

# ***Soft Secrets***<sup>®</sup>

**SALES  
GUIDE  
2023**

# PRICES 2023

## HIGHLIFE MAGAZINE PRICES PER EDITION

FULL COLOR	1 EDITION	2 EDITIONS	4 EDITIONS	6 EDITIONS
1/1 page	€ 2.299	€ 2.199	€ 1.999	€ 1.899
1/2 page	€ 1.199	€ 1.149	€ 1.049	€ 999
1/4 page	€ 629	€ 599	€ 539	€ 509
1/8 page	€ 339	€ 319	€ 279	€ 259
Coffeeshop page	-	-	-	€ 235
Post-it	-	-	-	€ 85

### PREFERRED PLACEMENT

Back cover	-	-	-	€ 3.500
Inside cover	-	-	-	€ 2.500
Spread	-	-	-	€ 4.276
Advertorial	-	-	-	€ 2.299

VAT is not included

HIGHLIFE HAS BEEN THE MOST FAMOUS GLOSSY MAGAZINE IN THE NETHERLANDS FOR GROWERS AND BLOWERS FOR 30 YEARS. IN ADDITION TO SPECIFIC INFORMATION ABOUT CANNABIS, THERE ARE ALSO A LOT OF LIFESTYLE ARTICLES.

**Distribution Points: about 370 | Print run: 13.000 copies**

## SOFT SECRETS MAGAZINE PRICES PER EDITION

FULL COLOR	1 EDITION	2 EDITIONS	4 EDITIONS	6 EDITIONS
1/1 page	€ 2.499	€ 2.329	€ 2.159	€ 1.999
1/2 page	€ 1.449	€ 1.349	€ 1.259	€ 1.169
1/4 page	-	€ 789	€ 709	€ 679
1/8 page	-	€ 449	€ 379	€ 359
1/16 page	-	-	-	€ 229
1/16 page frontcover	-	-	-	€ 709
1/10 page company information + your photo or logo	-	-	-	€ 200

### PREFERRED PLACEMENT

Back cover	-	-	-	€ 3.799
Inside cover	-	-	-	€ 2.829
Spread	-	-	-	€ 4.648

VAT is not included

SOFT SECRETS IS THE LEADING NEWSPAPER, WELL KNOWN FOR ITS PUBLICATIONS ON CANNABIS AND CANNABIS-RELATED TOPICS. IT IS PROVOKING AND REVEALING, AND MAINTAINS A PERFECT BALANCE BETWEEN INFORMATION AND PREVENTION.

**German: Distribution Points: about 370 | Print run: 16.000 copies**  
**English: Distribution Points: about 500 | Print run: 15.000 copies**  
**French: Distribution Points: about 450 | Print run: 16.000 copies**  
**Italian: Distribution Points: about 700 | Print run: 21.000 copies**  
**Polish: Distribution Points: about 150 | Print run: 15.000 copies**  
**Spanish: Distribution Points: about 650 | Print run: 40.000 copies**  
**Czech: Distribution Points: about 150 | Print run: 15.000 copies**  
**LATAM: Distribution Points: about 300 | Print run: 10.000 copies**

## STRAIN SPECIAL PRICES PER EDITION

FULL COLOR	
1/1 page	€ 2.750
<b>PREFERRED PLACEMENT</b>	
Back cover	€ 5.000
Inside cover	€ 4.000

VAT is not included

INSERTED IN ALL SOFT SECRETS 2023-02 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.  
**Total Print run: 120.000 copies**

## CBD SPECIAL PRICES PER EDITION

FULL COLOR	
1/1 page	€ 2.750
<b>PREFERRED PLACEMENT</b>	
Back cover	€ 5.000
Inside cover	€ 4.000

VAT is not included

INSERTED IN ALL SOFT SECRETS 2023-05 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.  
**Total Print run: 120.000 copies**

## PRODUCT SPECIAL PRICES PER EDITION

FULL COLOR	
1/1 page	€ 2.750
<b>PREFERRED PLACEMENT</b>	
Back cover	€ 5.000
Inside cover	€ 4.000

VAT is not included

INSERTED IN ALL SOFT SECRETS 2023-06 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.  
**Total Print run: 120.000 copies**

# PRICES 2023

## HIGHLIFE GUIDE PRICES PER EDITION

### FULL COLOR

#### COMPANY NAME PLACEMENT

Company name placement	€	240
Company name placement reversed	€	299
Company name + logo	€	350

### PREFERRED PLACEMENT

1/1 page in full colour on the inside cover	€	4.039
1/1 back page	€	5.499
Logo on the front page (up to 3 companies)	€	9.539

