

NUGL Magazine

goes print!

Cannabis Culture & Lifestyle

NUGL Magazine is a 420 lifestyle magazine that reaches over 7,500 readers in the Los Angeles market through distribution at dispensaries, hydro shops and other retail outlets.

Editorial Content in NUGL Magazine is purely dedicated to the 420 lifestyle including industry interviews, company overviews, product reviews, medicinal practices, music, cultivation, testing practices, cannabis recipes and much more! We support our advertisers by publishing product releases and news items, encouraging them to submit potential articles & product features. Editorial based advertising packages are available to advertisers.

Native Advertising Package

Native advertising promotes you in professional manner by highlighting information about your company and products in a NUGL Magazine Feature Article or Cover Story. The article will be approximately 1,200 words, and will be researched and written by a NUGL editor. The article will include photos (*front cover when applicable*) and your company contact information so interested readers can easily contact you. The article will also be posted on the NUGLMagazine.com website home page.

Cover Story + Social Media

This package includes your Cover Story, plus an additional Full Page Ad in our printed magazine and a story post to over 100,000 NUGL social media followers!

Feature Article + Social Media

This package includes your Feature Article, plus an additional Full Page Ad in our print magazine and a story post to over 100,000 NUGL social media followers!



NUGL Magazine Ad Rates

Print Advertising		1 Issue	3 Issues	6 Issues
All Print Ads are also placed in the digital version of NUGL Magazine for free!				
Two Page Spread		\$1,576	\$1,340	\$1,103
Single Page 500 Word Product Review		\$964	\$820	\$675
Full Page		\$876	\$745	\$614
Half Page		\$679	\$577	\$475
Quarter Page		\$472	\$401	\$330
Eighth Page		\$302	\$257	\$212
Business Card Directory		\$95	\$85	\$75
Premium Positions				
Inside Front Cover		\$964	\$819	\$675
Centerfold Spread		\$1,665	\$1,411	\$1,158
Inside Back Cover		\$920	\$782	\$644
Back Cover		\$1,095	\$931	\$767
Print + Digital Ad Packages				
Cover Story + Social Media		\$1,395	N/A	N/A
Feature Article + Social Media		\$1,095	N/A	N/A
Digital Advertising	1 Month	3 Months	6 Months	12 Months
Newsletter Takeover	\$1,200	\$1,080	\$840	\$720
Newsletter Ad	\$600	\$540	\$480	\$360
Newsletter Featured Article Placement	\$600	\$540	\$480	\$360
NUGL Digital Platform Ads	\$20 /CPM	\$20 /CPM	\$20 /CPM	\$20/ CPM
NUGL Magazine Digital Article Written by NUGL Editor <i>*annual activation fee</i>	N/A	N/A	N/A	\$500
Social Media Feed Post	\$995	\$895	\$795	\$695
Social Media Story Post	\$395	\$295	\$195	\$95
Custom Digital Advertising				
Pulsating NUGL Map Icons	Call for pricing			
Featured Listings - Includes Free Pulsating Map Icon	Call for pricing			
Popup Ads	Call for pricing			
Featured Deals / Coupons	Call for pricing			
Other Media Outlets	1 Month	3 Months	6 Months	12 Months
NUGL Bus Logo Placement	\$1,000	\$900	\$800	\$700
Event Sponsorships	Call for pricing			
Endorsement Packages	Call for pricing			
Inserts and Event Flyers	Call for pricing			
SCCBIG	\$20 /CPM	\$20 /CPM	\$20 /CPM	\$20 /CPM

