



THE BEST WAY TO RETAIN AND ATTRACT NEW CUSTOMERS

In the largest cannabis culture
multimedia in Latin America

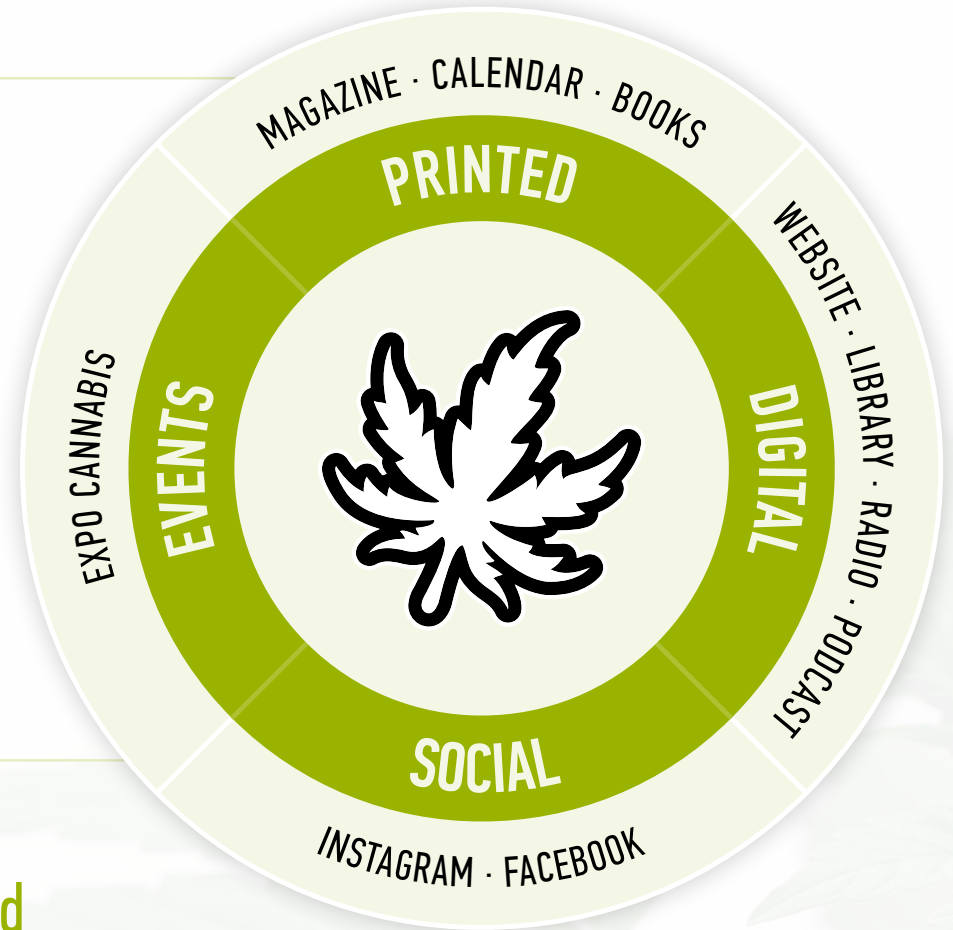
MEDIA KIT · 2021 ·





CANNABIS MULTIMEDIA PLATFORM

THC's ecosystem ranges from print, digital and radio media to mass attendance events.



AUDIENCE

TOTAL AUDIENCE
1.3 MILLION
USERS/READERS



MAGAZINE
(PRINTED AND DIGITAL)

114 K

READERS



CALENDAR

190 K

MONTHLY PEOPLE



WEBSITE

320 K

UNIQUE VISITORS



PODCAST

64 K

LISTENERS



INSTAGRAM

314 K

FOLLOWERS



FACEBOOK

281 K

FOLLOWERS



TWITTER

38 K

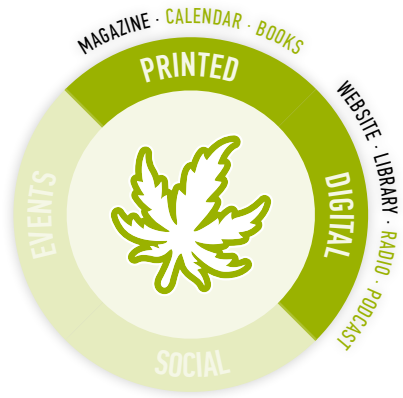
LISTENERS



EXPO CANNABIS

56 K

ATTENDEES



MAGAZINE ✦ PRINTED & DIGITAL

+114.000
MONTHLY
READERS*

Differentiate, build loyalty and increase the sales of your brand

Latin America's most read cannabis culture magazine and n°1 on monthly sales in Argentina.

