

SMOKE & VAPE

BUSINESS SOLUTIONS

2019 MEDIA KIT

DELIVERING REAL CONTENT | PRODUCING REAL RESULTS | EXCEEDING YOUR EXPECTATIONS

THE IMPORTANCE OF PRINT ADVERTISING IN 2019

Neuroscience has now proven that print ads make a better impression than digital ones. Numerous studies have indicated that on a brain-chemistry level, people process print content with greater engagement and focus, not to mention a deeper emotional response, than they do content viewed on a screen.

While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall. For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.

PRINT VS. DIGITAL ADVERTISING

RESPECTABILITY

Perhaps the fact that print has been around so long gives it prestige. Thanks to its rich history, ads that appear in print tend to be taken much more seriously.

TRUST

Most consumers understand the Internet is rife with fake advertising at best, and grossly misleading marketing campaigns at worst. Because of the dubious reputation of online ads, print advertisements remain the most trusted source of marketing information. According to an October 2016 survey by MarketingSherpa, 82% of U.S. internet users trust print ads when making a purchase decision, more than any other medium.

CLEARLY DEFINED TARGET AUDIENCES

Healthy ROIs require the ability to target readers effectively. Print ads allow positioning in the most relevant editorial sections of publications. Conversely, when buying ads from digital networks, you can never be quite sure your message will reach the right audience at the right time.

HIGH ENGAGEMENT RATES

Consumers rarely give digital content their full attention, rather choosing to multitask while viewing digital content. Print content, on the other hand, allows people to really focus and engage. And, when it comes to getting your message across, you can't beat full engagement.

HIGHER CONVERSION RATES

A Penn State study confirmed that nearly 80% of consumers act on direct printed mail advertisements compared to 45% of consumers that act on electronic advertisements, indicating that print ads have much more influence on buying decisions than electronic advertisements.

PRINT BOLSTERS ELECTRONIC ADVERTISING

According to the National Retail Federation, shoppers are most likely to start an online search after viewing a magazine ad. Savvy advertisers know that implementing both digital and print advertising campaigns produces higher customer conversion rates.



PRINT AD TIPS

Now that you understand just how effective print advertising can be, here are some tips to make your ads as effective as possible:

KEEP IT SIMPLE

Simple layouts work best. Busy or cluttered ads turn readers off. But simple layouts allow your messaging (your concise messaging) to be read easily. Forgo large blocks of copy for smaller ones and consider using bullet points to clearly define benefits. Beyond this, sans-serif fonts have been shown to be the easiest to read.

MIND YOUR FLOW

The human eye naturally wants to start at the top left of a page or ad and move down toward the bottom right. You can help this visual journey by laying out text along the eye's natural 'route' across the page.

HIGHLIGHT THE BENEFITS

Too many marketers make the mistake of pointing out features in their ad instead of benefits. Here's an example: While your website can list product or service features, your ad should only focus on the biggest benefits to your prospective customers.

PRINT AUDIENCE

Reach retailers with your targeted marketing message with the 'leading' smoke & vape trade magazine.

4,054

DIGITAL EMAIL AUDIENCE

16,229

PRINT AUDIENCE

Smoke & Vape Business Solutions magazine reaches those business owners responsible for making purchasing decision, with the highest circulation of vape shops and smoke shops of any industry publication. In addition, we reach the primary locations of the largest corporately owned facilities.

Our readers are the key decision makers – owners, managers, and supervisors – who approve spending and strategic planning for their business. No other industry has the support, following and partnerships like *Smoke & Vape Business Solutions*.

We deliver the most relevant content, the most strategic ideas, and the most innovative products and services the industry has to offer. We command authority by bringing our readers the business practices and actionable solutions that matter the most, and allowing our sponsors and advertisers access to this ever changing audience.

WHY ADVERTISE IN SVBS?

VOICE: We have a respected and knowledgeable editorial team readers rely on for information.

FREQUENCY: We reach our readers 6 times a year.

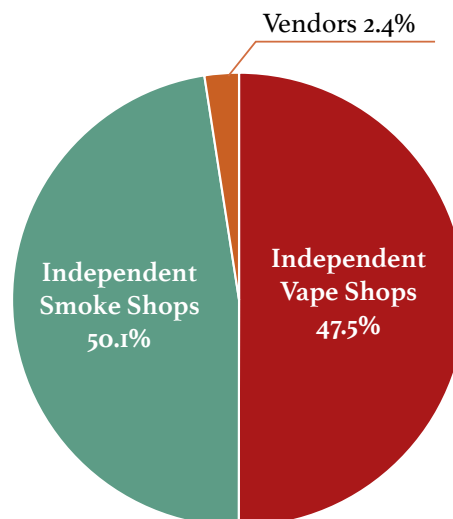
INFLUENCE: We impact purchasing decisions of buyers who decide which products and services are provided.