PMG Advertising Rates

Print Advertising	1 Issue	3 Issues	6 Issues
PMG - 2 Page Spread	\$1,576	\$1,340	\$1,103
PMG - Single Page 500 Word Product Review	\$964	\$820	\$675
PMG - Full Page	\$876	\$745	\$614
PMG - Half Page	\$679	\$577	\$475
PMG - Quarter Page	\$472	\$401	\$330
PMG - Eighth Page	\$302	\$257	\$212
PMG - Business Card Directory	\$95	\$85	\$75
Premium Positions			
PMG - Centerfold Spread	\$1,665	\$1,411	\$1,158
PMG - Back Cover	\$1,095	\$931	\$767
PMG - Inside Front Cover	\$964	\$819	\$675
PMG - Inside Back Cover	\$920	\$782	\$644
Print + Digital Ad Packages			
PMG - Cover Story & Social Media	\$1,395	N/A	N/A
PMG - Feature Article & Social Media	\$1,095	N/A	N/A
Digital Advertising	1 Month	6 Months	12 Months
Standard Banner Ads	\$60	\$50	\$60
Enhanced Banner Ads	\$80	\$70	\$60
Videos Posted on Home Page	\$59	\$49	\$39
Videos Posted within Individual Articles	N/A	N/A	\$59
Display Ads within Online Articles	N/A	N/A	\$99
Online Buyers Guide	N/A	N/A	\$99
One category with a 50 word description, image & link to your website. Additional categories are only \$15 each			
Company Profiles	N/A	N/A	\$99
May be up to 750 words (subject to editing). You may also submit one image to be included with the profile. Each profile contains up to 2 live links to your website.			

ProfessionalMarijuanaGrower.com Artwork Requirements

(All artwork or questions should be emailed to Rnichols@ProfessionalMarijuanaGrower.com.)

Banner Ads

Should be no larger than 25K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to. Standard banners are 160 pixels w x 100 pixels h and Enhanced Banners are 468 pixels w x 60 pixels h.

Videos

Provide a link to an existing YouTube video.

Online Buyers Guide

Images should be no larger than 25K and submitted as .jpg files at no more than 225 pixels w x 150 pixels h at 72 dpi. Include the website the listing should be linked to.

Display Ads within Articles

Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 335 pixels w and 400 pixels h at 72 dpi. Include the website the ad should be linked to.



G&G Advertising Rates

Print Advertising	1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
Cover Story	\$1,395	N/A	N/A	N/A	N/A
Feature Article	\$1,095	N/A	N/A	N/A	N/A
Two Page Spread	\$1,729	\$1,586	\$1,426	\$1,275	\$1,124
Full Page	\$960	\$876	\$792	\$708	\$624
Half Page	\$741	\$679	\$611	\$547	\$482
Quarter Page	\$514	\$472	\$424	\$379	\$334
Eighth Page	\$329	\$302	\$271	\$242	\$214
Business Card	\$115	\$105	\$95	\$85	\$75
Premium Positions					
Centerfold Spread	\$1,863	\$1,709	\$1,537	\$1,374	\$1,211
Inside Front Cover	\$1,095	\$1,005	\$903	\$808	\$712
Inside Back Cover	\$1,047	\$961	\$864	\$772	\$681
Back Cover	\$1,198	\$1,099	\$988	\$884	\$779
Print + Digital Ad Packages					
Cover Story + Full Page Ad	\$1,895	N/A	N/A	N/A	N/A
Feature Article + Full Page Ad	\$1,595	N/A	N/A	N/A	N/A
Digital Advertising			1 Month	6 Months	12 Months
Newsletter Primary Sponsors			\$95	\$85	\$75
Newsletter Banner Sponsors			\$60	\$60	\$40
Newsletter Featured Product Area			\$60	\$50	\$40
Newsletter Company Profile			\$99		
Standard Banner Ads			\$60	\$50	\$40
Enhanced Banner Ads			\$80	\$70	\$60
Videos Posted on Home Page			\$59	\$49	\$39
Videos Posted within Individual Articles			N/A	N/A	\$59
Online Buyers Guide - One category with a 50 word description, image & link to your website. Additional categories are only \$15 each.			N/A	N/A	\$99
Company Profiles - May be up to 750 words (subject to editing). You may also submit one image to be included with the profile. Each profile contains up to 2 live links to your website.			N/A	N/A	\$99

GardenAndGreenhouse.net Artwork Requirements

(All artwork or questions should be emailed to Rnichols@GardenAndGreenhouse.net.)

Banner Ads

Should be no larger than 25K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to. Standard banners are 160 pixels w x 100 pixels h and Enhanced Banners are 468 pixels w x 60 pixels h.

