Navigating the Weeds of Cannabis Advertising
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 listacles 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.
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
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%

5,536,725
Monthly users

12,544,508
Average monthly pageviews

00:02:40
Average time on page

Source: Data Studio (Dec. '21 - Feb. '22)
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)
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
THANKS!

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