

20
24

MARKETING
SOLUTIONS



NewFrontierData.com

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ABOUT US

MISSION

New Frontier Data's mission is to support the growth of the global cannabis industry through accurate, actionable data analysis, intelligence, and business solutions.

VISION

To be the nexus of data for the global cannabis industry.

OUR COMMITMENT

As the leading data, analytics, and technology firm specializing in the global cannabis industry, New Frontier Data delivers a holistic suite of solutions that empower businesses and organizations to make smart, confident decisions, create value, and achieve success. We are committed to providing trusted, unbiased, and accessible information to all cannabis stakeholders globally.

OUR TEAM

We are a team of analysts, economists, data scientists, and researchers serving investors and organizations, both inside and outside of the cannabis industry, to inform strategic planning, market entry or positioning, investing, socio-economic understanding, and public policy decision making.

OUR VALUES



Integrity First: We foster authenticity, transparency, and respect; we lead in an honorable and ethical manner.



Be Accountable: We take ownership of our actions and results; we take blame and give credit.



Striving for Excellence: We embrace bold moves and challenge each other; we do the work it takes to be the best and continuously grow.



Always be Curious: We never set it and forget it; we constantly ideate, seek solutions, and innovate the business.



Kindness Matters: We take care of each other and treat people the right way. It's not rocket science.



Resiliency Minded: We adapt to change. We flex well. We allow teachable moments and learn.



Work without ego: We believe good ideas can come from anywhere and applaud the success of that contribution.

OUR REACH

- » 800 avg. downloads per report
- » 10,000 monthly website unique visitors
- » ~60,000 weekly newsletter readers
- » A global reach of ~7.5B



2024 MARKETING SOLUTIONS

MARKETING SOLUTIONS
DESIGNED TO:

Deliver Lead Generation

Deliver Brand Uplift and Exposure

Promote Your Business as a Market/Thought Leader

MARKETING SOLUTIONS TO MAP WITH YOUR ACTIVITY:



Sponsor co-branded
industry leading
reports



Sponsor co-curated
webinars or Webcast
Events to promote
your product/services



Newsletter &
email blast



INDUSTRY REPORTS

Expand Your Reach in the Global Cannabis Industry.

- » Production of in-depth Industry Report
- » Partnership announcement press release*
- » Partnership “thank you” prominently displayed in report
- » Sponsor logo featured on cover
- » One full-page advertisement
- » Sponsor promoted across social media platforms
- » Lead list of report downloads**

*Applies to specific reports

**As permitted by jurisdictional privacy laws

WEBINARS

Elevate Your Brand and Create Awareness in the Cannabis Market.

- » Production of a 1-hour webinar program
- » Sponsor logo displayed on webinar content
- » Sponsor “thank you” in opening remarks
- » Invitation to participate on webinar episodes
 - o Subject matter experts ONLY
- » One-page ad at end of webinar presentation
- » Lead list of webinar registrants
- » Sponsor mention in email to registrants post recording with link to webinar

PRICING

All Reports include a corresponding webinar debrief.

Total Cost
\$25k

Report Ad Size:
8.5"x11" with 0.125" bleed
PDF, JPG, TIFF or AI
All images must be
300 dpi



WEBCAST

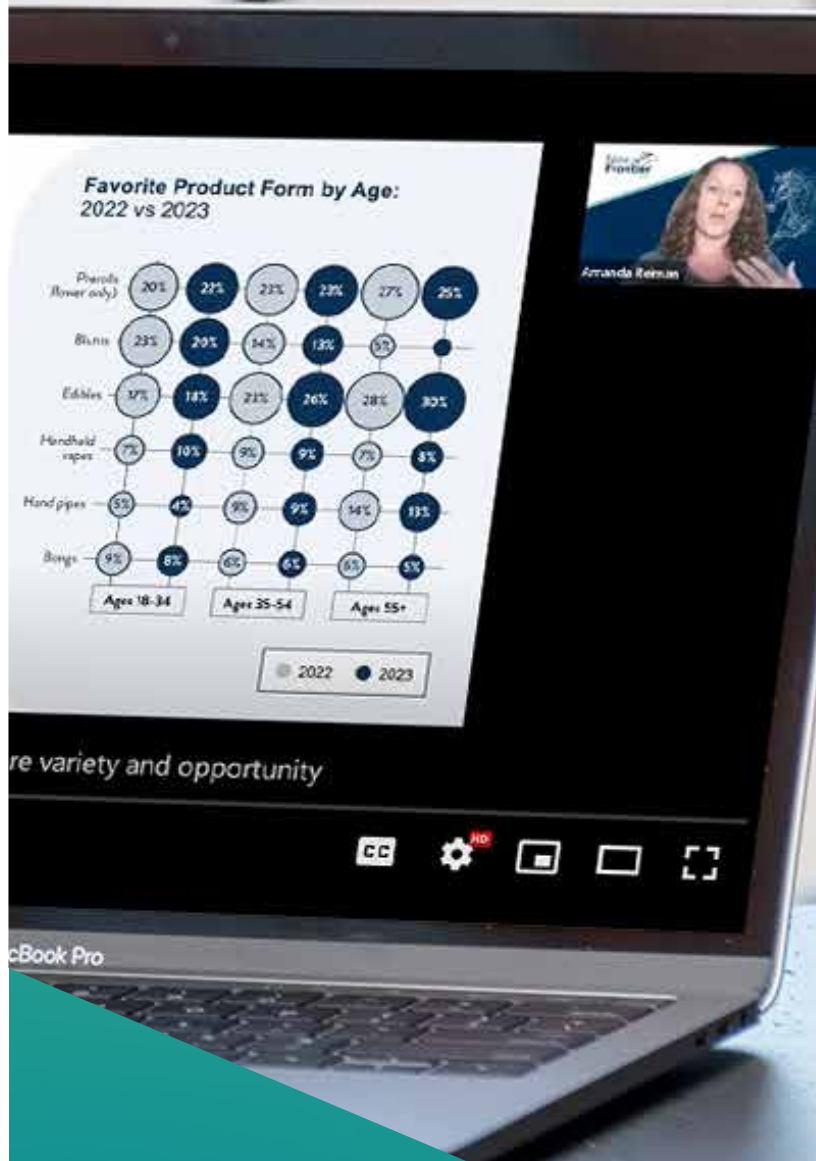
Build your Brand Alongside Cannabis Industry Experts.

