



2019 Media Kit

General Contact

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CANN MEDIA GROUP

**A NATIONAL MEDIA, BRANDING,
AND TECHNOLOGY COMPANY
WITH A HEAVY FOCUS ON THE
BUSINESSES AND BRANDS
CATERING TO THE CANNABIS
RETAIL SECTOR.**



What distinguishes CMG from other media brands is our exceptional access to the industry's most influential people—the game-changers and disruptors who are advancing the cannabis industry. Our informational platforms have set new standards in business-to-business journalism and have been both recognized and emulated by media companies around the world. All of our products are a direct reflection of today's market trendsetters and the innovation behind this new industry.

Leadership

FIONA MA POLITICIAN

Before her role as the California State Treasurer, Ms. Ma served as a Chair of the California Board of Equalization and was an influential proponent of state legalization. Her relentless focus and determination continues to open new doors for entrepreneurs, and her hands-on approach helped Ma leverage her win as State Treasurer, bringing in more votes than any other candidate in history. *mg Magazine* was the first industry publication to feature Ma.



Editorial Calendar



ISSUE	EDITORIAL THEME	BOOKING DEADLINE	STREET DATE
January	The Future of Retailing Future Tech POS Tech Security	Nov 15	Dec 15
February	Science Genetics, Testing, Psychology	Dec 14	Jan 14
March	Dispensary Design Retail Experience Architectural Innovations	Jan 15	Feb 15
April	Social Media Marketing Influencers Marketing Agencies Tips & Tricks Specialty Supplement: Cultivation	Feb 13	Mar 13
May	Vape-related Products Politics & Regulation	Mar 15	Apr 15
June	The Branding Issue Building Sustainable Brands Agency Breakdown	Apr 15	May 15
July	Health & Wellness Products Education Marketing Specialty Supplement: Cultivation	May 15	Jun 15
August	Dispensary Operations Trends Retailing Innovation Efficiency HR	Jun 14	July 14
September	Consumables New & Trending Products	July 15	Aug 15
October	The Annual Harvest Issue Outdoor Growing Craft Cultivation	Aug 15	Sep 15
November	Customer Relations Loyalty Programs Retention Acquisition Technique	Sep 16	Oct 16
December	Best Companies To Work For In Cannabis Special Annual Issue Specialty Supplement: Product Packaging	Oct 15	Nov 15

Passion

ADAM GROSSMAN ENTREPRENEUR

As a graduate from Georgetown University in 1987, with law and master of business administration degrees, forming a cannabis company was never on Grossman's professional agenda. After a steady, successful career in investments and finance, Grossman explored cannabis extractions as a way to ease the pain and suffering endured by his parents.

The result of these efforts became Papa & Barkley, a multimillion-dollar, market-leading brand.



Historically Relevant



AUG 2015

mg is the first nationally published B2B cannabis magazine.



OCT 2016

The art of Jason Johnson graces the cover of the Pot & Politics pre-election issue.



DEC 2016

mg continues to be first-to-market with an in-depth feature on Calif. State Board of Equalization's Fiona Ma.