### ADVERTISEMENTS

1/4 page in full colour	€	489
1/2 page in full colour	€	897
1/1 page in full colour	€	1.690
2/1 page in full colour	€	3.019
1/1 page in full colour inserted thicker paper	€	3.299

VAT is not included

THE HIGHLIFE GUIDE IS THE MOST-READ GREEN GUIDE IN EUROPE. IT IS A VERY HANDY GUIDE, AND INCLUDES ALMOST ALL THE "GREEN SHOPS" IN EUROPE. BY PLACING AN ADVERTISEMENT IN THIS GUIDE YOU REACH THE RIGHT AUDIENCE AND BUSINESS-RELATED PEOPLE DIRECTLY.

**Language: Index in 9 languages**

**Edition: once a year**

**Print run: 10.000 copies**

## WEBBANNER ADVERTISEMENT PRICES PER MONTH

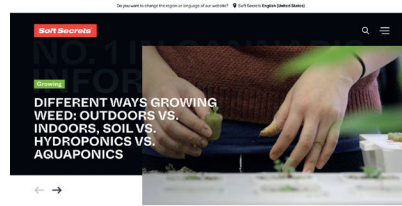
HomePage Featured Sub 1	€	200
HomePage Featured Sub 2	€	200
HomePage Featured	€	200
HomePage Topic (include which topic)	€	200
Content (appears in articles)	€	200
Search (appears next to the search results)	€	200

VAT is not included

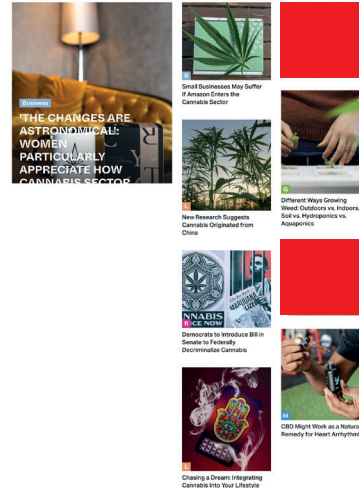
## SPONSORED ARTICLE PRICES PER ARTICLE

Sponsored Article	€	600
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VAT is not included



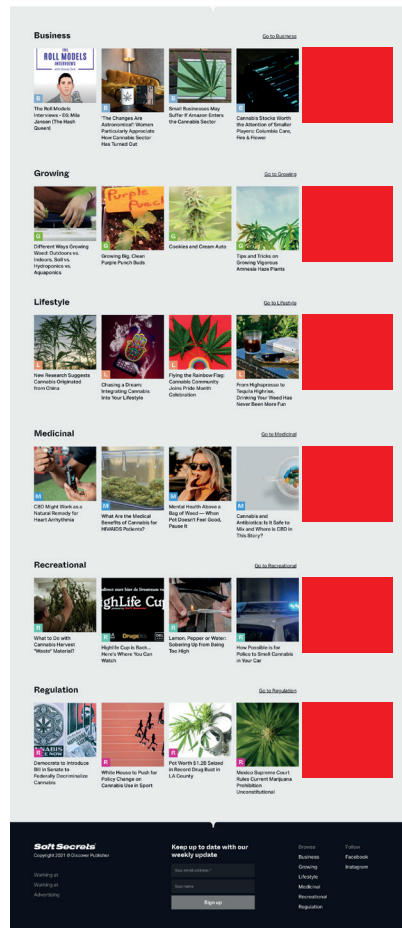
Latest



**HomePage Featured Sub 1**  
Positioned on the second position between the articles

**HomePage Featured Sub 2**  
Positioned on the 6th position between the articles (may sometimes be the 5th position)

**HomePage Featured**



**HomePage Topic Business**

**HomePage Topic Growing**

**HomePage Topic Lifestyle**

**HomePage Topic Medicinal**

**HomePage Topic Recreational**

**HomePage Topic Regulation**

# DEADLINES 2023

<b>HIGHLIFE</b>	<b>DEADLINE</b>	<b>PUBLICATION</b>
HighLife 23-01	27-01-23	17-02-23
HighLife 23-02	17-03-23	14-04-23
HighLife 23-03	26-05-23	23-06-23
HighLife 23-04	14-07-23	04-08-23
HighLife 23-05	22-09-23	13-10-23
HighLife 23-06	24-11-23	15-12-23

<b>SOFT SECRETS SPANISH</b>	<b>DEADLINE</b>	<b>PUBLICATION</b>
Soft Secrets 23-01	13-01-23	10-02-23
Soft Secrets 23-02	03-03-23	07-04-23
Soft Secrets 23-03	05-05-23	02-06-23
Soft Secrets 23-04	23-06-23	21-07-23
Soft Secrets 23-05	08-09-23	06-10-23
Soft Secrets 23-06	03-11-23	01-12-23

