

The background features a light-colored, vertically-ribbed texture. Several cannabis leaves are scattered across the frame, some in sharp focus and others as faint, semi-transparent shadows. The leaves are primarily green with some darker, shadowed areas. A white rectangular box with rounded corners is centered in the middle of the image, containing the main title text.

NAVIGATING the
WEEDS of CANNABIS
ADVERTISING

DENVER POST MEDIA

Who We Are



With a full suite of multi-platform editorial and advertising products, Denver Post Media is the **market leader** in digital and print to reach Colorado consumers.

As an award-winning news source, our mission is to inform and entertain readers through breaking news, in-depth story telling and short form listicles of things to do along the Front Range. Our value proposition is to offer cannabis advertisers unparalleled access to our **diverse audience** and our **vast marketing solutions**.

Whether you are looking to reach the mature consumer, the recreational user or the curious tourist, Denver Post Media delivers premium, exclusive offerings to the cannabis advertising community.



CHALLENGES & RESTRICTIONS We Understand



In the US, cannabis is a \$17.5 billion dollar industry; here in Colorado it topped **\$2.2 billion in 2021**. We understand the barriers in this space - legality state to state, federally illegal, reaching a 21+ audience, just to name a few.

Since legalization in Colorado in 2014, *The Denver Post* has been a pioneer in covering the lifestyle & culture aspects of all things cannabis, leaning in heavily when other media outlets were unwilling to partner.

We are energized by the **creativity and innovation** in this industry and are well-versed in Google and social media policies. We **embrace the challenge** to navigate a tangled web of state regulations, platform restrictions and stigmas.



COLORADO CONSUMERS A Closer Look



According to the Colorado Department of Public Health and Environment, 19% of adults reported using marijuana in the past 30 days. Men (22.9%) reported greater use in the past 30 days than women (15.1%)

Individuals ages 26-34 reported the highest use rate in the past 30 days (29.4%), followed by the 18-25 age group (28.8%), 35-64 age group (17.3%) and individuals 65 and older (9.3%).

Sales of edibles skyrocketed across the nation in 2021 as consumers shied away from inhalable forms of cannabis during the pandemic in favor of more discreet consumption methods. **1.1 million units** of marijuana-infused edibles are sold in Colorado each month.



IT'S 420 SOMEWHERE Celebrating April 20th

420 is a huge day for weed lovers! What better way to attract new users...



The Sativa package [1 available]

Dedicated targeted email blast	100,000-149,999	\$25/m
Denverpost.com homepage takeover on 4/20		\$5,100*
Half-page ad on the 420 print guide (backpage)		\$1,750
Content series - Cannabis Weekly		\$4,500**

*Based on availability

**3 month minimum commitment required

The Indica package

Dedicated targeted email blast	50,000-99,999	\$30/m
denverpost.com/theknow homepage takeover on 4/20*		\$250
Quarter-page ad on the 420 print guide		\$1,250

The Hybrid package

Dedicated targeted email blast	Under 20,000	\$750
Denverpost.com impressions		\$10/m
Eighth page ad in the 420 Guide		\$500

denverpost.com

TRAFFIC & AUDIENCE DenverPost.com

Your source for cannabis coverage in news, culture, entertainment, politics and business.

Gender Male : 60.6% | Female: 39.4%

Age 18-24 - 11.2%

25-34 - 20.4%

35-44 - 23.3%

45-54- 18.2%

55-64- 14.6%

65+- 12.3%

A decorative graphic on the left side of the slide features several green cannabis leaves of various sizes and orientations. To the right of the leaves is a large, light green circular graphic composed of multiple overlapping, slightly offset lines, creating a sense of motion or a stylized 'D' shape. The background is a light, textured green.

5,536,725

Monthly users

12,544,508

Average monthly pageviews

00:02:40

Average time on page



ADVANCED SOLUTIONS

Cannabis Audience Connection

Tell your story to our audience through **Content Solutions**. These range from sponsored series developed by the Denver Post Content Studio to distribution of existing blog content.

Targeted Email allows us to tap into a qualified audience in Colorado and beyond with high impact messaging. Our click through rate averages in the cannabis space consistently exceed 2.2%

Advanced Display options give us a data-driven approach to reaching in-market cannabis consumers through tactics including:

- Website Retargeting
- Keyword Search Retargeting
- Behavior targeting (specific to cannabis purchases and store visitation)
- Geo-Fencing (address lists, competitors, events, etc.)
- CannaTourism (targeting cannabis consumers who are visiting CO)



ADVANCED SOLUTIONS Reporting Insights

In addition to executing high performance campaigns for our partners, we are committed to providing strong, data-supported reporting to show proof of concept and hone optimization strategies.

Reporting capabilities vary by solution but can include:

- Impressions
- Clicks
- CTR
- Open Rate
- Click-To-Open Rate
- Foot Traffic Attribution
- Sales / ROAS Attribution

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THANKS!

Nick Casa

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denver post media