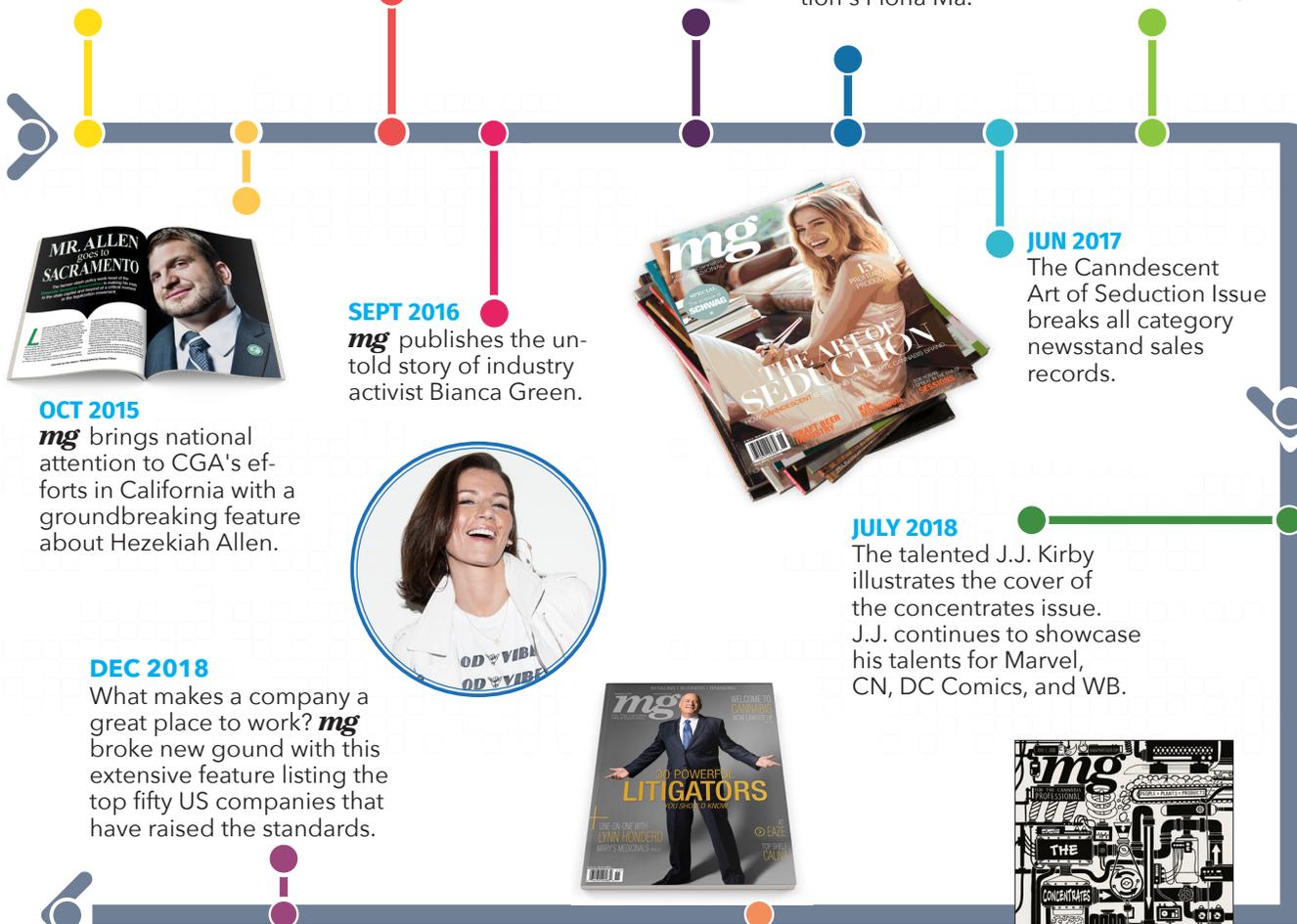


JAN 2018

Calif. goes rec-legal; **mg** celebrates by showcasing the art of David Flores on the January cover.

JAN 2016

mg is the first national publication to feature a dispensary owner on the cover.



OCT 2015

mg brings national attention to CGA's efforts in California with a groundbreaking feature about Hezekiah Allen.

SEPT 2016

mg publishes the untold story of industry activist Bianca Green.



JUN 2017

The Cannodescent Art of Seduction Issue breaks all category newsstand sales records.

JULY 2018

The talented J.J. Kirby illustrates the cover of the concentrates issue. J.J. continues to showcase his talents for Marvel, CN, DC Comics, and WB.



DEC 2018

What makes a company a great place to work? **mg** broke new ground with this extensive feature listing the top fifty US companies that have raised the standards.



NOV 2018

mg pays homage to the leading attorneys who have helped shape today's industry and are paving the way for tomorrow.



Determination

**ERIC
SHEVIN**
LAWYER

Shevin is listed as one of America's Top 100 Criminal Defense Attorneys and has been identified by *mg Magazine* as one of the top thirty cannabis lawyers in the country. Additionally, Shevin was listed among the nation's Top 100 Trial Lawyers from 2013 through 2017. He is a lifetime member of the NORML legal committee, continues to teach courses in cannabis law and policy to both judges and lawyers throughout the country, and is an active consultant.



Experience Matters



The key to success in business media is experience. For more than four decades, our team has been publishing journals and magazines for some of the largest industries around the world. Since its inception, *mg Magazine* has been the undisputed market leader in providing the cannabis industry with a business publication that clearly and accurately reflects this emerging market. Every issue of *mg Magazine* is a clear reflection of our commitment to unbiased journalism, meaningful photography, and progressive design. More than that, each issue is a reflection of a dynamic industry and its diverse vanguard of innovators – those who lead today and those who will lead tomorrow.

