



# beer&weed.

A MAGAZINE WITH REFINED TASTE

- FOCUSED MARKET
- CONSUMER-FOCUSED EDITORIAL
- DIRECT DISTRIBUTION
- SOPHISTICATION
- MAINSTREAM
- PUBLICATION ALL-STAR TEAM
- HIGH-END TRENDS
- STAND-OUT MERCHANDISING
- VALUED PUBLICATION

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## WHAT IS IT?

A targeted lifestyle magazine, along the lines of Cigar Aficionado, Wooden Boat, or Sports Illustrated, Beer & Weed focuses on the stories of craft brewers and growers and the people who enjoy their product. As Maine, and the country, rapidly expands its understanding and appreciation for sours and lambics, sativas and indicas, they want to dive more into what makes one strain a better fit for hiking and another fermentation better for 18 holes of disc golf.

This is the publication they will turn to so they are informed and constantly interested by the next thing they just have to get a taste of.

+ CONSUMER-FOCUSED EDITORIAL



+ SOPHISTICATED AUDIENCE



+ FOCUSED MARKET

## WHO READS IT? [THE PEOPLE WHO WILL LOVE BEER & WEED]

### ON THE GO

Young and on the go, people who will travel to a tasting room and have spare time for going out and experiencing life.

### INCOME

Ready and willing to spend \$15 on a four pack or \$55 for an 1/8.

### ENJOYMENT

People who see beer and weed as ways to enhance their enjoyment of whatever it is they're doing.

### EDUCATED

Well educated, care about what they put into their body, and appreciate quality when they see it.

### LOCALS

800,000 Mainers are between 21 and 65: 60% drink beer monthly, 15% of them smoke cannabis monthly.

### TOURISTS

85% of the Maine Brew Bus's 5,300 customers last year were tourists



# HOW WILL IT BE DISTRIBUTED?

Beer & Weed is a subscription-based magazine with a cover price of \$4.95, and an annual rate of \$24.95. It will be:

- Mailed monthly to subscribers, both individuals and institutional subscribers like dentists' offices, car dealerships, and other waiting areas.
- Featured for sale in tasting rooms, retail shops, book stores, and select places that sell magazines across Maine and (eventually) New England.
- With special double issues in April and October.

This publication will not be disposable, but will be something that sticks around and has lasting value.





## WHAT WILL A TYPICAL ISSUE LOOK LIKE?

Beer & Weed is a sophisticated publication with a top-notch roster of editors, writers, photographers, and illustrators with deep experience in publication and connecting with readers.

+ STAND-OUT MERCHANDISING

# READERS WILL FIND:



## NEWS AND UPDATES

News and updates about new releases, new openings, and people on the move doing interesting things in the industry.

## RECIPES

Recipes featuring beer and weed, and things that accompany beer and weed well -- everything from edible-making to BBQ and grilling.

## CELEBRITY COLUMNS

Columns from “celebrity” columnists like Spose (who will be featured in the first 12 issues) and the self-proclaimed Beer Babe (to be confirmed).

## FEATURES

Feature articles on producers of beer and weed, those who enjoy beer and weed, and things that go well with beer and weed.

## SLICK DATA

Data visualization and illustration to help tell cool beer and weed stories with numbers and graphics.

## PLUS+

Special, internet-only features like listings maps, interactive features, and other TBD ways to tell beer and weed stories as only can be done online.





## WHY ADVERTISE IN BEER & WEED?

Beer & Weed is your opportunity to get in front of a targeted audience that you know will connect with your product. As opposed to other publications in the market, Beer & Weed offers:

- **FOCUSED MARKET**  
Geared toward those who buy and consume your products.
- **CONSUMER-FOCUSED EDITORIAL**  
No insider regulations talk that your customers don't care about.
- **DIRECT DISTRIBUTION**  
Delivered directly to the homes of your customers.
- **SOPHISTICATION**  
Pitched to a sophisticated audience.
- **MAINSTREAM**  
Works to mainstream your products in new markets.
- **YOUR TEAM**  
Run by publication veterans who consume your products.
- **HIGH-END**  
Your brand is associated with high-end trend setters.
- **STAND-OUT MERCHANDISING**  
You're not associated with "free" and "disposable."
- **VALUED PUBLICATION**  
A valued publication gets read more often, by more people.



# REACH OUT

If you have questions about any of these details, would like to see a rate card, or would like to discuss a vendor relationship, please feel free to reach out.

## Editor in Chief:

Sam Pfeifle, [sam@beerandweedmagazine.com](mailto:sam@beerandweedmagazine.com)

## Sales Director:

Gregg Shapiro, [gregg@beerandweedmagazine.com](mailto:gregg@beerandweedmagazine.com)

## Design Director:

Glen Halliday, [glen@beerandweedmagazine.com](mailto:glen@beerandweedmagazine.com)

## Production & Circ Director:

Mark Sayer, [mark@beerandweedmagazine.com](mailto:mark@beerandweedmagazine.com)

+ EXPERIENCED PUBLICATION TEAM

# beer&weed.

advertise@beerandweedmagazine.com

207.572.6063



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