REACH: We maintain the most current print and digital list of vape shops and smoke shops.

TRUST: We're a trusted partner, connecting suppliers to retailers, since 2014.



SMOKE & VAPE BUSINESS SOLUTIONS CIRCULATION





SVBS DIGITAL AUDIENCE

Smoke and Vape Business Solutions website is a definitive source for industry news. Smoke and Vape Business Solutions staff delivers business news five days a week. For those that prefer to read SVBS magazine digitally, SVBS magazine is available online. In addition, we archive each issue of SVBS for those who want to read past issues. Our timely reporting brings new visitors to our site. And that unique, in-depth coverage keeps visitors coming back. With more than 8,000 monthly visits, we continue to attract loyal readers. Our readers also frequently engage with our expansive social media coverage.

103,176

ANNUAL VISITS

8,598

VISITS PER MONTH

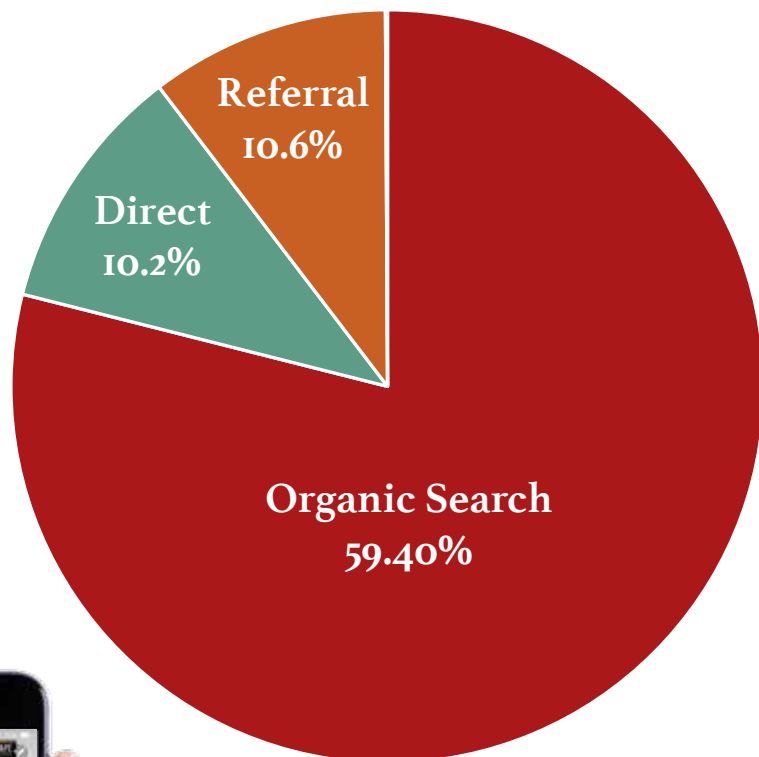
426

VISITS PER DAY

1:12 MIN

AVERAGE TIME ON SITE

Source: Google Analytics/Cloudflare Analytics
August 31, 2017 - August 31, 2018



2,400

Smoke & Vape Business Solutions



1,700

@SmokeandVapeMag



The Industry's Premier Business Resource for Smoke, Vapor and Head Shops | January/February 2013

SMOKE & VAPE

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Featuring: | 2013 Business Resource | 2013 Market Outlook

More
**Precious
Than
Gold**
MORE TO

SmokeCafe.com

Contact: 800.455.4229 | 714.941.4229




The Industry's Premier Business Resource for Smoke, Vapor and Head Shops | September/October 2018

SMOKE & VAPE

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FMM Media | 8913 Stone Green Way, Suite 200 | Louisville, KY 40220



INSIDE:
Why Omnichannel Marketing Is The Most Important Phrase In Small Business Today

www.smokeandvapemagazine.com

**Help us, help them grow their businesses.
Ask us today how to join our list of featured writers!**

2019 ADVERTISING RATES & SPECIFICATIONS

	1X	3X	6X
2 Page Spread	\$2,890	\$2,690	\$2,490
Full Page	\$1,690	\$1,590	\$1,490
1/2 Page	\$990	\$890	\$790
1/3 Page	\$790	\$690	\$590
1/4 Page	\$690	\$590	\$490
Buyer Solutions (1/6 Page)	\$490	\$390	\$290

Premium Positions	1X	3X	6X
Cover 1 (Front Cover)	\$9,990	N/A	N/A
Inside Front Cover	\$2,690	\$2,490	\$2,290
Inside Back Cover	\$2,490	\$2,290	\$2,090
Outside Back Cover	\$2,990	\$2,790	\$2,590
Inside Front Cover (R)	\$2,490	\$2,290	\$2,090

TERMS: Terms and policies are spelled out in the Smoke & Vape Business Solutions standard insertion order, which must be signed prior to placement of advertising. **Design Services:** Our design team can prepare your ad for a nominal charge. Fees are dependent on the size and complexity of the project and allow for three revisions. **Additional Opportunities:** Expand your reach using polybags, inserts, bind-ins and tip-ins. Reprints also available upon request.

