



# Terpenes and Testing Magazine

Terpenes, Horticulture, Chemistry & Analytics <sup>TM</sup>



## APP READERSHIP

iTunes: 41,115 readers



Google Play: 28,931 readers



MACE Media Custom App

**16,000**

Digital Monthly Page Views

**2.2 Million**

Unique Views Per Month

**821,000**

e-Newsletter Open Rate

**32%**

e-Newsletter Sent

**175,000 Weekly**

Monthly Engagements

**398,000**

## SOCIAL SUBSCRIPTIONS



**3,339**  
FOLLOWERS

**2,912**  
LIKES



**28.6k**  
FOLLOWERS

## ALEXA RANKING

Global Ranking

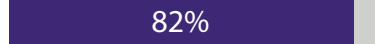
**599**

Rank in United States

**112,978**

## OTHER DIGITAL PLATFORM READERSHIP

Weekend e-Blasts: 1.4 million/month



Additional Distribution (websites, social media, partner sites): 600k/month



Conference Views: 2021 \*projected 78k/month



Total Other Platform Readership: 2,078,000

**Conferences:** CBDEXpo South, CBDEXpo Midwest, CBDEXpo East, CannaFarm Con, Concentration, Myco Con

## Publication Focus

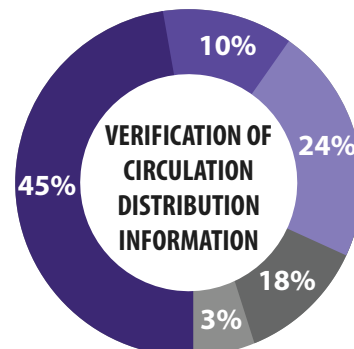
Terpenes and Testing Magazine is the scientific backdrop against which in-depth understanding of cannabis news, compliance and regulation, chemistry, analytical testing, and horticulture science can fully unfold and crystallize. We pride ourselves on making science fun and digestible, without taking away from its power. And by fun, we don't mean inside jokes only scientists can geek-out and high-five each other over. Fun for us is discussing how scientific innovations and discoveries translate into and shape the young, new, and wide-open world of the cannabis industry. This unique approach to infusing hard-core science with genuine passion for the cannabis plant is what makes us ever-relevant to scientists and cannabis enthusiasts alike.

Issues Per Year: 6

### BUSINESS TO BUSINESS



### BUSINESS TO CONSUMER



- REQUESTED
- NEWSLETTER DISTRIBUTION
- NON-REQUESTED
- TRADE COMP
- MEDIA AGENTS
- ADVERTISERS
- SINGLE ISSUE