



PotGuide

where to buy, where to stay, what to do

MEDIA KIT
2019

POTGUIDE IS THE COMPREHENSIVE GUIDE TO THE WORLD OF MARIJUANA.

Founded in 2013 as a resource for cannabis tourism.



AS SEEN IN ...

The New York Times

Condé Nast
Traveler

Forbes
M A G A Z I N E

TRAVEL+
LEISURE

TIME

OUR DIRECTORIES

Connecting consumers with relevant service providers, showing them:



WHERE TO BUY

*Dispensary
Directories*



WHERE TO STAY

*420 Friendly
Lodging Options*



WHAT TO DO

*Tours, Events, Activities
& Social Lounges*



PRACTICAL LEGAL INFORMATION

*Helping people stay on the
right side of the law*



ENGAGING BLOG CONTENT

*Covering cannabis news,
culture, travel & more*



STRAIN PROFILES + PHOTOGRAPHY

*One of the largest
collections available*

OUR AUDIENCE

Helping Visitors & Locals Alike



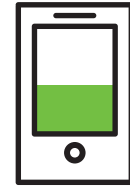
SESSIONS:

+1,850,000/mo



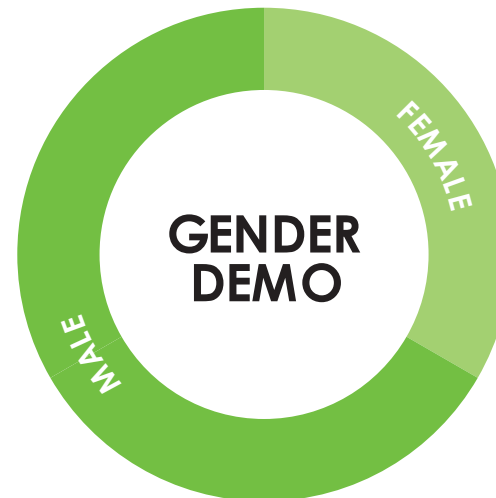
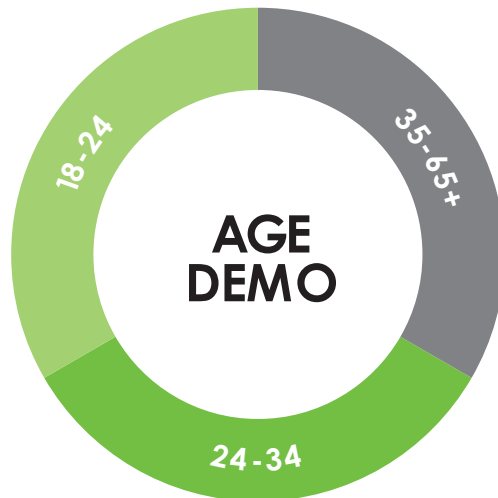
UNIQUE VISITORS:

1,500,000/mo



PRIMARY DEVICE:

80% mobile



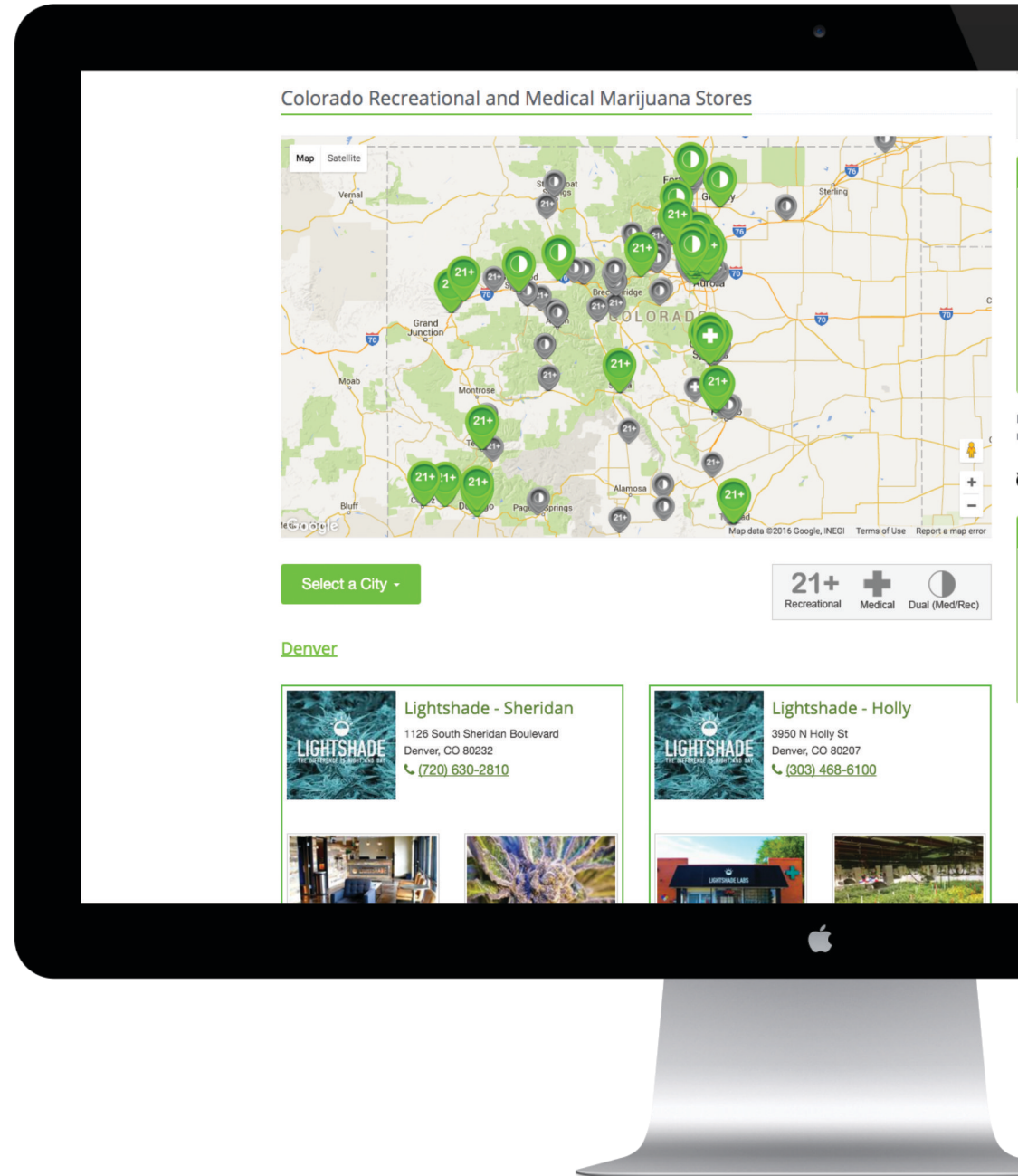
ENHANCED DIRECTORY LISTINGS

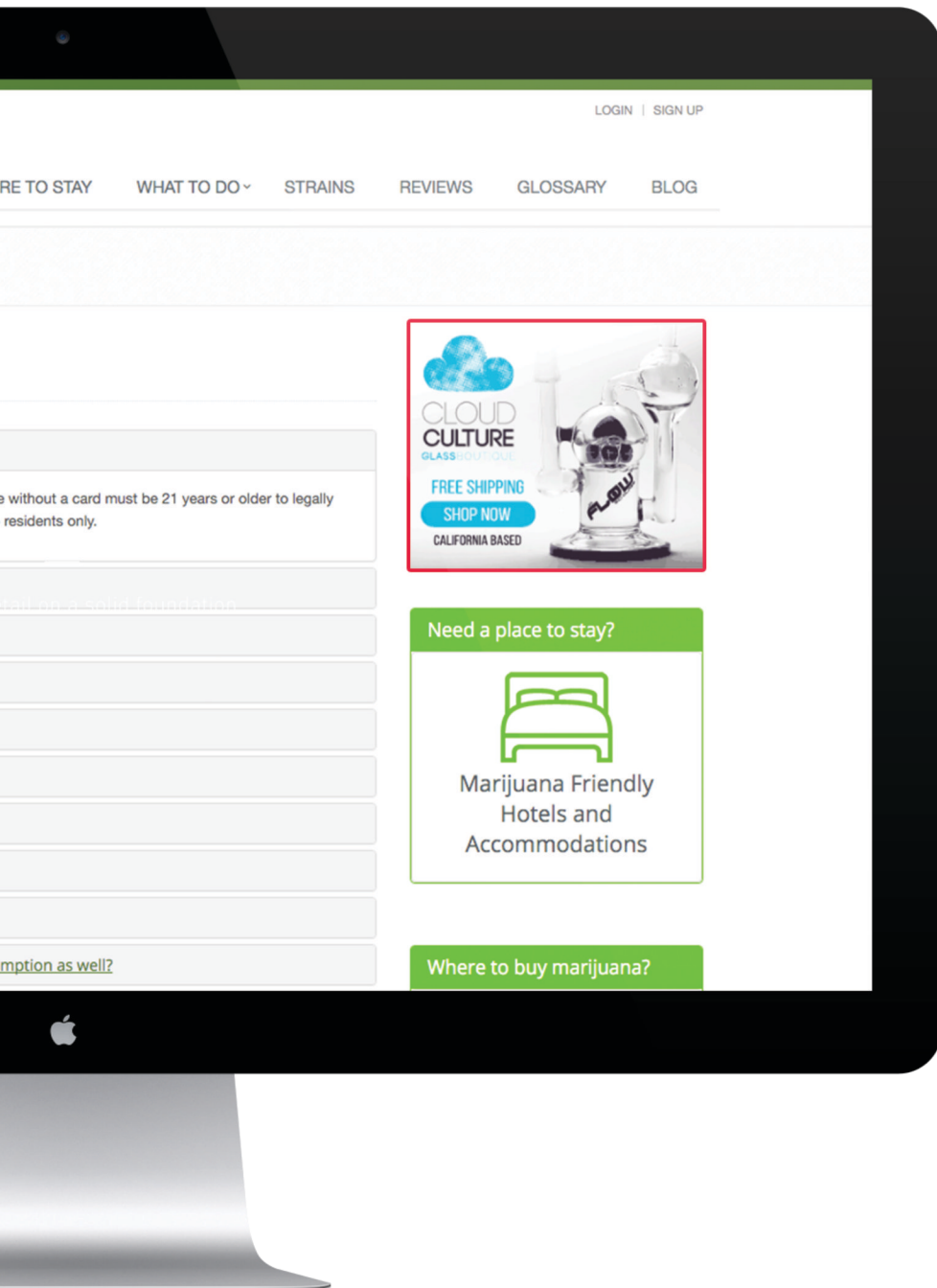
Stand out from your competitors in our business directories.

Enhanced listings are available for:

- **DISPENSARIES**
- **COMMERCIAL & PRIVATE LODGING**
- **TOUR OPERATORS**
- **EVENTS & ACTIVITIES**
- **SOCIAL LOUNGES**

Please contact media@potguide.com for specific details on available plans.





BANNER ADS

LEADERBOARDS (728px x 90px)