ADVERTISING SIZES

<p>TWO PAGE SPREAD (DOUBLE TRUCK)</p> <p>With Bleed: 17.00 Wide x 11.125 Tall</p> <p>Without Bleed: 16.75 Wide x 10.875 Tall</p>	<p>FULL PAGE</p> <p>With Bleed: 8.625 Wide x 11.125 Tall</p> <p>Without Bleed: 8.375 Wide x 10.875 Tall</p>	<p>1/2 PAGE HORIZONTAL</p> <p>7.375 Wide x 4.875 Tall</p>
<p>1/2 PAGE VERTICAL</p> <p>3.6875 Wide x 9.75 Tall</p>	<p>1/3 PAGE HORIZONTAL</p> <p>7.375 Wide x 3.25 Tall</p>	<p>1/4 PAGE VERTICAL</p> <p>3.6875 Wide x 4.875 Tall</p>

GENERAL ADVERTISING SPECIFICATIONS: Advertisers are strongly encouraged to submit advertising materials in a digital format according to the following guidelines. **PDF & PDF/X1-a Files:** This is the preferred method for submitting ad files, provided they are press-optimized, high-res, CMYK, and have the fonts embedded. Please note that most PDF files lack the ability to be edited or altered. **Other Accepted File Formats:** JPG, TIFF, Adobe Photoshop®, Adobe InDesign®. **Photos:** Must be hi-res (300 dpi or greater), actual size. **Page Size:** Trim: 8.375" x 10.875". Image area: 7.875 x 10.375. Bleeds must extend at least 1/8 of an inch outside of the trim size for the ad. Copy for bleeds should not exceed the image area. **Borders:** We strongly advise that advertisers add their own borders when necessary. Ads submitted without borders that are less than a full page in dimension may have borders added at the production manager's discretion if the ad is created with a white background or low color opacity. This is to ensure separation between editorial and advertising content. **Proofing:** Color proofs should be submitted with digital files, and they should be printed at 100%. In absence of paper proofs, Smoke & Vape Business Solutions is not responsible for color reproduction and cannot be responsible for returning proofs.

WEBSITE SPECS & RATES

8,500 MONTHLY VISITORS

SVBS's website is a definitive source for industry news and events. Our website is updated daily with industry press releases, a complete industry event's calendar, and resources for smoke/vape shops for print marketing and mailing services. In addition, every issue of SVBS magazine is archived for those who want to read an issue they may have missed.

POSITION	1 Month	3 Months	6 Months	12 Months
A PREMIUM LEFT HORIZONTAL	\$399	\$369	\$339	\$299
B PREMIUM RIGHT RECTANGLE	\$399	\$369	\$339	\$299
C STANDARD LEFT HORIZONTAL	\$319	\$299	\$279	\$259
D STANDARD RIGHT RECTANGLE	\$299	\$279	\$259	\$249

SPECIFICATIONS:

300 DPI. JPEG or PNG. Non-transparent background.

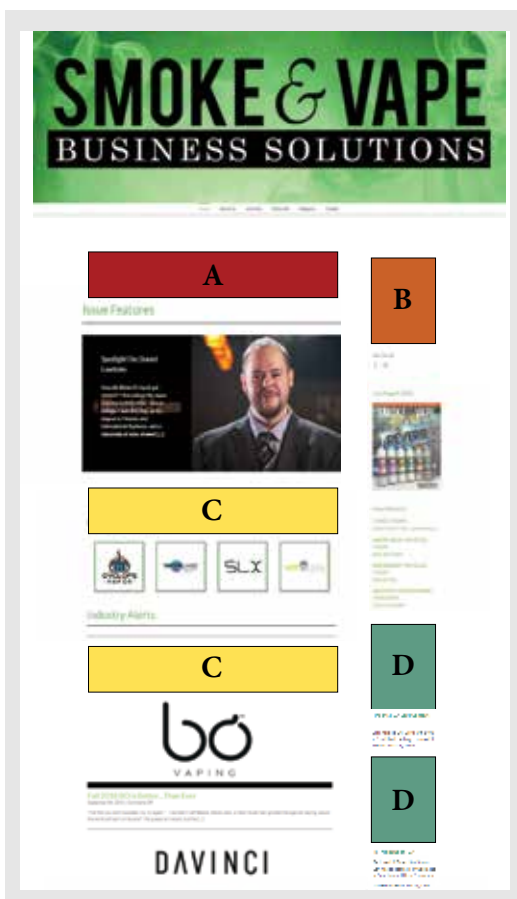
A - PREMIUM LEFT HORIZONTAL (1 available) - 600 X 110 Pixels.