<b>SOFT SECRETS GERMAN</b>		
Soft Secrets 23-01	06-01-23	03-02-23
Soft Secrets 23-02	24-02-23	24-03-23
Soft Secrets 23-03	21-04-23	26-05-23
Soft Secrets 23-04	16-06-23	14-07-23
Soft Secrets 23-05	01-09-23	29-09-23
Soft Secrets 23-06	27-10-23	24-11-23

<b>SOFT SECRETS CZECH</b>		
Soft Secrets 23-01	27-01-23	24-02-23
Soft Secrets 23-02	17-03-23	21-04-23
Soft Secrets 23-03	19-05-23	16-06-23
Soft Secrets 23-04	07-07-23	04-08-23
Soft Secrets 23-05	22-09-23	20-10-23
Soft Secrets 23-06	17-11-23	15-12-23

<b>SOFT SECRETS FRENCH</b>		
Soft Secrets 23-01	06-01-23	03-02-23
Soft Secrets 23-02	24-02-23	24-03-23
Soft Secrets 23-03	21-04-23	26-05-23
Soft Secrets 23-04	16-06-23	14-07-23
Soft Secrets 23-05	01-09-23	29-09-23
Soft Secrets 23-06	27-10-23	24-11-23

<b>SOFT SECRETS POLISH</b>		
Soft Secrets 23-01	27-01-23	24-02-23
Soft Secrets 23-02	17-03-23	21-04-23
Soft Secrets 23-03	19-05-23	16-06-23
Soft Secrets 23-04	07-07-23	04-08-23
Soft Secrets 23-05	22-09-23	20-10-23
Soft Secrets 23-06	17-11-23	15-12-23

<b>SOFT SECRETS ITALIAN</b>		
Soft Secrets 23-01	13-01-23	03-02-23
Soft Secrets 23-02	03-03-23	24-03-23
Soft Secrets 23-03	28-04-23	26-05-23
Soft Secrets 23-04	23-06-23	14-07-23
Soft Secrets 23-05	08-09-23	29-09-23
Soft Secrets 23-06	03-11-23	24-11-23

<b>SOFT SECRETS ENGLISH</b>		
Soft Secrets 23-01	03-02-23	24-02-23
Soft Secrets 23-02	31-03-23	21-04-23
Soft Secrets 23-03	26-05-23	16-06-23
Soft Secrets 23-04	14-07-23	04-08-23
Soft Secrets 23-05	29-09-23	20-10-23
Soft Secrets 23-06	24-11-23	15-12-23

<b>SOFT SECRETS LATAM</b>		
Soft Secrets 23-01	13-01-23	03-02-23
Soft Secrets 23-02	03-03-23	24-03-23
Soft Secrets 23-03	28-04-23	26-05-23
Soft Secrets 23-04	23-06-23	14-07-23
Soft Secrets 23-05	08-09-23	29-09-23
Soft Secrets 23-06	03-11-23	24-11-23

<b>SPECIALS</b>		
Seed Special	17-02-23	24-03-23
CBD Special	07-07-23	29-09-23
Product Special	20-10-23	24-11-23
HighLife Guide	03-11-23	01-12-23

# SPECIFICATIONS 2023

## HIGHLIFE MAGAZINE PAGE FORMAT 210 X 297 MM

1/8 horizontal	87,5 x 63 mm (width x height)
1/4 horizontal	180 x 63 mm (width x height)
1/4 vertical	87,5 x 131 mm (width x height)
1/2 horizontal	180 x 131 mm (width x height)
1/2 vertical	87,5 x 267 mm (width x height)
1/1	180 x 267 mm (width x height)
1/1 enlarged	210 x 297 mm (width x height) 3 mm margin around the ad
2/1 spread	420 x 297 mm (width x height) 3 mm margin around the ad

**Input:** In digital format: tiff/ eps/ jpeg/ pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).

**Applications:** Adobe Indesign/ Photoshop or Illustrator (Please convert any text to outlines, if necessary, submit fonts changed to Apple Macintosh.)

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

## SOFT SECRETS PAGE FORMAT 285 X 405 MM

1/10	variable*
1/32	60.75 x 42.75 mm (width x height)
1/16	60,75 x 89,5 mm (width x height)
1/8 horizontal	125,5 x 89,5 mm (width x height)
1/4 horizontal	255 x 89,5 mm (width x height)
1/4 vertical	125,5 x 183 mm (width x height)
1/2 horizontal	255 x 183 mm (width x height)
1/2 vertical	125,5 x 370 mm (width x height)
1/1	255 x 370 mm (width x height)
2/1 (spread)	536 x 370 mm (width x height)

\*1/10 photo or logo and company information: text needs to be provided in Word format photo/logo in format tiff / eps / jpeg / pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom) and at least 10x10 cm.