Videos

Provide a link to an existing YouTube video.

Online Buyers Guide

Images should be no larger than 25K and submitted as .jpg files at no more than 225 pixels w x 150 pixels h at 72 dpi. Include the website the listing should be linked to.

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Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 335 pixels w and 400 pixels h at 72 dpi. Include the website the ad should be linked to.



Printing Specifications



Digital Advertising Submissions

All artwork should be composed to the specified size with photos sampled at no less than 300dpi at scale, logos and bitmap artwork sampled at 600dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF (v1.3) document, or in InDesign for Macintosh* on CD-Rom. All supporting files – fonts, scans, logos, etc. – along with a full size printout (color if applicable).

Offset Printing Specifications

Including Four Color Process • Binding: Saddle Stitch

Trim Size: 7.75" x 10.75"

Electronic Artwork Only should be submitted.

Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

Bleed Advertisements

Add 15% to rate and .125" to publication trim size.

FULL PAGE

(1) NO BLEED

7" x 10"

(PRINTS WITH WHITE BORDER)

(2) FULL BLEED

8.25" x 11.25"

(COVERS THE ENTIRE PAGE)

(3) TWO PAGE SPREAD W/ BLEED

16.5" x 11.25"

(COVERS TWO ENTIRE PAGES)

1/4 PAGE

VERTICAL

3.375" x 4.875"

1/2 PAGE

VERTICAL

3.375" x 10"

1/8 PAGE

VERTICAL

2.375" x 3.375"

1/2 PAGE

HORIZONTAL

7" x 4.875"

1/8 PAGE

HORIZONTAL

3.375" x 2.375"

BUSINESS CARD

3.33" x 1.625"

NUGL 2019 Publishing Schedule

Issue	Primary Feature Article	Editorial Deadline	Advertising Deadline
2019			
June	Vaping Products	4/16/19	4/29/19
August	Dispensaries Around the US	6/11/19	6/25/19
October	A Seat at the Table: Cannabis in Fine Dining	8/13/19	8/27/19
December	The Human Impact of Prohibition Across the US	10/15/19	10/29/19
2020			
February	Diversifying Legal Cannabis with Chauncy Bullock	12/17/19	12/30/19
April	Expanding Access to Cannabis	2/11/20	2/24/20
June	Patriotic Pot: the Changing Legal Landscape of American Weed	4/14/20	4/27/20
August	Dismantling the Opioid Epidemic with Cannabis: A Clinician's Perspective	6/16/20	6/29/20
October	Terpenes & Cannabis Cuisine	8/18/20	8/31/20
December	Weed at Work: the Relationship Between Career and Cannabis	10/13/20	10/26/20



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PMG 2019 Publishing Schedule

Issue	Primary Feature Article	Editorial Deadline	Ad & Artwork Deadline
2019			
Jan/Feb	Establishing a Perpetual Marijuana Garden - Discusses the 3 stages of a perpetual garden and the general parameters of each separate growing space. Includes information on how to calculate the duration of the cloning and vegetative stages to best match the harvest of the flowering room. Understanding F1 Hybrids - Explains F1 hybrids and other breeding techniques (F2, cross breeding, etc.), what to expect when growing F1 hybrids and how to create your own F1 hybrids.	11/13/18	12/3/18
Mar/Apr	Using Cannabis Specific Bloom and Flower Enhancers - A close look at the products and techniques used in the late stages of flowering to enhance flower size, density and flavors/odors. Increasing Trichome Production for More Potent Marijuana - Focuses on UV light supplementation, physical manipulation and nutrient additives along with why cannabis plants produce trichomes and how a grower can use this knowledge to "trick" plants into creating more trichomes.	1/15/19	2/4/19
May/Jun	The Light Cycle and How it Affects Flower Initiation - Discusses the importance of a completely dark cycle and how the cannabis flowering cycle is triggered by the amount of dark, not light, that the plant receives in a 24 hour period. Also discusses what will happen to a cannabis plant if the dark cycle is interrupted. Identifying and Eliminating Spider Mites in Cannabis - Explains how to identify, prevent and treat spider mites on cannabis plants including chemical and organic treatment options, and how to sterilize a room after a spider mite infestation.	3/12/19	4/8/19
Jul/Aug	Flushing & Nutrient Preparation for Harvesting - Explains why and how cannabis growers should flush their plants before harvest including the specific products and techniques that should be used. Increasing Terpene Production for Better Flavor and Quality - Defines terpenes/terpenoids and how each terpene affects flavor & quality and suggests products & techniques to increase terpene production.	5/14/19	6/3/19
Sep/Oct	Hydroponic Systems for Commercial Cannabis Gardens - Reviews the best hydroponic systems for commercial cannabis growers that focus on efficiency through automation and lead to the highest return on investment. Greenhouses Designed for Cannabis Production - Discusses light deprivation greenhouses and greenhouses with secure glazing and locking doors that meet state and local ordinances.	7/16/19	8/5/19
Nov/Dec	Achieving the Best Testing and Analysis Results - Examines growing techniques that increase potency, limit or eliminate molds & mildews and the best treatment options for pest and pathogens that will not leave behind residuals. Understanding Cloning Automation and Cloning Machines - Explains the cloning process when a clone machine or other clone automation device is used. Includes a section on atmospheric control and the importance of consistent atmospheric conditions in the clone area.	9/10/19	10/7/19