B - PREMIUM RIGHT RECTANGLE (1 available) - 300 X 400 Pixels.

C - STANDARD LEFT HORIZONTAL (2 available) - 600 X 110 Pixels.

D - STANDARD RIGHT RECTANGLE (3 available) - 300 X 400 Pixels.

*Cost is based on price per month, billed monthly.



WEEKLY E-NEWSLETTER SPECS & RATES

CIRCULATING TO 4,000 SMOKE & VAPE SHOPS

SVBS's Weekly E-Newsletter is the perfect educational supplement between issues! We feature articles, new or noteworthy designs, and industry news in another clean and easy to read format. With a current circulation of almost 4,000 smoke and vape shop owners, it is a great way to reach our readers digitally.

A	B
LEFT HORIZONTAL	RIGHT RECTANGLE
4 issues - \$229	4 issues - \$199
8 issues - \$219	8 issues - \$189
16 issues - \$199	16 issues - \$179
26 issues - \$179	26 issues - \$159
52 issues - \$159	52 issues - \$139

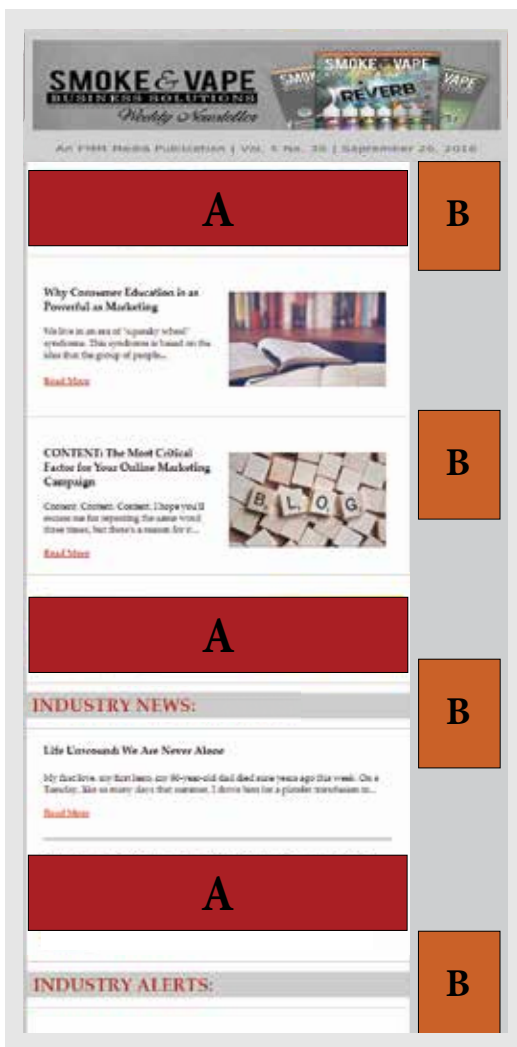
SPECIFICATIONS:

300 DPI. JPEG or PNG. Non-transparent background.

A - LEFT HORIZONTAL - 400 x 110 Pixels

B - RIGHT RECTANGLE (10 available) - 300 X 400 Pixels

*Cost is based on price per issue, billed monthly.



2019 MATERIALS DUE CALENDAR

JANUARY | FEBRUARY

Ad Closing: 12.14.18

Materials Due: 12.21.18

BONUS DISTRIBUTION

TPE | February 10 - 12 | Las Vegas, NV

BONUS DISTRIBUTION

CHAMPS | February 27 - March 1 | Las Vegas, NV

MARCH | APRIL

Ad Closing: 02.15.19

Materials Due: 02.22.19

MAY | JUNE

Ad Closing: 04.19.19

Materials Due: 04.26.19

JULY | AUGUST

Ad Closing: 06.14.19

Materials Due: 06.21.19

BONUS DISTRIBUTION

CHAMPS | July 16 -18 | Las Vegas, NV

SEPTEMBER | OCTOBER

Ad Closing: 08.16.19

Materials Due: 08.23.19

BONUS DISTRIBUTION

CHAMPS | September 21-23 | Orlando, FL

BONUS DISTRIBUTION

CHAMPS | October 13-15 | Denver, CO

NOVEMBER | DECEMBER

Ad Closing: 10.18.19

Materials Due: 10.25.19

Bonus Distribution at (2) Big Industry Shows

*Miami, FL and Los Angeles, CA (Dates TBD)

EDITORIAL OPPORTUNITIES

Support your advertising efforts by educating, inspiring and providing solutions to our readers. This opportunity to position yourself as an industry expert can assist you in gaining awareness, building trust and obtaining loyalty from your potential customers. Help us, help them grow their businesses!

BONUS Distribution is included where Smoke & Vape Business Solutions magazine is distributed at numerous association events. Participation subject to change.

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