



leafie

Brand opportunities

2022 edition



I absolutely love leafie and think it's a great information source, I've got all my family and friends to subscribe to your email list!

S.B
leafie subscriber

Who we are

leafie is the UK's fastest-growing consumer magazine covering the world of CBD, medical cannabis and culture.

We're the only publication of our kind to be 100% dedicated to consumers, which makes our audience highly targeted. Because we're totally consumer-focused, brands can be confident that their message is being delivered to the right people via a platform readers trust.

Our partnerships are designed with your brand in mind. Whether we're maximising social reach, raising brand awareness or boosting your SEO.

As well as being distributed on our website and to our highly engaged subscriber list, our articles are delivered across the world through our partnerships with Apple News, Flipboard and Google News.

Our team is made up of qualified scientists, seasoned journalists and marketing specialists. We are the only CBD focused publication in the UK to be regulated by an independent press monitor, meaning we're committed to honest and accountable journalism.

Website statistics



45,000
monthly readers



55/45
% male/female



84%
UK readers

Seasonal partnership opportunities

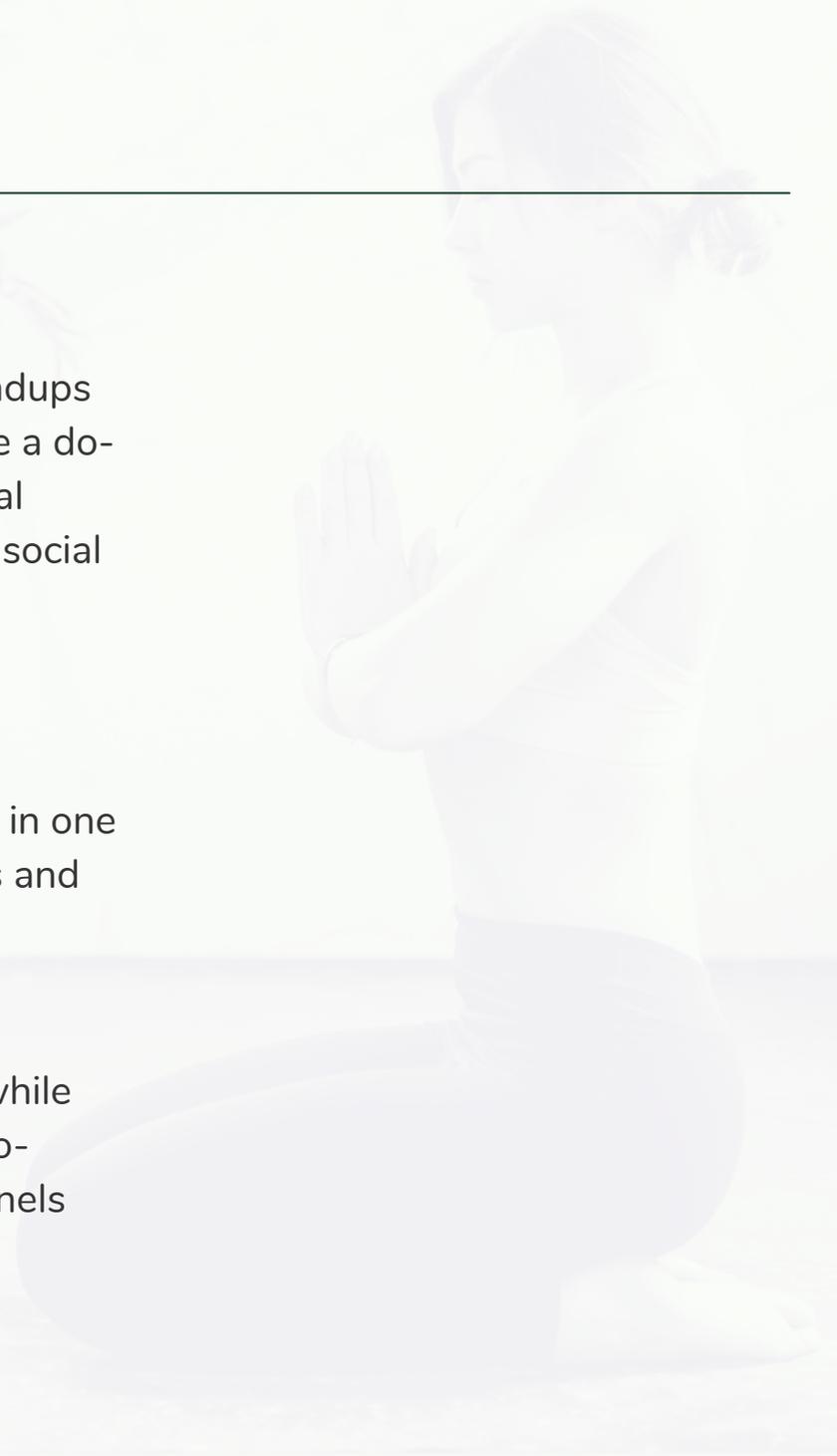
Roundup & Giveaway Package - £200 + VAT

Feature your products and brand in one of our forthcoming roundups and be included in a corresponding giveaway. Roundups include a do-follow backlink to your products and giveaway boosts your social media following. All articles are published to our newsletter list, social profiles and our news channels on Google and Apple News.

Wellness Brand Awareness Package - £500 + VAT

Combine a unique Brand Feature, Roundup listing and inclusion in one of our corresponding giveaways for maximum brand awareness and increased exposure to leafie's highly engaged audience.

This is an incredible opportunity to raise brand awareness at a competitive time of year and increase your social following, all while improving your SEO. All brand features and roundups include do-follow backlinks are published to our newsletter list, social channels and our news channels on Google and Apple News.



Seasonal partnership timetable

Item	Date
Article: The best wellness products to kickstart your New Year	04/01/22
Competition: The big Blue Monday giveaway	17/01/22
Article: The best sporty CBD products to keep your New Year's fitness goals on track	18/01/22
Competition: The ultimate Sports & Fitness giveaway	31/01/22
Article: The best CBD Valentine's gifts you should be giving this year	08/02/22
Competition: The leafie CBD love-in giveaway	14/02/22

**Working titles may be amended*



I am really enjoying leafie content at the moment, huge mainstream crossover appeal. What you're doing is really good!

H.R
leafie subscriber

Partnership opportunities

Brand News - £150 + VAT

Publish a consumer focused news article based on a submitted press release. Published to social media channels and weekly email newsletter. Includes dofollow backlinks.

Brand Feature - £350 + VAT

Interview style dedicated brand feature designed to raise brand awareness. Published to social media channels and weekly email newsletter. Includes dofollow backlinks.

Product Reviews - £400 + VAT

Up to 4 products reviewed by our independent review team made up of genuine CBD consumers. Honest, transparent reviews from real humans that make up a long-form article great for SEO and customer engagement. Published to social media channels and weekly email newsletter. Includes dofollow backlinks.

Partnership opportunities

Instagram Giveaway - £300 + VAT

Run a dedicated giveaway with leafie's Instagram audience.

Mechanics of any competition can be customised to your precise needs and are a great way to build your social following and brand awareness.

Display Advertising - £ 600 + VAT

Take over all the display advertising slots across leafie for 1 month, increase brand awareness and drive traffic to your site, promote products and offers to raise brand awareness. 125,000 average impressions delivered per campaign.

Brand Awareness Package - £750 + VAT

Combine a Brand Feature, Product Review, and Instagram Giveaway over a 4 week period for maximum brand awareness and increased exposure to leafie's highly engaged audience. Custom packages and combinations are available on request.



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All data correct as of December 2021

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