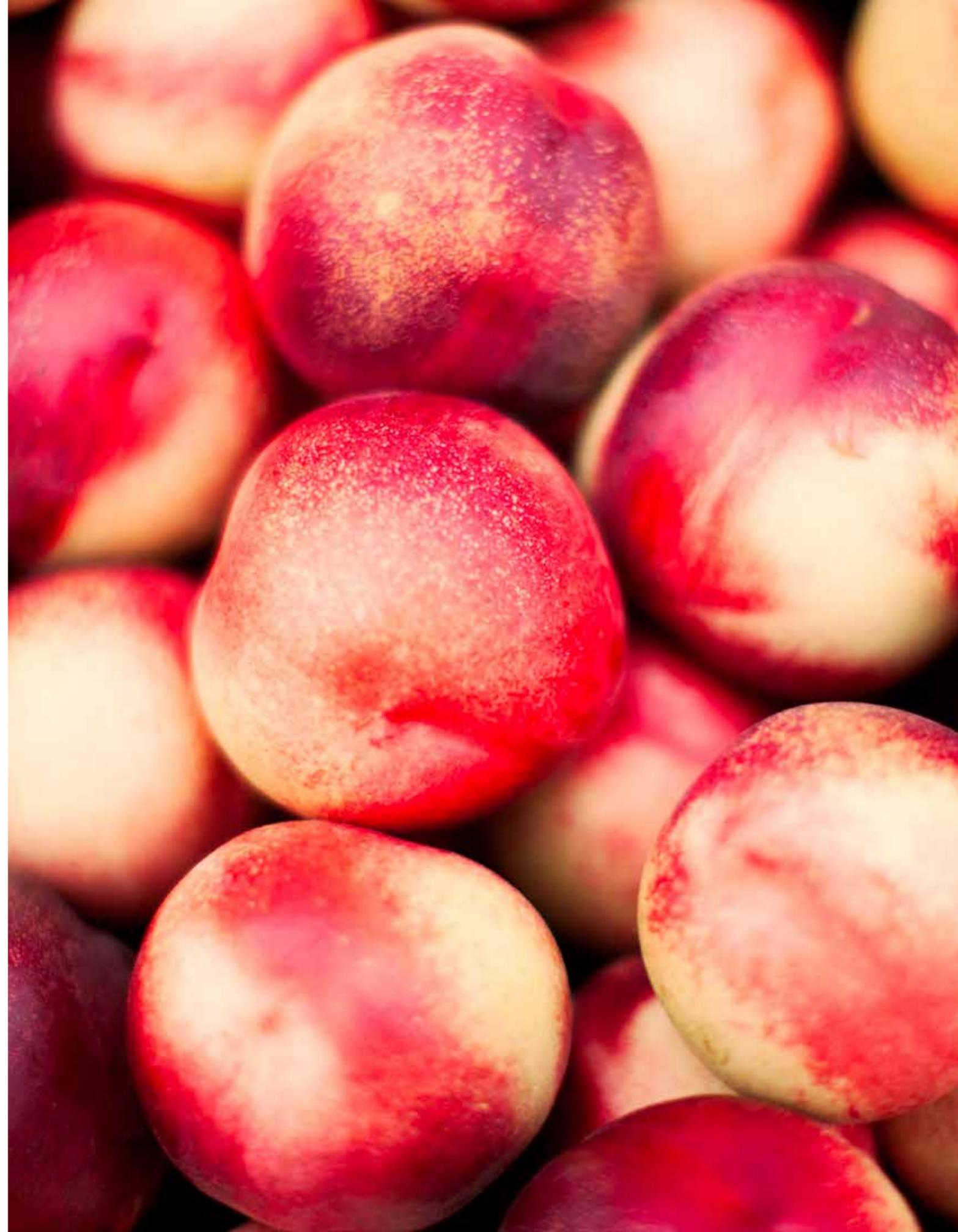
Published quarterly, MARY maintains a vast global contributor base from New York to Tel Aviv and host global events that bring the community together.

## **CATEGORIES**

- Lifestyle & Culture
- Art & Design
- Music & Entertainment
- Food
- Travel
- Health & Wellness

## **MARY CITY GUIDES**

Each year, the editorial and creative staff will pool together their favorite spots; places you need to know, places to eat and visit, which cater to the interests of our community.



# Online

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Our website will highlight feature stories from our publication, online photo stories and content, along with short films that we will produce to capture our journalistic approach.

## **MARY MEMBERSHIP**

A private society with a yearly subscription fee. MARY Membership gives us, the content creators of MARY, the opportunity to forge even deeper relationships with our audiences – enabling us to be more open than ever. Subscribers can enjoy discounts on tickets to MARY Expo and notices on MARY Sounds performances. This will be updated with content related to the conversations taking place in the community, as well as previews of upcoming events and highlights of some that you might have missed.

