

CBD SCHOOL



MEDIA KIT 2019

www.cbdschool.com



ABOUT

The CBDSchool.com mission is to help every person who is searching for credible and trustworthy information about CBD.

“Learn how CBD could be good for your health, read important tips on how to use CBD products, and find quick guides to help you get the most out of CBD.”

CBD School is a content site full of well-researched and factual articles sourced from some of the leading writers, researchers, and pro-cannabis activists from across the globe.

A hawk-eyed editorial team carefully reviews each content piece before publishing to verify facts and ensure flawlessness.

To help the target audience learn, consume information, and stay engaged, the CBD School produces multimedia content around CBD; including a Blog with numerous content pieces, a Podcast with over 100 episodes, a Youtube channel with 300+ videos, and an Email Newsletter.

This high-quality multimedia content is the perfect venue to showcase CBD brands and connect with an engaged audience who is eager to learn about and buy new CBD products.

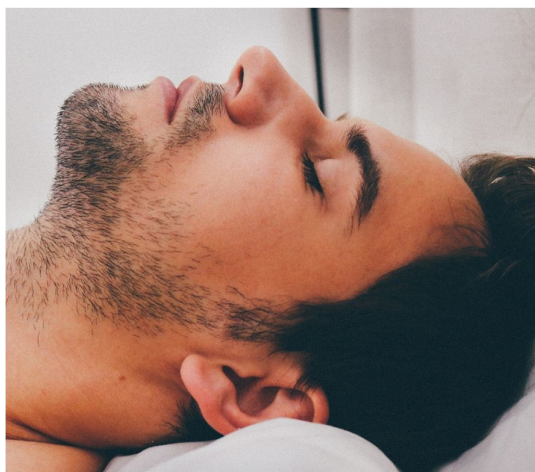
For the last two decades, Vadim Fedorovsky has dedicated himself to researching the benefits of the cannabis plant. However it wasn't enough to learn about the benefits for himself; he wanted to share them with the world. So in early 2017, he launched the CBD School and became known as “the CBD Professor.”



OUR AUDIENCE

AT-A-GLANCE (current as of July 2019)

- Over 83,000 Unique Visitors per month to the CBD School website.
- Over 125,000 Pageviews per month on the CBD School site.
- CBD School Podcast with over 100 episodes published and regularly listened to by thousands; several recent ones have been played more than 2,600 times.
- CBD School Youtube Channel with over 20,500 subscribers.
- An engaged 8,500+ person email list.
- Followers on all the top Social Media platforms, including Instagram.



DEMOGRAPHICS (current as of July 2019)

- Our website audience is 52.5% female and 47.5% male.
- Around 80% of our visitors fall between the ages of 25 and 64, with almost 30% being between the ages of 25 and 34.
- The majority of our website visitors (83%) are located in the United States, followed by the United Kingdom (5.5%) and Canada (5%).
- Over 60% are consuming the website content in Mobile devices, and of these around 52% are on an iPhone.



Affinity Categories:

1. Shoppers/Value Shoppers.
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs.
3. Media & Entertainment/Movie Lovers.
4. Lifestyles & Hobbies/Pet Lovers.
5. Lifestyles & Hobbies/Outdoor Enthusiasts.
6. Technology/Technophiles
7. Lifestyles & Hobbies/Business Professionals
8. Home & Garden/Do-It-Yourselfers
9. Sports & Fitness/Health & Fitness Buffs
10. Media & Entertainment/Music Lovers

In-Market Segments:

1. Travel/Hotels & Accommodations
2. Apparel & Accessories/Women's Apparel
3. Home & Garden/Home Decor
4. Apparel & Accessories
5. Employment
6. Real Estate/Residential Properties/Residential Properties (For Sale)
7. Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)
8. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
9. Home & Garden/Home & Garden Services/Landscape Design
10. Travel/Air Travel





Other Categories:

1. Arts & Entertainment/Celebrities & Entertainment News
2. News/Weather
3. Food & Drink/Cooking & Recipes
4. Arts & Entertainment/TV & Video/Online Video
5. News/Sports News
6. Real Estate/Real Estate Listings/Residential Sales
7. Internet & Telecom/Email & Messaging
8. Arts & Entertainment/Tv & Video/TV Shows & Programs/TV Reality Shows
9. Pets & Animals/Pets/Dogs
10. Reference/General Reference/Dictionaries & Encyclopedias