As with the industry itself, *mg's* consistent growth across print, digital, and mobile is proof that experience matters.

MAGAZINE

40,800 Readers per month

ISSUES PER YEAR

12

AVERAGE PASS-ALONG

3.4x

86%

SENIOR LEVEL EXECUTIVES

33%

RETAILERS

NATIONAL INDUSTRY READERSHIP RANKING

#1

100%

BUSINESS-TO-BUSINESS

VERIFICATION OF CIRCULATION: DISTRIBUTION INFORMATION

REQUESTED	77%
NON-REQUESTED	9%
TRADE COMP	5%
PAID SUBSCRIBERS	4%
MEDIA AGENCIES	3%
ADVERTISERS	<1%
SINGLE ISSUES	<1%

Circulation Breakdown By Industry Business Sector

DISPENSARIES



CULTIVATION



ANCILLARY SERVICES



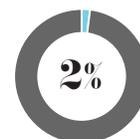
MANUFACTURERS



RETAIL SERVICES



OTHER



Print Ad Dimensions



Full Page Spread

Full Size: 17" x 11.125"
Trim: 16.75" x 10.875"



Full Page

Full Size: 8.625" x 11.125"
Trim: 8.375" x 10.875"



1/2 Page Horizontal

Trim Size: 7.365" x 4.865"



1/3 Page Strip

Trim Size: 2.6819" x 10.625"



Z Cover Ad

Full Size: 17" x 11.125"
Trim: 16.75" x 10.875"



Cover Strip

Trim Size: 8.375" x 5.375"



Business Reply Card

Trim Size: 6" x 4"

PRODUCTION NOTE: Please keep any type at least 0.5" from trim. A complete list of guidelines may be found on mediakit.mgretailer.com.

Print Ad Tech Specifications



Our 'Do No Harm' mantra is the core of our business values.

We share the common goal of working smarter to reduce our carbon footprint with suppliers, customers, and employees, thus dramatically reducing waste to landfills, significantly cutting paper and material usage, and complying with environmental standards and programs. To help us achieve this mission, we use only recycled papers and soy-based inks whenever possible and actively collaborate with suppliers on new and innovative ways to achieve superior printing results while adhering to these values.

General

Our printing process is 100% Computer to Plate (CTP). For best reproduction, materials should be submitted in a digital file format. PDF/X1a is the preferred file format. Any application files such as Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and QuarkXpress are not acceptable. For more information regarding print ads, contact the Art Department at (310) 421-1860 or art@cannmg.com.

PDF/X1a Specifications

All high-res images and fonts must be included when the file is created. Use only Type 1 fonts, not TrueType. Images must be CMYK or grayscale, TIFF or EPS between 266 and 300 dpi. No RGB or JPEG images should be used. Files should be right reading, portrait mode, 100% size with no rotations, and include all standard trim, bleed, and center marks outside the live image area.

Inks & Paper

Recycled paper tends to be more porous than non-recycled stock, meaning it absorbs more ink. To achieve best results with colors and skin tones, we recommend backing off the cyan, magenta, and black (CMYK) by 5%. To achieve a "Rich Black," use the following values: C60/M50/Y50/K100.

File Delivery

All artwork must be received no later than the Artwork Deadline date as specified on the Editorial Calendar (mediakit.mgretailer.com). Large files may be sent through Dropbox or Hightail. When using a third-party platform you must invite art@cannmg.com to share the file. Upload single-page files only. Multiple-page PDFs will not be accepted. Hard-copy proofs no longer are required.

Trim Size: 8.375" x 10.875"

Safe Area: 7.875" x 9.875"

All type and graphics should be at least 0.5" away from trim edges.

133 Line Screen



Persistence

KOALA PUFFS SOCIAL INFLUENCER

Promoting cannabis brands via social media influencers continues to drive subconscious marketing efforts. With the tremendous advertising restrictions placed upon cannabis advertising, brands turn to industry influencers like Koala to shape consumers' thoughts, attitudes, and behavior. She has successfully overcome the many obstacles one must face with marketing cannabis and continues to thrive within this highly competitive market.