MONTHLY ISSUE

Distributed to newsstands, stores and subscribers

- ✦ **ARGENTINA:** 29.000 copies
- ✦ **URUGUAY:** 1.000 copies

DIGITAL VERSION

✦ AVAILABLE AT:

- revistaTHCdigital.com
- amazon.com
- ✦ **SUBSCRIBERS:** + 24.000

✦ MARKETS

- Main: Argentina
- Secondary: Chile + México + Uruguay
- Tertiary: rest of LATAM + hispanic EE.UU.



Advertisement options

Exclusive advertising space for branding, products, services and outreach campaigns.



Product presentation

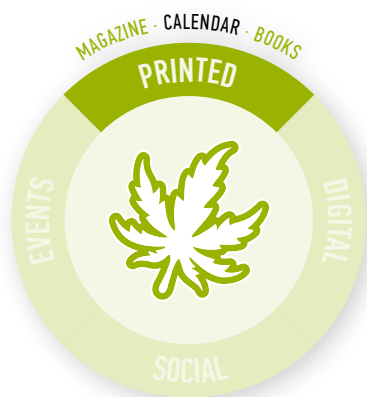
Add status to your product through editorials on THC magazine.



Strains presentation

Display of high impact cannabis strains in two high definition images with editorial note.

* The number of readers per printed magazine ranges from 1 to 4



GROWING CALENDAR

190.000

PEOPLE PER MONTH*

Big brand influence on growers

The Calendar is cannabis growers' go-to source for daily advice and it's practical use for cultivation and personal notes.

COPIES

- ★ **ARGENTINA:** 13.000
- ★ **URUGUAY:** 1.000
- ★ **CHILE:** 1.000

PERMANENT EXHIBITION

- ★ 500 businesses and institutions of the sector with high traffic of growers
- ★ 14.500 homes and growing areas

SALES CYCLE

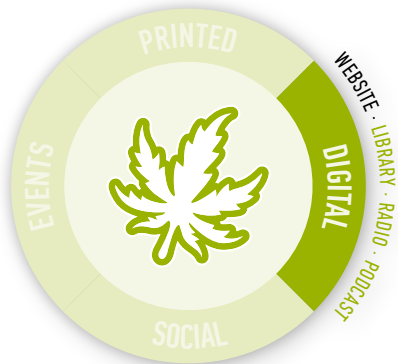
Due to its usefulness for indoor and outdoor cultivation, it is sold throughout the year with sales peaks in the outdoor/abroad season (from September to April).



Exclusive sponsor

High impact and importance of the brand as it is an exclusive sponsor every month.

* Number of people who see the calendar displayed in public and private spaces



WEBSITE

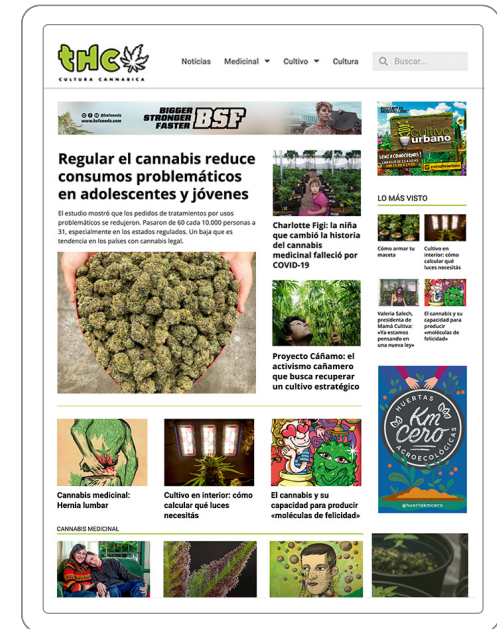
+320.000
MONTHLY VIEWERS

Expand sales and enlarge your brand with precise segmentation

The most visited information and cannabis content portal in Argentina and with great penetration in Spanish-speaking countries.

Choose and segment the target within a massive group of users who already use cannabis or who are beginning to be interested in the subject.

www.revistathc.com



Advertising banner

High impact and premium positions with traditional formats and Rich Media.

Editorial content

Creation/Generation of ideas and specific content for the objectives of your brand.



