



MINISTRY OF HEMP

MEDIA KIT 2019



WHO WE ARE

America's Leading Advocate for Hemp

On the verge of full deregulation, the popularity of hemp continues to grow every month. Connect with an audience interested and educated on the benefits and potential of hemp.



12.5K
followers



3.8K
followers



3.5K
followers



4.9K
unique views



25K
emails

Key Monthly Statistics

133K+

Users

198K+

Page Views

106

Top 10
Ranked Keywords

79%

Organic Search
Traffic

**May 2019 data*



WHO VISITS THE MINISTRY?



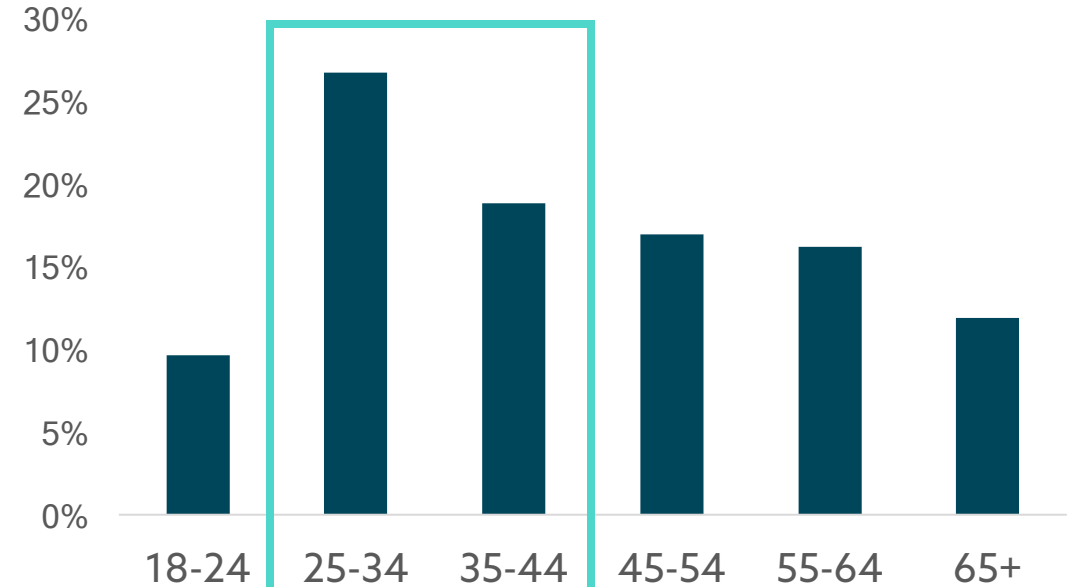
49%

female



51%

male



Age

> 45% of visitors range from 25-44 years old.



PARTNER WITH US

Promote your product and service to an engaged audience



Sponsored Content

Leverage our SEO for quality articles that are highly visible through organic search. Ideal for long term traffic.



Sponsored Email & Social Media

Promote your product & site to a captive audience of consumers and industry members. Distribution to over 40K followers across all channels.



Product or Category Review

Increase new customer conversion through a standalone product review or by being part of a category review



Featured Video Creation

Work with our graphics team to create a high quality 2-3 min viral video for Youtube and social media platforms.



Pricing

Partnership	Price	Details
Sponsored Content	<ul style="list-style-type: none">\$1000	<ul style="list-style-type: none">Assist in targeting SEO keyword phrases and topicAbility to embed your own imagesTop of homepage placementArticle amplified by email, FB, and Twitter
Product Review	<ul style="list-style-type: none">\$1650 + affiliate link (15%)	<ul style="list-style-type: none">Work with our editors to write up a unique product reviewArticle amplified by email, FB, and TwitterProduct testing deposit included
MH Newsletter Sponsorship	<ul style="list-style-type: none">\$500	<ul style="list-style-type: none">Sponsor our monthly newsletter, where we highlight your brand with a display ad (728 x 120)MH newsletters are sent to over 23K subscribers, with an average open rate of >18%
Sponsored Email Promotion	<ul style="list-style-type: none">\$2000	<ul style="list-style-type: none">A special promotion email, typically with a coupon, to incentivize conversion. <i>We only send out 1 sponsored email per month.</i>Leverage our mailing list to promote your product and services directly to over 23K subscribers
(Add-on) Social Media Promotion	<ul style="list-style-type: none">\$200	<ul style="list-style-type: none">Promote your product and/or service across all our social media channels (Facebook, Twitter, Instagram)<i>Sponsored Giveaways: quoted on spec</i>



Pricing

Partnership	Price	Details
Product Placement Sponsorship	<ul style="list-style-type: none">• \$1500+	<ul style="list-style-type: none">• We will work with your team to come up with a fun & engaging way to include your products in an entertaining video that will blend seamlessly with our non-sponsored content.• Video is amplified on YouTube, FB, IG, and Twitter• Links to your website in video notes• Product testing deposit included
Video Collaboration	<ul style="list-style-type: none">• \$1500+	<ul style="list-style-type: none">• Amplify your story with the Ministry of Hemp. With this option, our team will work with yours to bring your mission, story, and ideas to the forefront. Have an idea for a hemp video? We can partner together to help make your vision come to life. We can work with any budget to create a piece that showcases you and your brand as it integrates seamlessly with our non-sponsored video content.• Video is amplified on YouTube, FB, IG, and Twitter• Links to your website in video notes• Product testing deposit included
Sponsored Partnership	<ul style="list-style-type: none">• \$1500+	<ul style="list-style-type: none">• Love the Ministry of Hemp and all that we stand for? This option is for those who want to support us, our mission, and creativity to help us spread the word about hemp in all its amazing forms. We'll talk with your team about the video we want to create and you can choose one that best fits with your brand.• Video is amplified on YouTube, FB, IG, and Twitter• Links to your website in video notes