## **MARY ONLINE STORE**

MARY looks to introduce an online boutique that will allow our readers and members to purchase items such as books, accessories, and household items; all from brands that receive the stamp of approval from us.

# Film

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MARY Films will depict our journalistic approach to capturing visuals and stories. Enjoy selections from our in-depth documentary style short films and MARY Sounds, to our intimate musical experiences from musicians to whom we enjoy listening, and an array of original content we are planning to produce.

# Events

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## **ISSUE RELEASE PARTIES**

With each issue release, MARY will curate series of international events. We will host dinner parties for selected guests in several cities with a shared theme across those cities. Each course of the dinner will not only expose the medicinal benefits of the plant beyond smoking but also further explore the culinary arts.

## **MARY EXPO**

MARY plans to host an annual 3-day event. Here, brands can introduce their products and offer samples targeting the mature and affluent cannabis users. The goal is to grow the MARY Expo to reach audiences and host in California, Colorado, New York City, Seattle and Washington D.C.

## **BESPOKE EVENT OPPORTUNITIES**

MARY looks to collaborate with each brand to create unique, specially tailored events that address the communication challenges presented to us. We love nothing more than to work with our partners in conceptualizing “out of the box” events and event activations that are logical, creative extensions of a brand’s directives and goals.



# Reader Profile

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The MARY Magazine reader is independent, influential, and globally active. Typically, residents in cosmopolitan centers, the MARY Magazine readers pride themselves on sharpened sensibilities for art, music, film, literature, dining, and modern world culture.

## GENDER

Male: 60.9%  
Female: 39.1%

## MARITAL STATUS

Single/Never Married: 73%  
Married: 27%

## FINANCIAL STATUS

Median HHI: \$85,400  
Under \$30,000: 3%  
40,000 – 69,999: 18%  
70,000 – 99,000: 25%  
100,000+: 38%

## EDUCATION

Attended/Graduated  
College: 77%

## AGE

18-24: 26.74%  
25-34: 42.40%  
35-44: 18%  
45-54: 6.94%  
55-64: 4.35%  
65+: 1.58%

## NATIONAL REACH

### Top U.S. Markets

- 1) New York
- 2) Los Angeles
- 3) San Francisco
- 4) Denver
- 5) Seattle
- 6) Chicago
- 7) London
- 8) Portland
- 9) Washington
- 10) Atlanta

## PROFESSIONAL

Employed: 67%  
Full-Time: 59%  
Full-Time Student: 19.9%

## GLOBAL REACH

### Top International Markets

- 1) U.S.A.
- 2) Canada
- 3) United Kingdom
- 4) Russia
- 5) Japan
- 6) Germany,
- 7) Australia,
- 8) Brazil and
- 9) France
- 10) The Netherlands

# Instagram Profile

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Readers of MARY are achieved in media, technology, finance, and entertainment and frequently travel for leisure and businesses. They attend exhibitions at galleries and museums, seek inventive retail and dining experiences, and stay abreast of trends in hotels, architecture, design and urban progressiveness.

## GENDER

Male: 54%  
Female: 46%

## AGE

18-24: 21%  
25-34: 47%  
35-44: 21%  
45-54: 6%  
55-64: 2%  
65+: 2%

## NATIONAL REACH

### Top Cities

- 1) Los Angeles: 5%
- 2) New York: 3%
- 3) Denver: 2%
- 4) Seattle: 1%
- 5) Portland: 1%

## GLOBAL REACH

### Top Countries

- 1) U.S.A: 76%
- 2) Canada: 4%
- 3) United Kingdom: 2%
- 4) Mexico: 1%
- 5) Brazil: 1%



# Advertising

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FOUR COLOR FULL PAGE	
1x	\$5,000

COVERS	
C2/P1 Open Rate	\$15,000
C3 Open Rate	\$6,500
C4 Open Rate	\$14,000

## BESPOKE ADVERTISING

MARY looks to set a certain standard, class and etiquette to the world of journalism and cannabis. With our manifesto, we have a certain vision that we are dedicated to fulfilling and ensuring our messages from an editorial aspect are met but also for those we have business relationships. We offer the opportunity to discuss your advertising needs with our creative team to put forth a creative ad placement that is both suitable for by our MARY style guide and your business needs.

## NEWSLETTERS SPONSORSHIP

Email marketing is one of the most effective marketing channels available, allowing you to reach a wide audience and offering proven results. E-newsletters are particularly useful as a tool for communicating with customers, building engagement, driving traffic, and directing customers to key content. It's proven that millions of people use cannabis and MARY plans to cultivate that community and garner their attention through our content. We will offer advertisers the opportunity to sponsor an ad placement in our newsletter to will go out to MARY readers and members.