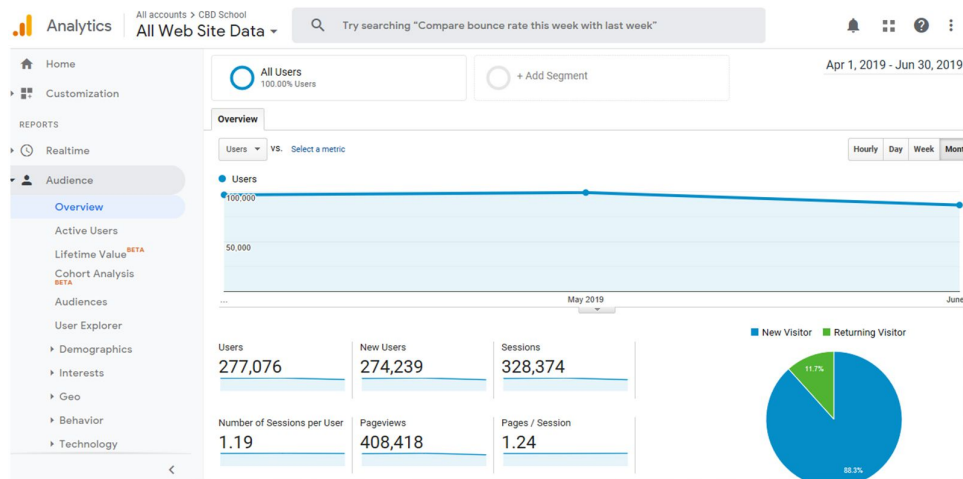
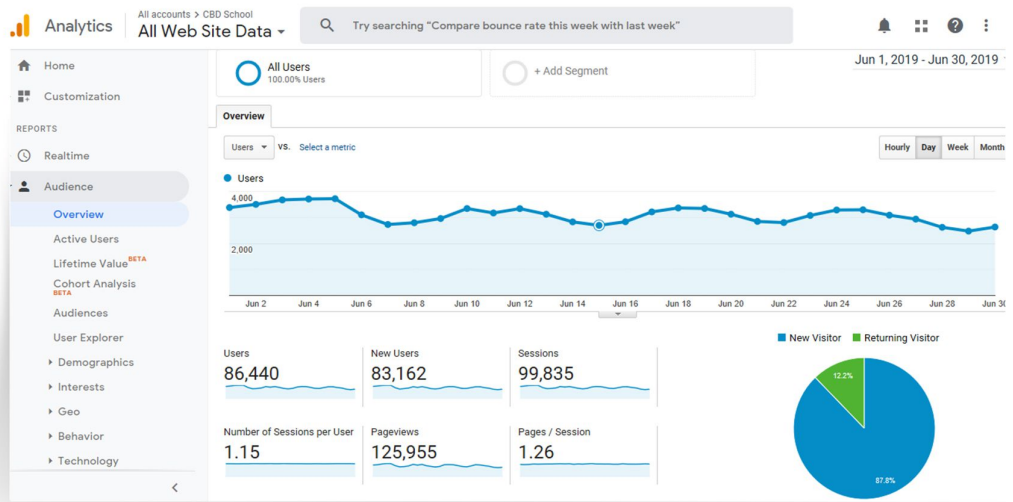


STATS (current as of July 2019)