New Frontier Data will promote, produce, edit, and broadcast a 60 min webcast with our sponsors.

Sponsor will choose an industry leading topic to inform our audience and lead the conversation as the subject matter expert. The sponsor will have creative ownership and creation of the deck.

New Frontier Data will provide:

- » A moderator to guide the video
- » Social media promotion
- » 2 Mentions in Global Cannabit
- » 2 Pushes on social media
- » 1 Dedicated email blast.
- » Lead list of webcast registrants



PRICING

Webcast Cost
\$10K

*Recording may be purchased for an additional \$1.5K



EMAIL & AD PACKAGES

Become Highly Visible to Our Audience.

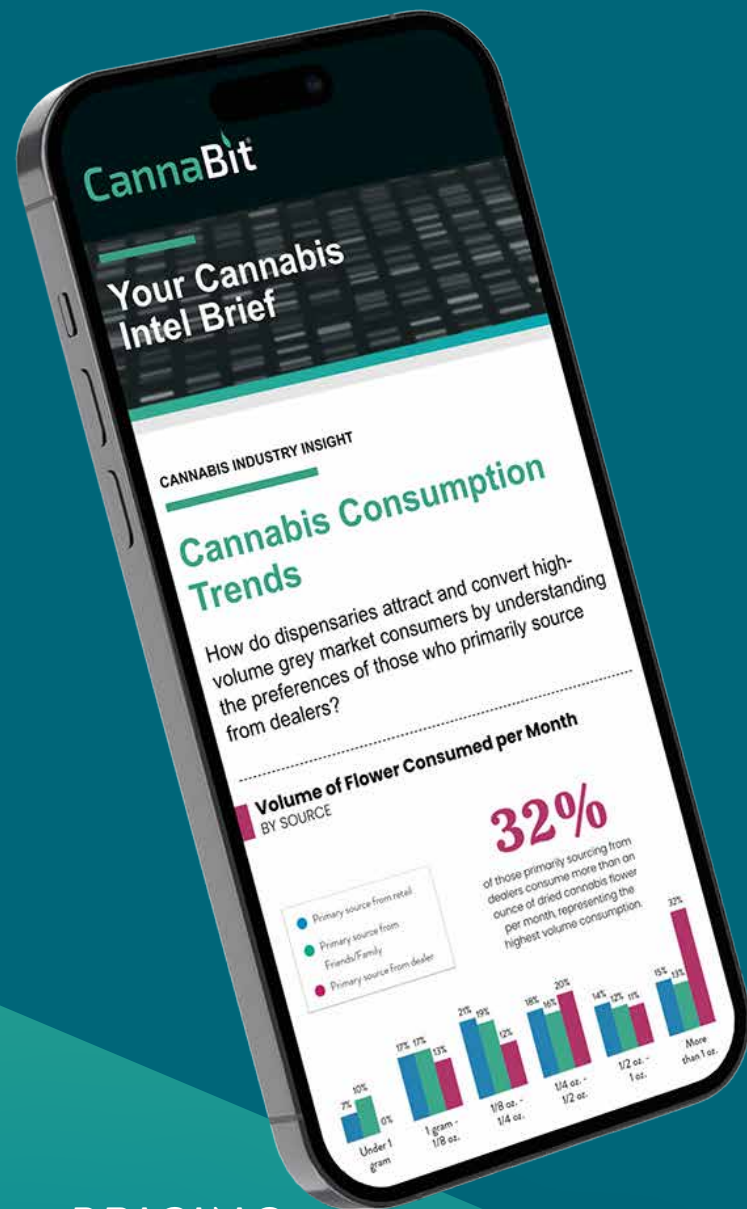
New Frontier Data offers both email display ads plus co-branded email to our audiences. Our growing database allows our clients to tap into our ecosystem of industry leaders.