## BANNER ADVERTISING

Skyscraper	300 x 600
Leaderboard	728 x 90
Square	300 x 250

## VIDEO ADVERTISING

As the primary component of our new website, videos on MARY are exclusively produced for MARY, and feature our intimate original shorts, behind-the-scenes of our editorial stories and other wholly original video content. Videos can be customized to accommodate a particular brand or non-brand – specific content can be branded with pre-roll and post-roll advertisements, which can vary in length from 5 to 15 to 30 seconds.

## INSERTS

- \$17,500 net per sided leaf: production cost \$5,500 flat fee on all inserts
- Rates are net. Commissionable at 15% to recognized advertising agencies.
  - No bleed charge or frequency discounts on cover positions.
  - Call for specs on gatefolds and special units.
  - Competitive separation cannot be guaranteed from cover two through last table of contents page.
  - \$3,000 fifth-color charge per page.
  - \$4,500 charge for metallic color per page.
  - There is a 10% Full Bleed Surcharge for text pages.

## CANCELLATION POLICY

- Inside advertising in non-cancellable prior to space close.
- Orders for all cover positions are non-cancellable.
- Insertion orders for cover positions are due 60 days prior to space close.
- Supplied Inserts are non-cancellable 60 days prior to space close.



# Layout Specs

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## **COVER GATEFOLD**

Two Gate: 8.25" Trim

## **TWO PAGE SPREAD**

Trim: 17" x 11"

Bleed: 17.25" x 11.25"

Safety: 3/16" from trim

## **FULL PAGE AD**

Trim: 8.5" x 11"

Bleed: 8.75" x 11.25"

Safety: 3/16" from trim

## **COVER TWO, PAGE ONE ADVERTISEMENT**

The spread needs to be split to two single pages. A left hand page (cover two) and a right-hand page (page one).

## **PAGE SPECS**

Trim Size - 8.5" (wide) x 11" (deep) plus 1/8" bleed on all four sides.

# Digital Specs

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- Acceptable Media: CD
- Acceptable File Format: PDF
- Color Separation: CMYK
- Resolution: 300 DPI
- Various telecommunication options available.

## **FORMATTING**

- Screen and printer fonts in Mac format must be included with file.
- No file compression will be acceptable.
- All full pages and partial pages should be properly assembled. Include bleed, trapping, and a final composite high-res proof.
- MARY will not be responsible for any ad materials that are not prepared exactly to these production specifications.
- To assure production quality, MARY requests a proof for all ads submitted.

## **VIDEO PRE-ROLL UNITS**

- Dimensions: 728X90
- File size max: 30k gif only
- Max Loops – 3 Loops
- Animation Length – 30 secs
- Lead Time – 5 Business Days
- Tag Type – 1x1 and click tags
- Geo Targeting – No
- Additional Information: Static Image or Animated GIF, may provide 1x1 Tracking Pixels & Click Command / URL



# Custom Collaborations

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## COVERS

MARY often partners with a brand to create a unique cover concept that seamlessly incorporates our brand partner's identity with that of the magazine's.

## STRATEGIC PARTNERSHIPS

Strong and time-trusted ties within a wide range of industries allow MARY to execute creative marketing initiatives that bring the directives of multiple brands and businesses to be mutually beneficial. MARY frequently fosters relationships between brands and people of disparate industries but similar interests to help knock down the barriers and stereotypes that plague the community of marijuana users.

## SPECIAL UNITS

MARY Magazine editorial and creative team pride themselves on their experience on an interactive format that frequently uses advanced printing techniques, fold-out articles, and paper inserts to create specifically-targeted advertising and advertorial campaigns for brand partners. We look forward to creating booklets, calendars, iron-ons, poster pull-outs, vellum overlays and other treatments.

# Fresh Media Inc

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We build revenues for companies through brand equity and awareness programs. We are the conduit between corporate and cool, integrating brands directly into elements that create and influence popular culture.

But unlike traditional marketing agencies that rely on focus groups and mall intercept studies to lure consumers into “getting up” on cultural hints and insights, we go directly to the source. We live with those who set trends, and we interact with them every day.

We have a social carte blanche, if you will, which allows us to get the inside track on what's hot, what's next, and what young adults in America will be talking about six months from now. This sort of access makes us well positioned to help brands crack the code on “cool.”

## We are about what's next, not what's now.

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In 2008, we launched Limité – an online guide to lifestyle. Limité is dedicated to capturing the echelon of modern world culture—elevating the unique and inspiring in fashion, design, travel, the arts, and pure expression. Fueled by a desire to serve as the voice uniting cultures from around the globe, Limité celebrates diversity, creativity, and the modern lifestyle of today's man and woman.

Whether derived from the styled catwalks of Milan or the graffiti lined streets of Brooklyn, it is the select works that alter the way we see our world that become Limité features. The men and women who are the tastemakers, entrepreneurs, visionaries, and determined underdogs all contribute to the living trans-world culture that is Limité.

# Contact

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