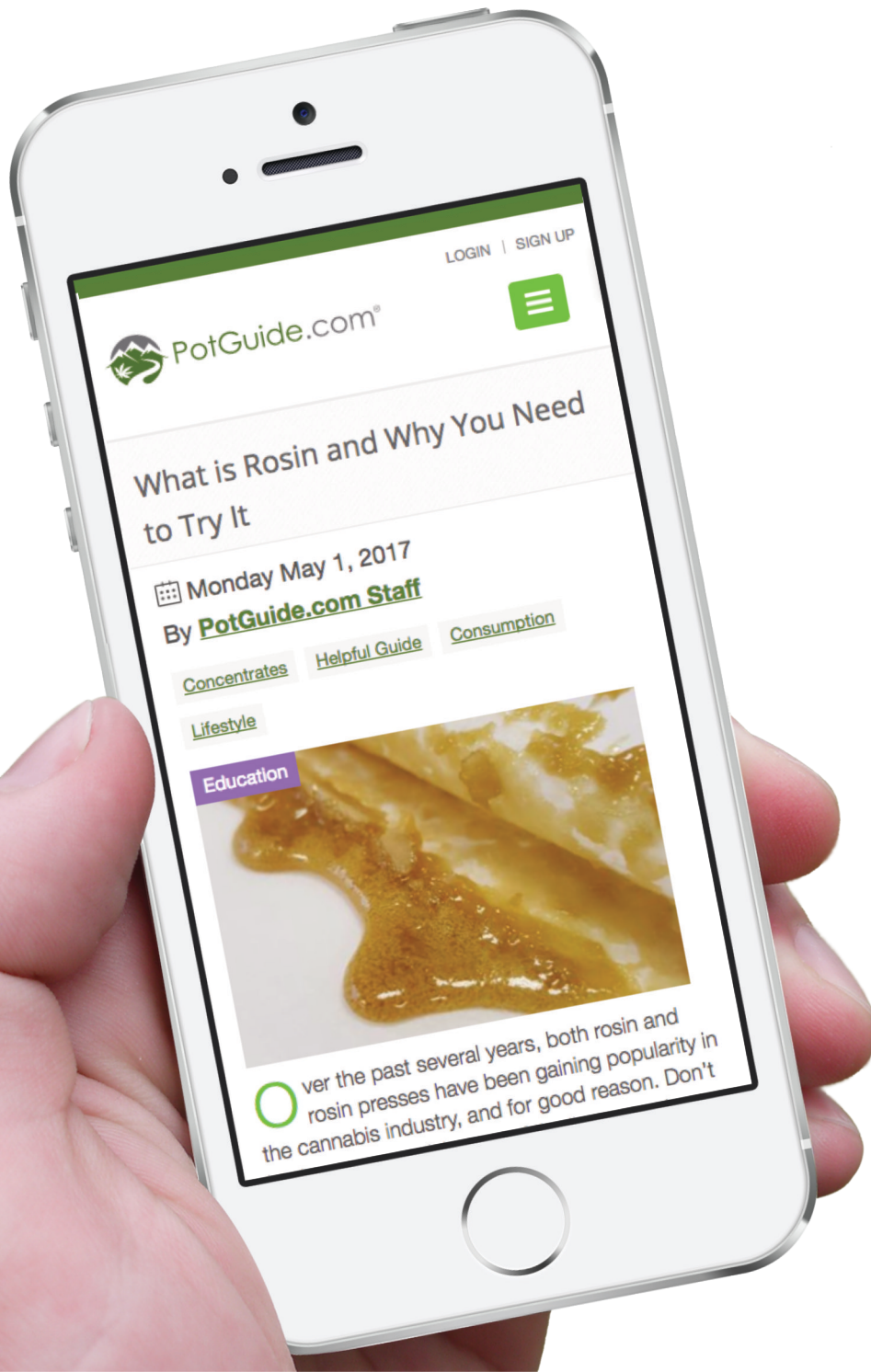


RECTANGLES (300px x 250px)



CPC OR CPM OPTIONS AVAILABLE

Please contact media@potguide.com for specific details on available plans.



SPONSORED CONTENT

Publish an article on our blog to organically promote your brand. Sponsored articles are a great way to drive SEO for your brand.

Posts include:

- **BRANDED IMAGERY**
- **VALUABLE BACKLINKS**
- **EXTENDED REACH VIA NEWSLETTER INCLUSIONS & SOCIAL MEDIA**
- **AND MORE ...**

Please contact media@potguide.com for specific details on available plans.

**Copywriting services included.*

NEWSLETTER & SOCIAL MEDIA

Sponsor a whole or partial newsletter to push to our large email list of users across the US, complete with unique messaging & imagery.

We'll add multiple social media posts to help leverage your messaging even further.

Please contact media@potguide.com for specific details on available plans.



NATIVE LINKS

Organically insert a native text link back to your website or product page.

Available placement:

- **BLOG ARTICLES**
- **TRAVEL GUIDES**
- **BUSINESS DIRECTORIES**

CPC OR CPM OPTIONS AVAILABLE

Please contact media@potguide.com or specific details on available plans.



CONTESTS & GIVEAWAYS

Work with our team to determine an appropriate contest to highlight your brand/product. We'll promote it across our site, blog, newsletter and social media channels – and will share any captured email addresses with all parties involved.