Digital Footprint



mgretailer.com quickly is becoming the homepage for cannabis business leaders across the nation. In an industry cluttered with noise, our journalists and content creators serve up an engaging mix of top stories, trending features, and educational columns. In order to meet the high demands and needs of our online audience, our editorial team is committed to procuring expert contributors from around the world and providing them with an effective platform to share, educate, and inspire.



DIGITAL

50,000 Unique viewers per month

MONTHLY PAGE VIEWS

130k

E-NEWSLETTER OPEN RATE

22%

MONTHLY ENGAGEMENTS

13,865

SOCIAL SUBSCRIBERS

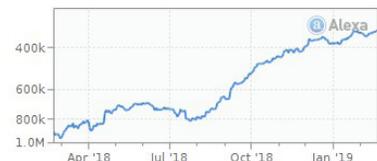
42,000

E-NEWSLETTER SUBSCRIBERS

12,000



ALEXA RANKING
APR 2018 — JAN 2019



US Ranking **83,126**

Digital Ad Dimensions



Skyline

Dimensions 728 x 90
Run of Site (ROS)
Buy: Monthly
SOV: 16.7%
Rotation Count: 6



Right SQ Billboard

Dimensions 300 x 300
Run of Site (ROS)
Buy: Monthly
SOV: 6.7%
Rotation Count: 15



Contextual Leaderboard

Dimensions: 728 x 90
Run of Site (ROS)
Buy: Monthly
SOV: 5%
Rotation Count: 20



Welcome Intercept

Dimensions 600 x 450
Home Page
Buy: 15 Days
SOV: 100%
Rotation Count: Every 5 user sessions.



Newsletter Sponsorship

Top Contextual Ad: 600 x 200
Lower Leaderboard Ad: 600 x 200
Frequency: Weekly
SOV: 100%
Rotation Count: None

Digital Ad Technical Specifications

Skyline & Leaderboard	728 x 90	gif, .jpg, Flash, Rich Media	50k	Max Loops 3, 24fps
Right Square	300 x 300	gif, .jpg, Flash, Rich Media	60k	Max Loops 3, 24fps
Home Page Intercept	450 x 600	gif, .jpg	150k	Static (top)
Newsletter Sponsorship	600 x 200	gif, .jpg	150k	Static (bottom)
Brand Gallery	1000 x 715	gif, .jpg	1.5mb	Slideshow Images

For more information about IAB guidelines, please visit www.iab.com
CMG reserves the right to remove advertisements from websites at any time for any reason.
Changes to existing campaigns must be received at least three business days prior to design change.
Email advertisement cannot accept third-party tracking at this time.

Disruptor

ROGER VOLODARSKY ENTREPRENEUR

Puffco launched in 2013, and the company's products consistently have been highly regarded by concentrate connoisseurs. Mr. Volodarsky's vision was to incorporate the disciplines of design, technology, and engineering to introduce the market to devices and hardware that raised the standards for concentrate consumption. Volodarsky made this vision a reality by bringing together experienced designers, engineers, and aficionados who turned the dream into a reality.



Advertising Rates



Print

DESCRIPTION	RATE
Full Page	\$3,750
Half Page	2,510
Vertical Strip	2,095
Double Page Spread	6,710

Specialty Positioning

Cover 2	\$8,380
Cover 3	4,495
Cover 4	7,620
Gate-fold Cover	11,110
Cover Overlay 1/2 pg	5,970
Bound Insert (supplied)	4,570
Blow-In Insert (supplied)	3,490
Business Reply Card	2,220



Frequency Discounts

Frequency discounts apply to multi-run insertions. Your account manager can assist you in reaching your marketing goals within budgetary allowances.

Specialty Services

Please consult with your account manager for more information and associated costs related to our specialty printing services.

- Specialty Placement
- 5th Color (PMS)
- Foil Stamping & Embossing
- Die Cutting
- Custom Inserts



Digital

DESCRIPTION	Size	SOV	Term/Life	Gross Rate
Skyline Leaderboard	(728 x 90)	16.7%	-	\$1,575
Right Sq. Billboard	(300 x 300)	6.7%	-	1,100
In-Page Leaderboard	(728 x 90)	5%	-	550
Welcome Intercept	(450 x 600)	100%	15 days	2,750
Sponsored Content	800 - 2,500 words	-	1 Year	750
Isolated Brand Gallery	(1,000 x 715)	-	1 Year	2,750
Newsletter Sponsorship	(600 x 200)	100%	-	450 - 700

Effective 1/2/2019. All rates are gross, and advertising transactions are subject to the CMG Terms & Conditions. Rates are subject to change. Premium positions are limited to availability and reserved on an issue-by-issue basis. For more information, contact sales@cannmg.com; (310) 421-1860.