June 2019

 **83,000**
New Visitors

 **125,000**
Pageviews



From April 1 to June 30

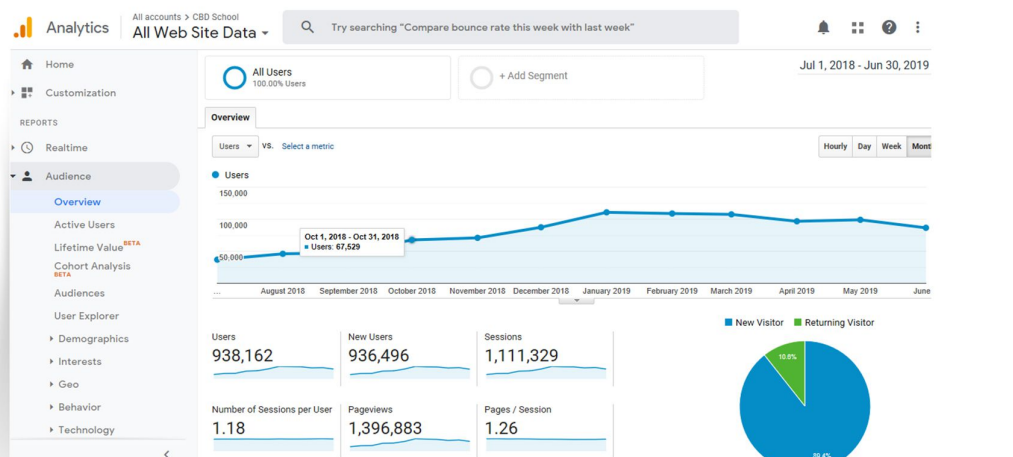
 **274,239**
New Visitors

 **408,418**
Pageviews

From July 1, 2018, to June 30, 2019

 **936,496**
New Visitors

 **1,396,883**
Pageviews





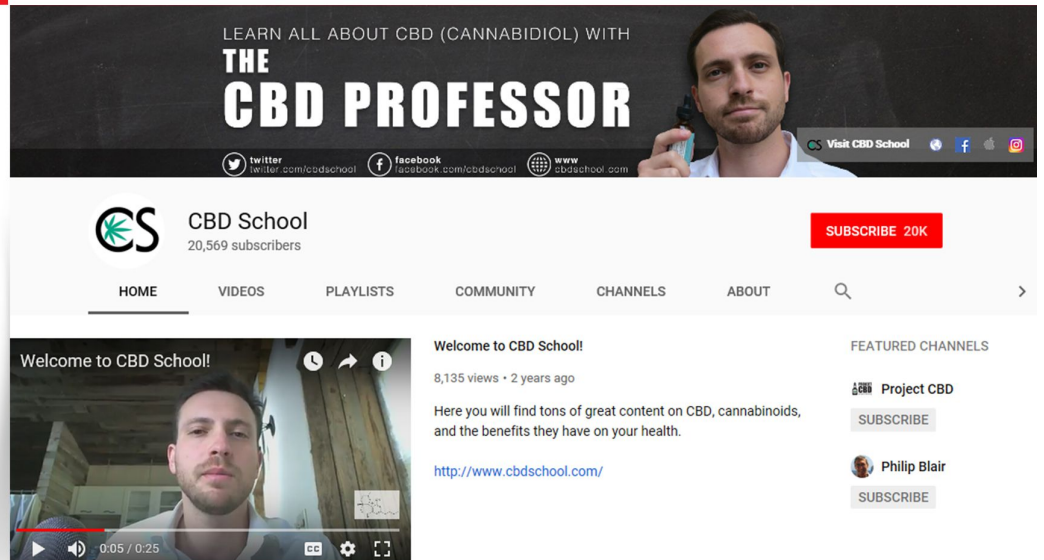
YOUTUBE



20,600
Subscribers



300+
Episodes



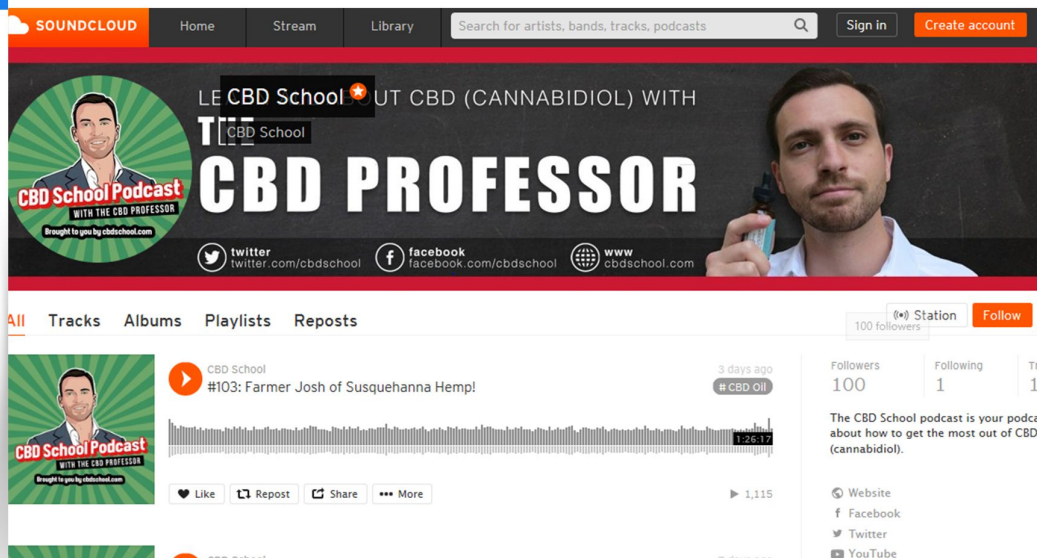
PODCAST



2,000+
Average Listens per
episode

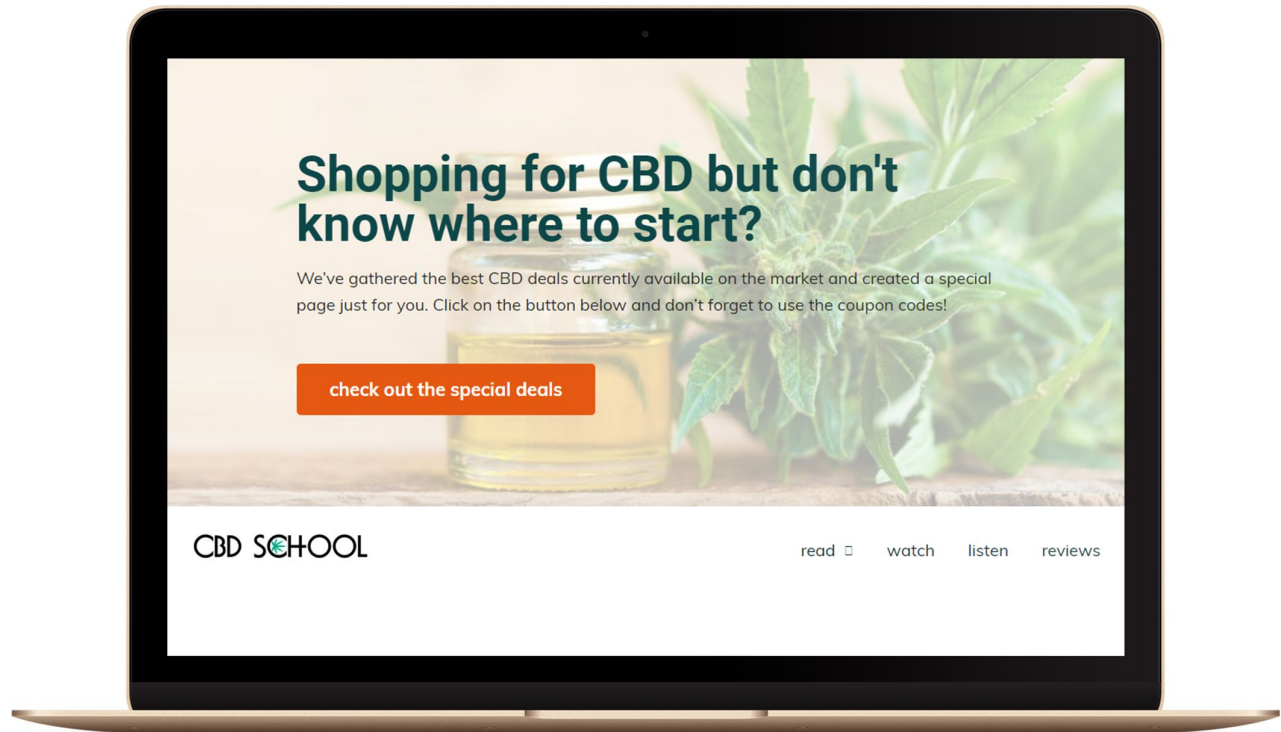


100+
Episodes





WEBSITE



POPULAR POSTS



CBD and Drug Interactions: An Easy Guide



165,362+

Pageviews



What Does It Feel Like To Vape CBD Oil?



124,443+

Pageviews

ADVERTISING OPPORTUNITIES


OPTIONS AND PRICING

Podcast Interview and Sponsorship: an entire podcast episode dedicated to your business and product(s). Starting at \$500.

Sponsored Post with a Do Follow Link: a regular content post that will feature your business as the sponsor, in the beginning, middle and end of the post with your logo, product images, and link. Starting at \$800.

Product Review Post: an entire post reviewing your business and products. The post must include a giveaway or discount for the CBD School readers. Starting at \$1,000 (+ affiliate commission %)

Email Sponsorship: send your brand's message to our 100% double opt-in subscriber list. A regular email sent to subscribers will feature your business in a banner or ad slot. Starting at \$500.