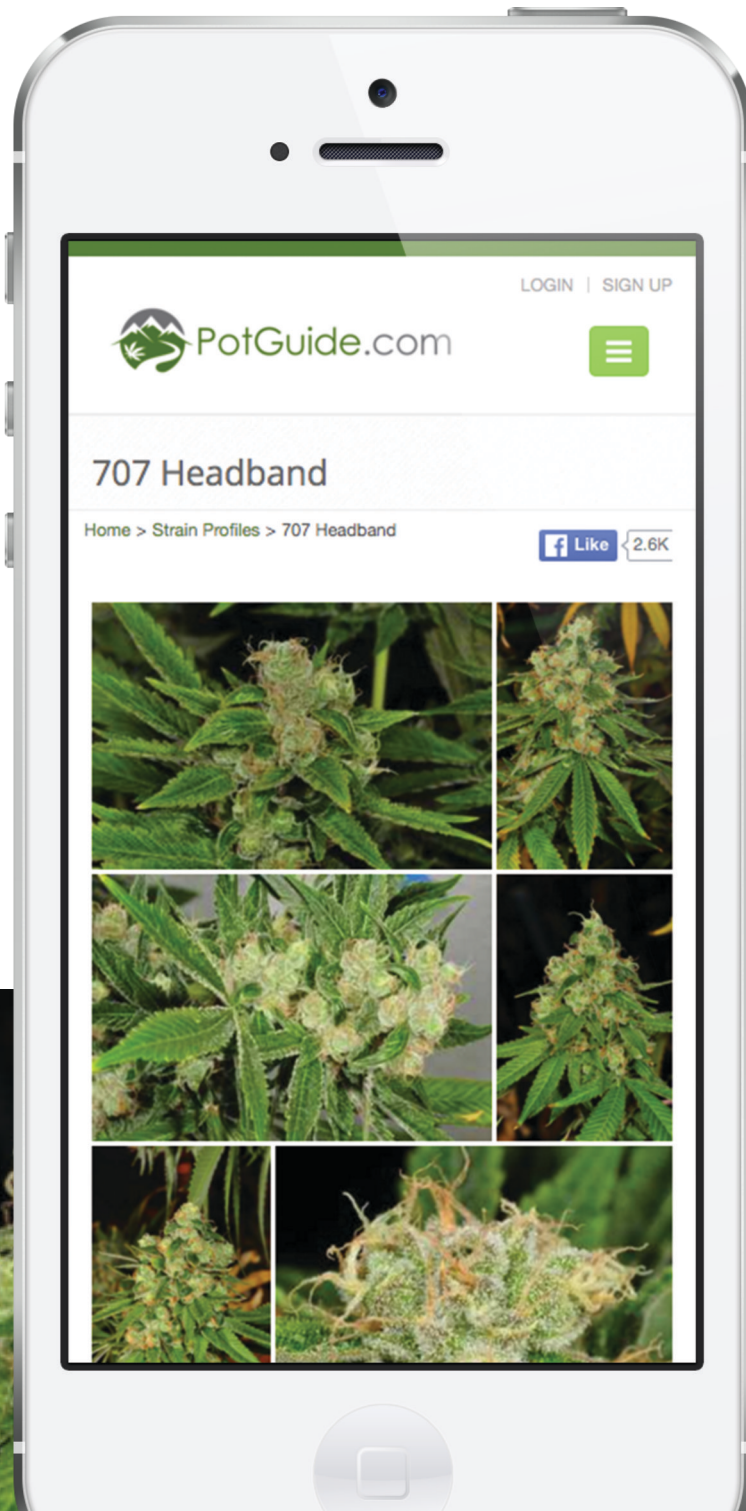
Please contact media@potguide.com for specific details on available plans.



ADDITIONAL OFFERINGS

In addition to our advertising opportunities, we also cater to the following:

- STRAIN/PRODUCT REVIEWS
- PHOTOGRAPHY SERVICES
- AFFILIATE PARTNERSHIPS
- AND MORE...





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Please contact

[*media@potguide.com*](mailto:media@potguide.com)

to start a conversation with our team!