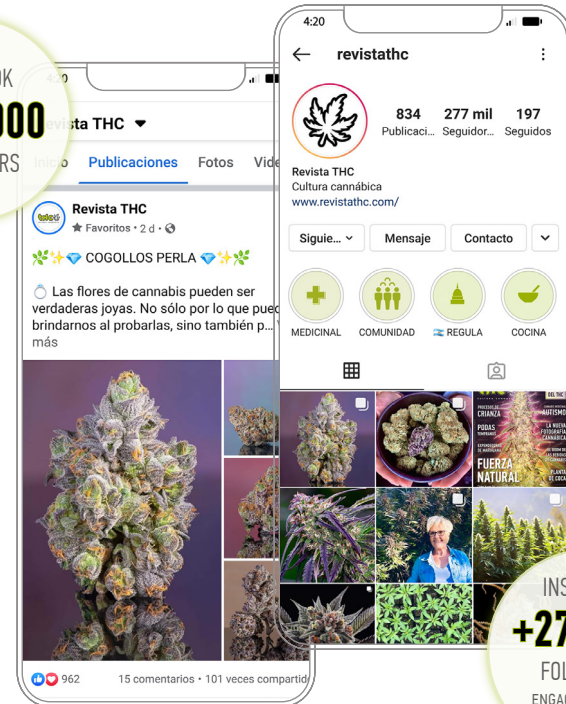
SOCIAL MEDIA

Reach a massive community leader in interaction

Impact the Spanish-speaking community interested in cannabis with higher levels of interaction. An extraordinary opportunity to position your brand, build customer loyalty and increase sales.

@revistaTHC

FACEBOOK
+281.000
FOLLOWERS



INSTAGRAM
+277.000
FOLLOWERS
ENGAGEMENT RATE
5,5%



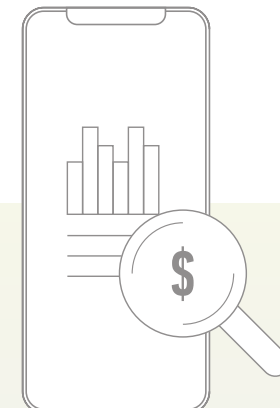
Posts

Preparation of specific content for the objectives of your brand.



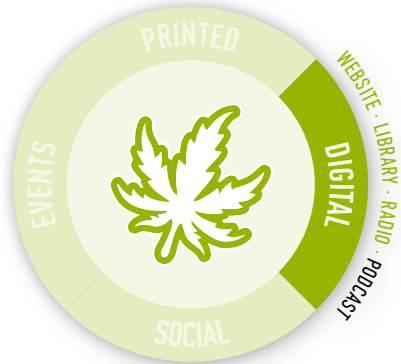
Stories

Direct or special advertisements with interactive content.



Special actions

Targeting of followers, market surveys and sales actions.



PODCAST

+64.000
MONTHLY
LISTENERS

Innovate and expand your communication with specific content

Podcast listeners are growing exponentially and are known for actively choosing their own content, making them an extremely loyal audience.

IT'S HEARD IN

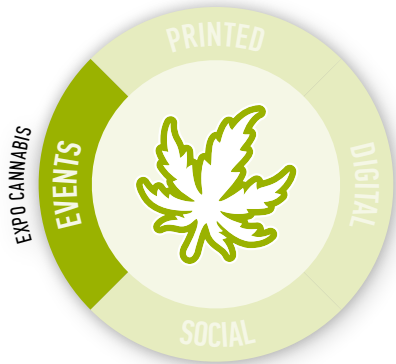


Sponsorship

Production of personalized podcasts with themes relevant to the client

Advertising

Sound production and inclusion of sound advertising pieces in podcasts.



EXPO CANNABIS

56.000
ATTENDEES

Make an impact, generate sales and position yourself alongside the most important brands in the sector

A unique event of its kind aimed to grow and develop the cannabis industry in Argentina, the first edition had 56 thousand attendees, 90 national and international companies and businesses, and great media coverage.



www.expocannabis.com.ar

EXPO CANNABIS ARG

2019 EDITION

October 4th, 5th and 6th - La Rural
1 pavilion + 4 thousand meters outdoors
56.000 attendees

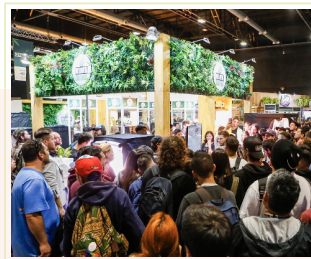
2021 EDITION

October 15th, 16th and 17th - La Rural
2 exhibition halls + 8 thousand m outdoors



Opportunities

A unique place for the generation of networks and business opportunities, as well as to link with entrepreneurs and investors.



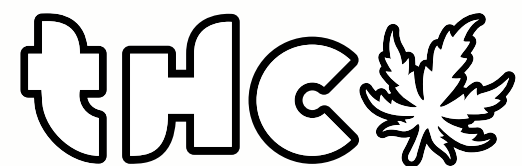
Positioning and launches

An opportunity to strengthen brand positioning, as well as launch products and services.



Sales

Three days of strong wholesale and retail sales in place, the completion of future sales and the possibility of attracting new permanent customers.



Commercial contact

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