

HEARST
BAY AREA

GREENSTATE SPRING ISSUE

April 2022



CURRENT STATE OF CANNABIS & CBD

Cannabis & CBD growing to \$180 billion combined

Capture the attention of a highly engaged audience interested in the benefits of cannabis, CBD and the industry as a whole.

Sources:

*Forbes, Feb. 18, 2022

**Forbes, July 28, 2021

***Happy Cabbage Analytics, July 2021

****Forbes, Dec. 31, 2021

The Business

- The Cannabis industry reached [\\$92 billion](#) in 2021 and will rise to [\\$160 billion in 2025](#).*
- CBD product sales will reach [\\$19.5 billion](#) by 2025 – a [37% annual growth](#) rate.**

Consumers

- By 2025, the number of US cannabis consumers will reach [46.6 million](#), up 16% since pre-pandemic.***
- Alcohol use declining: [50% of cannabis users reduced or replaced alcohol](#) with it.****

DEMOGRAPHICS

Bay Area Cannabis

The demographics of Bay Area adults, who bought items from a dispensary in the past 30 days, are well-educated and established consumers in one of the most sought-after markets in the U.S.



48% Male
51% Female

AGE	
18 to 24	7%
25 to 34	26%
35 to 44	23%
45 to 54	14%
55 to 64	15%
65+	14%
Median Age 42	

EDUCATION	
High School	24%
Some College	32%
College Grad	24%
Post Grad	20%

Source: Scarborough Research, R2 2021



EMPLOYMENT	
Employed	68%
White Collar	54%
Retired	14%

HOME OWNERSHIP	
Homeowner	41%
Renter	59%

HOUSEHOLD INCOME	
\$50K or Less	19%
\$50K to \$75K	10%
\$76K to \$99K	13%
\$100K to 149K	22%
\$150K to \$249K	21%
\$250K +	14%
Median HHI \$117,957	

MARITAL STATUS	
Single	44%
Married	43%
Divorced/Separated	12%

GREENSTATE | PRINT SECTION

Advertise against beautiful, award-winning photography and highly useful reporting.

Themed Cannabis Print Section

The Spring print issue of GreenState covers the range of cannabis culture including books, film review, unique dispensary locations and the issue of social equity in the cannabis industry.

Distribution

San Francisco Chronicle Circulation (210k) plus Overruns (5k) distributed to area dispensaries.

Dates and Deadlines*

Spring Pub. Date: Sunday, April 17th

Space Reservations: 3/30 Noon

Camera Ready: 4/4 10am

*Subject to change



Color Ad Size	Print Dimensions	Includes SFGATE Impressions	Net Investment
Full Page	9.75" x 9.83"	100,000 ROS	\$4,500
Front page Strip	9.75" x 1"	N/A	\$1,500
1/2 page	4.792" x 9.83" or 9.75" x 4.75"	75,000 ROS	\$2,750
1/4 page	4.792" x 4.75" or 9.75" x 2.33"	N/A	\$1,225
1/8 page	3.139" x 3.58" or 4.792" x 2.33"	N/A	\$750

Digital Advertising Opportunities

HEARST MULTI-SCREEN

750+ Hearst Audiences

Breadth and depth of first-party data allows us to target high-value, educated and engaged audiences.

Hearst Digital Magazines

- 25 Online Editions

Hearst Newspapers

- 24 Dailies
- 66 Weeklies

Hearst Audience Solutions & Hearst Digital Magazine:

- **60MM** monthly, Impressions for CBD
- **16MM** monthly Recreational Cannabis Users

GreenState.com Channel

- Monthly Page Views: **70.6K**
- Impressions on content sites: **3.3MM**
- Newsletter Subscribers: **9,339**

EXTRAORDINARY BRANDS

ELLE

San Francisco
Chronicle

TIMES
UNION

H
HISTORY

O
THE OCEAN
MAGAZINE

DR. OZ
THE GOOD LIFE

HOUSTON
CHRONICLE

HEARST
BAY AREA



GreenState.com

Regularly published original content paired with cannabis coverage from across the U.S. Content is syndicated nationally through SEO and a network of Hearst Newspaper sites.