Exploration

DR. REGGIE GAUDINO SCIENTIST

Dr. Gaudio is a fascinating combination of pure intellect and passionate impulse. A scientist of rigorous discipline, he is a man of the mind perfectly at home within the complicated topography and sociology of the cannabis industry. It's been four years since he arrived at Steep Hill Labs, a published genetics researcher with eighteen years of intellectual property experience, writing, prosecuting, and managing patents and patent portfolios in fields as diverse as software and telecom to biotechnology and molecular genetics.

Contact Information



YOUR DIRECT CONNECTION

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Phone

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Art Department

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Editorial Department

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Press@cannmg.com

—

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Woodland Hills, CA 91367

Circulation

Subscribe@cannmg.com

—

Administration

Darren@cannmg.com

To Pitch A Story or Idea

ForConsideration@cannmg.com

—

Front Office

Hello@cannmg.com

—

Advertising Terms & Conditions



The following are certain general terms and conditions governing advertising published in the print and digital editions of *mg Magazine* (the "Magazine") published by CANN Media Group, LLC. (the "Publisher").

1. Magazine rates are based on an average circulation, effective with the issue dated January, 2019. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule and its on-sale dates.

2. The Magazine's circulation is by request and is audited annually by the United States Postal Service (USPS). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements. Total audited circulation for the Magazine is composed of requested copies, paid copies, plus any additional issues distributed.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition (if available) of the Magazine, unless the advertiser explicitly, in writing, opts out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for credits and may not be considered for premium placement). If an advertiser elects to opt out of the digital edition, such opt-out will apply to all devices and platforms. The digital edition of the Magazine may be viewed in one of two formats: (i) a straight-from-print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the "Print Magazine Version"), or (ii) a designed-for-digital/enhanced magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the "Digital Magazine Version"), depending on, among other things, the device and/or platform on which it is viewed. Please consult a representative for details of format availability. Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital version, including but not limited to scented units and special units (such as pop-ups, die-cuts, special effects, and business reply cards). Additionally, with respect to the Digital Version, non-standard fractionals (such as fractionals that are less than a full page) may not qualify. In all cases, please consult a representative for details. Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in an altered format. If a URL or multiple URLs exist in qualifying advertisement print creative, the brand's main URL may or may not be automatically activated. If advertiser does not wish for the URL to be activated, it must notify a representative in writing. Please consult a representative for further details regarding URL activation availability.

4. Advertisers may not cancel orders for, or make changes in, advertising

after the closing dates of the Magazine. Should an advertiser, for any reason whatsoever, request that an ad not run or be replaced, advertiser shall be responsible for full cost of advertisement plus an additional kill fee of \$400 or artwork replacement fee of \$200.

5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

7. Relating to artwork and advertising materials: All print advertisements (which must be in the form of PDF files and digital proofs) provided by or on behalf of the advertiser must comply with Publisher's Technical Specifications and the advertising guidelines as outlined in the Terms and Conditions. Publisher may reject for publication any advertisements that are not compliant with the Technical Specifications. The technical compliance of advertisements provided by the advertiser for publication in Digital Versions remains the responsibility of the advertiser. Advertiser is responsible for the inclusion of any state—or federal mandated legal copy relating to the advertisement of cannabis products or services. Publisher accepts no responsibility, and shall have no liability to the advertiser, for any consequences where any materials provided to Publisher do not comply with these regulations. Advertiser is aware that the Publication is distributed to all states within the United States and abroad. If the advertiser does not provide a PDF file and digital proof of the relevant advertisements by the Artwork Deadline Date, Publisher is entitled (but not obliged) to re-publish any advertisements previously published in the publication or online. Publisher shall be under no obligation to review or make corrections to any pre- or post-publication advertisement. All Digital Advertisements intended for publication online or within digitally distributed newsletters must comply with federal regulations and meet the Artwork Specifications and Technical Requirements.