NEWSLETTER

The Global Cannabit

Internationally cited, highly informative, data-driven visuals featuring the cannabis industry's most critical topics and trends.

- » Weekly delivery
- » Two ad placements per newsletter



PRICING

Display Ads and Co-branded Email blast are sold together

Global Cannabit Cost
\$5k/Week

Email Banners:
600x100px and 600x300px
JPG, PNG or GIF format,
max file size 150k



DISTRIBUTION NUMBERS



SUBSCRIBERS:

60k+



AVG OPEN RATE:

14%

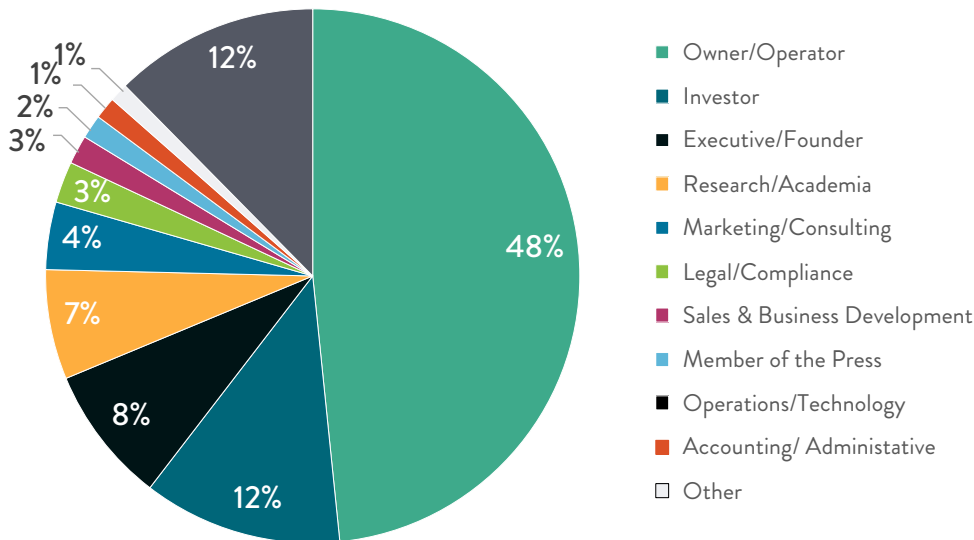


AVG CTR:

11%

| Product | Frequency | Reach |
|-------------------------------|-----------|---------|
| Display Ads (2 placements) | Bi-Weekly | 60,000+ |
| Email Blast | Weekly | 60,000+ |

CANNABIT SUBSCRIBERS BY ROLE/JOB



Sponsor Ad 600x100

CannaBit
Your Cannabis Intel Brief

CANNABIS INDUSTRY INSIGHT

Cannabis Consumption Trends

How do dispensaries attract and convert high-volume grey market consumers by understanding the preferences of those who primarily source from dealers?

Volume of Flower Consumed per Month
(By SOURCE)

32%
of those primarily sourcing from dealers consume more than an ounce of direct cannabis flower per month, representing the highest-volume consumption.

Get the report

Want more cannabis stats like this? Join today for access to our entire CannaBit archive.

Sponsor Ad 600x300

FEATURED REPORT

NEW CONSUMER REPORT

Growing the Legal Market: Expanding the Consumer Base

Our New Release

Our newest report, *Cannabis Consumers in America 2023 Part 2: Growing the Legal Market* is available for free!

This report delves into the challenges the cannabis industry faces in maintaining its growth amid evolving regulation and legalization dynamics. It highlights the untapped potential within two key segments: potential new consumers and individuals participating in gray markets in legal states. The report presents data from a 2023 cannabis survey of over 5,000 US adults, which provides insights into the behaviors, preferences, and concerns of these segments. By understanding these factors, the report aims to help the industry develop effective strategies to welcome and integrate these untapped participants, ultimately facilitating the industry's growth.



PRICING

| PRODUCT | COST |
|---------------------------|-----------|
| Industry Reports/ Webinar | \$25k |
| Webcast | \$10k |
| Email & Ad Packages | |
| Cannabit | \$5k/Week |

MEET OUR SALES TEAM

Inquire about custom package detail. Long and short-term engagements available.



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STRATEGIC RELATIONSHIPS

As a data aggregator operating at the nexus of the global cannabis industry, New Frontier Data prides itself in its breadth and depth of relationships inside and outside the cannabis industry worldwide.



OUR CLIENTS & PARTNERS

Bloomberg