Core Sections

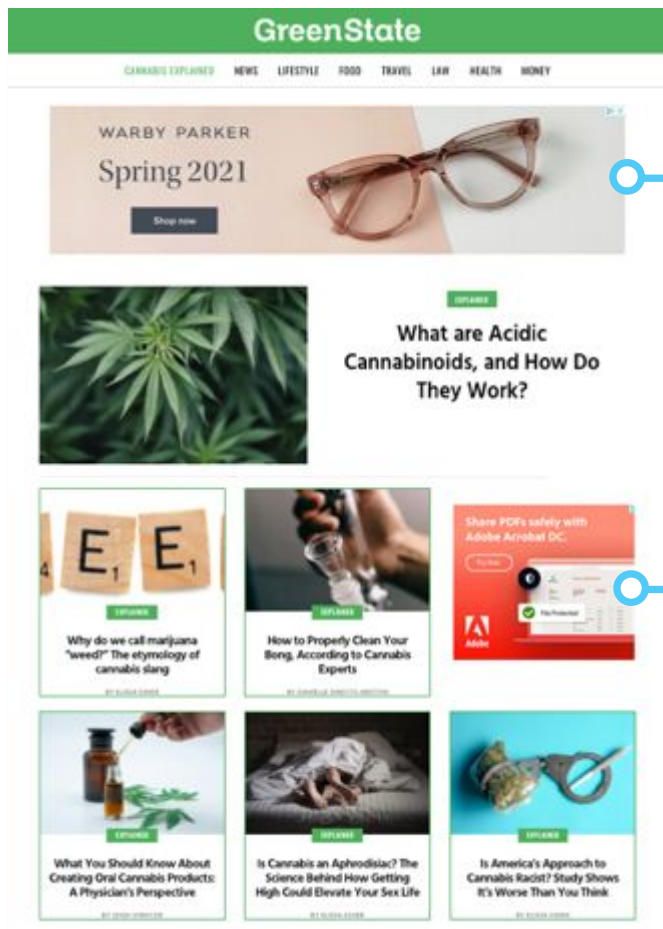
- Cannabis Explained
- News
- Lifestyle
- Food
- Travel
- Law
- Health
- Money

Additional Channels

- GreenState Social Media
- GreenState Print Sections

Homepage and Section Fronts

Desktop & mobile;
standard ad options



Desktop
Options

970x250

970x90

728x90

Desktop
and Mobile

300x250

GREENSTATE DISPLAY ADVERTISING

Article Pages

Desktop & mobile;
standard ad options

The screenshot shows the GreenState website interface. At the top is a green navigation bar with the logo and a search icon. Below it is a horizontal menu with categories: CANNABIS EXPLAINED, NEWS, LIFESTYLE, FOOD, TRAVEL, LAW, HEALTH, and MONEY. The main content area features a large banner for Warby Parker glasses with the text 'WARBY PARKER Spring 2021' and a 'Shop now' button. Below the banner is an article titled '12 Mouth-Watering CBD Recipes That Promise Stress Relief for Every Occasion' by Eurda Bisher, dated October 14, 2020. The article includes a 'SHARE' button with social media icons and a large image of a bowl of food with cannabis leaves. To the right of the article is a 'FASHION FOR NOW' section with four clothing items, each with an 'INFORMATION' link. Blue circles with lines pointing to the banner and the fashion section indicate ad placement options.

Options

970x250

970x90

728x90

300x250

(for mobile)

Options

300x600

(desktop only)

300x250

GREENSTATE TARGETED EMAIL

TARGETED EMAIL

- 100% SOV or group of clients
- Editorial chosen content to be appropriate and engaging
- Incredibly high open rates due to editorial content (17%+)
- Highly targeted to customers interested in cannabis

SPONSORED POSITIONS

- Multiple ad units, no limit!
- Sponsored Stories
- Next to engaging editorial
- Custom email headers too, with sponsor integration

INVESTMENT

- \$5,000 for 170,000 emails
- Retargeting to opens for \$1500

The screenshot shows a targeted email newsletter from GreenState, a subsidiary of the San Francisco Chronicle. The header features the GreenState logo and the text "WEEKEND CANNABIS NEWS" over a background of cannabis leaves. The main content is organized into sections:

- FEATURED ARTICLE:** A map of the United States with the Statue of Liberty, titled "Where is cannabis legal in the United States? (Medical marijuana and CBD included)".
- LATEST ARTICLES:** A list of news items including "Legalization Nation: Cannabis business licensing costs", "How to curb your munchies: 6 ways to fight cravings when you're high", "Nebraska medical marijuana bill derided as 'poison pill'", and "Court: Medical marijuana can't be taxed in New Mexico".
- CANNABIS EXPLAINED:** Two articles: "What THC to CBD ratio is right for me? We asked health experts how to choose the right products" and "What are cannabis equity programs and where can I find them?".
- SPONSORED CONTENT:** A "420 EXPERIENCE" ad for GreenState.
- Other Promotions:** A "C3 AI" ad about solving unsolvable problems in anti-money laundering, a "Galaxy S22 Ultra" ad, and a "6 Things We Can't Wait to See in the Final Season of Killing Eve" ad.

The footer of the email displays the "HEARST BAY AREA" logo.

SAMPLE REPORT

PERFORMANCE METRICS

- Incredibly high open rates due to editorial content (17%+)
- Strong Click-Through Rate (2%+)
- Report published 1 week after drop
- Individual link performance broken out

San Francisco Chronicle

GreenState

WEEKEND CANNABIS NEWS

FEATURED ARTICLE

Where is cannabis legal in the United States? (Medical marijuana and CBD included) [Read more](#)

LATEST ARTICLES

Legalization Nation: Cannabis business licensing costs [Read more](#)

How to curb your munchies: 6 ways to fight cravings when you're high [Read more](#)

Nebraska medical marijuana bill derided as 'poison pill' [Read more](#)

Court: Medical marijuana can't be taxed in New Mexico [Read more](#)

Recreational marijuana bill advances in Maryland House [Read more](#)

CANNABIS EXPLAINED

What THC to CBD ratio is right for me? We asked health experts how to choose the right products. [Read more](#)

What are cannabis equity programs and where can I find them? [Read more](#)

Legalization Nation: Cannabis business licensing costs [Read more](#)

420 EXPERIENCE

C3 AI is solving previously unsolvable problems in Anti-money Laundering

Beauty is in the details: 1099P shows them off.

Galaxy S22 Ultra

6 Things We Can't Wait to See in the Final Season of *Killing Eve*

READ MORE OR VOLTAGE +

UMC+

SUPER PUMPED

Campaign Summary

Name: Sports Nation Weekly

From/Brand:	San Antonio Express-News		
Headline:	Sports Nation Weekly Update		
Broadcast Date:	02/08/2021		
Audience:	120,000	ID:	1376529
Views:	20,935	Clicks:	2,957
View %:	17.45%	Click %:	2.46%

Ad Clicks: 201 Clicks

[com/](#)

Menu of Digital Package Suggestions

Leverage the power Hearst Bay Area's 1st Party Data and access an audience interested in Cannabis.

Inquire with your Hearst Bay Area Account Executive for additional opportunities and recommendations.

EXCLUSIVE PACKAGE INCLUDES THE FOLLOWING:		IMPRESSIONS	COST
SFGATE Section Front/Channel Takeover	– 100% SOV of the Cannabis section front and channel; including high impact units above the fold on desktop. 45,000 non-guaranteed imps/ SFDMA.	75,000	Included
Targeted Audience impressions	– Run of site audience targeting on SFGATE and SFChronicle.com. Audience: SFDMA, age 21+ with interest in cannabis. <i>Additional Targeting available.</i>	300,000	Included
4-WEEK FLIGHT		375,000	\$4,000

MULTI-SPONSOR PACKAGES INCLUDES THE FOLLOWING:		IMPRESSIONS	COST
Targeted Audience impressions	– Run of site audience targeting on SFGATE and SFChronicle.com. Audience: SFDMA, age 21+ with interest in cannabis. <i>Additional Targeting available.</i>	100,000	Included
Targeted Email Marketing	– 100% SOV Geo-targeted down to Zip Code, age 21+ with interest in Alternative Medicine, Active Lifestyle. <i>Additional Targeting available.</i>	50,000 Double Opt-In Subscribers	Included
2-WEEK FLIGHT		150,000	\$2,500

HEARST
BAY AREA

**Let's talk about how Hearst
Bay Area can help your
business thrive.**

[Click Here to Contact Hearst Bay Area](#)