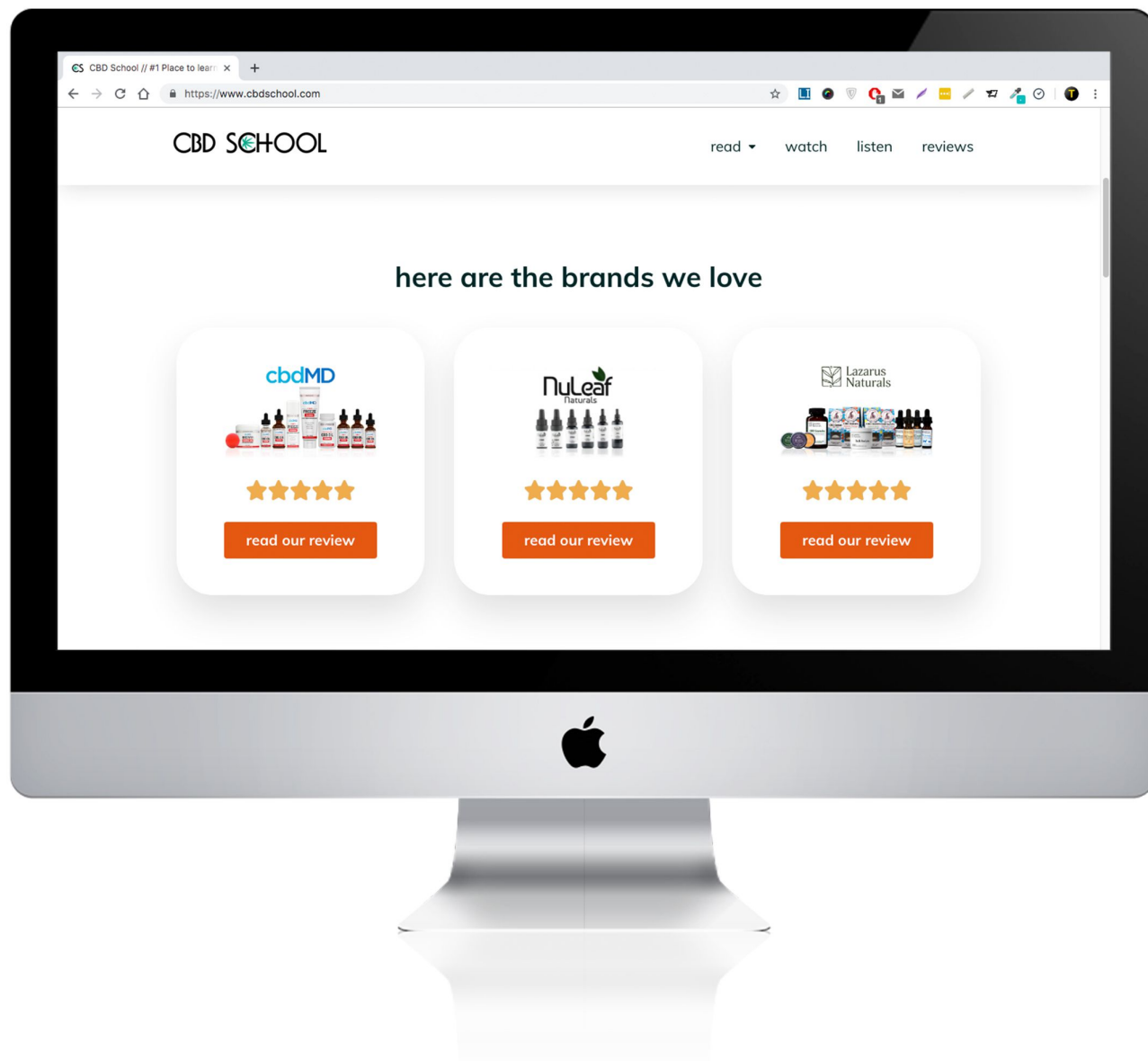
 All of the above (Brand Kick Starter Package)
Starting at \$2,200

Send us an email to partnership@cbdschool.com to start the easy process to put your CBD brand and products in front of our eager audience.

* Disclosure - All sponsoring opportunities availability and purchases shall be subject to the unfettered approval of CBD School. The CBD School reserves the right to decline any sponsoring for any company, product, or service for any reason. All packages shall fit within the CBD School look and feel as determined by the CBD School.

The CBS School does not warrant or guarantee any specific results, and shall not be responsible for any lost profits, failed realization of profits or damages resulting from any CBD School advertising. By advertising with the CBD School, the advertisee expressly accepts these terms and conditions.

GET FEATURED ON “BEST CBD DEALS” PAGE



Contact us for pricing info