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G&G 2019 Publishing Schedule

Issue	Primary Feature Article	Editorial Deadline	Ad & Artwork Deadline
2019			
Jan/Feb	Organic Hydroponics - A look at hydroponic systems that work best with organic nutrients, the advantages and disadvantages of organic hydroponics and the advancements in organic hydroponic fertilizers.	11/27/18	12/17/18
Mar	Early Growth Fertilizer Regiments for Cloning & Early - Vegetative Stages Discusses the nutritional needs of clones and young vegetative plants, the products and techniques used and how a grower can minimize stress while promoting accelerated growth during the early stages of an indoor garden.	1/2/19	1/21/19
Apr	Organic Prepackaged Soils - Examines the variety of organic prepackaged soils, how to compare ingredients, how to understand moisture control additives and how they relate to the shelf life of microorganisms in	1/29/19	2/18/19
May	IPM – Integrated Pest Management - Defines and discusses IPM, how to implement IPM in the garden or greenhouse and how to prioritize the different components of an IPM program.	2/26/19	3/18/19
Jun	Greenhouse Maintenance Tips - Discusses prevention and treatment of molds, mildew and other humidity related issues. Includes tips to extend the longevity of the greenhouse materials including the frame and glazing.	4/2/19	4/22/19
Jul	Humidity Control for Pathogen Prevention - Reviews the pathogens that find humid conditions conducive to growth, how to positively identify them and how to prevent them.	4/30/19	5/20/19
Aug	Adjusting Hydroponic Nutrients and pH - Examines PPM/pH hydroponic nutrient monitoring and adjustments, most common reasons for fluctuations and techniques to stabilize both PPM and pH in a nutrient reservoir.	5/28/19	6/17/19
Sep	Understanding CRI and PAR Ratings - Discusses and defines color rendition index (CRI) and photosynthetically active radiation (PAR), how bulb manufacturers rate their lamps and how to compare and or measure CRI and PAR ratings.	7/2/19	7/22/19
Oct	Measuring & Supplementing Daily Light Integral (DLI) in Greenhouses - Defines and explains DLI and how it can be used to maximize the efficiency of a supplemental lighting system along with lighting technologies commonly used for supplemental lighting in greenhouses.	7/30/19	8/19/19
Nov	Hydroponic Grow Medium Comparison - Reviews the available hydroponic mediums, how they compare, and where they are most applicable. Also discuss the disposal and/or the recycling of hydroponic mediums.	8/27/19	9/16/19
Dec	Mixing Light Spectrums for Fuller Spectrums - Explains how to mix light technologies, like CMH and HPS to produce a fuller spectrum.	10/1/19	10/21/19
Buyers Guide	2020 Industry Buyers Guide - A comprehensive listing of vendors serving the home hobby greenhouse grower, small commercial grower and hydroponic & indoor gardening industry.	N/A	11/18/19



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