8. All advertisements, including without limitation those for which the Publisher has provided creative services, accepted and published in the Magazine or online are subject to the representation by the agency and/or advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats, and derivations of the Magazine or website. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend, and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats, and derivations of the Magazine or website, including, without limitation, those arising from third-party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created

(collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design, distribution, or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and/or advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use, or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency and/or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

9. General: Agency and/or advertiser accepts full responsibility for the advertisement submitted to Publisher and warrants that all artwork supplied shall be neither defamatory nor obscene and shall comply in all respects with federal and state laws and meet requirements of the SSIA Code of Advertising Ethics and/or other relevant industry codes. Notwithstanding anything to the contrary set out herein, Publisher is entitled at its absolute discretion to reject or exclude any advertisements submitted for publication notwithstanding the Publisher's previous acceptance of the relevant advertiser's order, whether or not the advertisement has been previously accepted for publication or published previously. Publisher shall not be liable for any errors that are outside Publisher's control, including printing or distribution issues. Any complaint concerning the production or publication of any advertisement must be made in writing to Publisher within four weeks of the relevant Publication Date. Should printing errors occur, Publisher shall make every effort to rectify related errors and reprint advertiser's advertisement in a subsequent issue. Publisher will exercise reasonable care in preparing and publishing advertisements, but if any advertisement is not published in accordance with the booking confirmation issued by Publisher due to the act or omission of Publisher, Publisher's maximum liability shall be limited to the amount of any payment made for the relevant advertisement. Publisher shall not be liable in any manner to the advertiser for any error, misprint, or omission that does not materially detract from the look or meaning of any advertisement, nor shall Publisher be liable to the advertiser for any such error, misprint or omission to the extent attributable to the advertiser's non-compliance with these Terms and Conditions. Advertiser may not sell or transfer advertisement, advertising contract, or advertising credits to any other person, entity, or organization without Publisher's written consent.

10. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine or online, the agency and/or advertiser agree not to make promotional or merchandising reference to the Magazine or website in any way without the prior written permission of the Publisher in each instance.

11. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher, and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

12. Unless otherwise noted on the Insertion Order or Advertising Contract, the Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders, or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation in any reprints or alternate versions.

13. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine

because of governmental regulation, strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the Publisher.

14. If an advertiser is booking advertisements through an authorized advertising agency, commission may be paid to the agency at Publisher's discretion. Fees shall be based on a variety of factors including, but not limited to, volume, frequency, and client base.

15. Invoices are rendered on or about 20 days prior to publication. Payments are due upon receipt of invoice. Payment for advertisement must be received 10 days prior to publication date. If payment is not received prior to publication date, Publisher reserves the right to pull the advertiser's advertisement. If advertisement is a print ad for the Magazine, advertiser shall remain liable for the full price of ad plus the Kill Fee of \$400. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash-with-order at any time. The advertiser and/or agency are jointly and severally liable for payment of all invoices for advertising. Should Advertiser receive any rate discounts related to a frequency contract and cancel prior to the agreed-upon term specified in the Insertion Order, advertising rates shall be pro-rated at the actual run rate and may be subject to a Kill Fee based upon date of cancellation.

16. All information relating to an advertiser's advertising contract, including rates and frequency, shall be considered Confidential Information and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

17. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within the contracted period as outlined in the Insertion Order.

18. Both Publisher and Advertiser warrant they will observe their respective obligations in connection with these Terms and Conditions. These Terms and Conditions shall be construed under, and governed by, the laws of the State of California, and any disputes shall be submitted to final and binding arbitration. The arbitrator shall be selected in accordance with the rules of Arts Arbitration and Mediation Services. If such services are not available, the dispute shall be submitted to arbitration in accordance with the laws of the State of California. The arbitrator's award shall be final, and judgment may be entered upon it by any court having jurisdiction thereof.

19. Additional copies of the Magazine are available to advertisers upon request. Please contact your representative to request back issues or additional copies. Any correspondence by mail may be sent to: CANN Media Group, 21333 Oxnard Street, Woodland Hills, CA 91367 (310) 421-1860. CANN Media Group is a Delaware company with corporate offices located in California.

NOTE: All dates and themes are subject to change at any time. Not all themes will have dedicated cover features; however, all issues will have at least a cover promotion. Cover features are affected by many factors including, but not limited to, readership surveys, newsstand feedback, and editorial considerations.