**Input:** In digital format: tiff / eps / jpeg / pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).  
Remind that for 2/1 spread there is needed 2x 3mm space (text freely) in the centre of the page because of the fold.

**Applications:** Adobe InDesign / PhotoShop / or Illustrator (Please convert any text to outlines, if necessary, submit fonts changed to Apple Macintosh.)

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

## STRAIN SPECIAL PAGE FORMAT 148 X 210 MM

1 picture of the plant	Filetype: .JPG Size: minimum 75 mm x 150 mm (width x height), 300 dpi CMYK
Text and internet address	In a Microsoft Word-file. Max 75 words.
Logo	Filetype: .JPG Size: minimum 40 mm x 20 mm (width x height), 300 dpi CMYK
QR-code	Send us the URL and we make the QR-code.

Inserted in all Soft Secrets 2023-02 in 7 languages: Czech, English, French, German, Italian, Polish and Spanish

**Note:** Total publishing (lay-out) and translations of this page will be done by Discover Publisher.

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

## CBD SPECIAL PAGE FORMAT 148 X 210 MM

1 picture of the product	Filetype: .JPG Size: 65 mm x 140 mm or 138 mm x 65 mm (width x height), 300 dpi CMYK
Text and internet address	In a Microsoft Word-file. Max 200 words. including the company details. Don't write in the first person, use the company name or they.
Logo	Filetype: .JPG Size: minimum 40 mm x 20 mm (width x height), 300 dpi CMYK
QR-code	Send us the URL and we make the QR-code.

Inserted in all Soft Secrets 2023-05 in 7 languages: Czech, English, French, German, Italian, Polish and Spanish

**Note:** Total publishing (lay-out) and translations of this page will be done by Discover Publisher.

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

## PRODUCT SPECIAL PAGE FORMAT 148 X 210 MM

1 picture of the product	Filetype: .JPG Size: 65 mm x 140 mm or 138 mm x 65 mm (width x height), 300 dpi CMYK
Text and internet address	In a Microsoft Word-file. Max 200 words. including the company details. Don't write in the first person, use the company name or they.
Logo	Filetype: .JPG Size: minimum 40 mm x 20 mm (width x height), 300 dpi CMYK
QR-code	Send us the URL and we make the QR-code.

Inserted in all Soft Secrets 2023-06 in 7 languages: Czech, English, French, German, Italian, Polish and Spanish

**Note:** Total publishing (lay-out) and translations of this page will be done by Discover Publisher.

**E-mail:** [ads@softsecrets.nl](mailto:ads@softsecrets.nl)

**Preferably deliver advertisements as PDF.  
Make sure that the text color is 100% BLACK.  
Especially with small letters, when constructed  
from CMYK, these can become less sharp!**

# SPECIFICATIONS 2023

## HIGHLIFE GUIDE PAGE FORMAT 140 X 180 MM

1/4	59 x 77 mm (width x height)
1/2 horizontal	122 x 77 mm (width x height)
1/2 vertical	59 x 158 mm (width x height)
1/1	122 x 158 mm (width x height)
2/1 (spread)	262 x 158 mm (width x height)

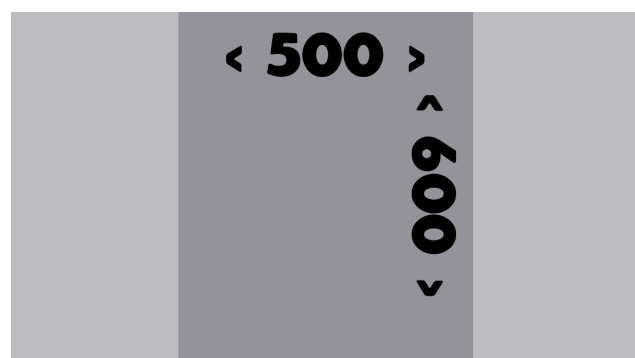
- Input:** In digital format: tiff/ eps/ jpeg/ pdf (CMYK no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom).  
Remind that for 2/1 spread there is needed 2x 3mm space (text freely) in the centre of the page because of the fold.
- Applications:** Adobe Indesign/ Photoshop or Illustrator  
(Please convert any text to outlines, if necessary, submit fonts changed to Apple Macintosh.)
- E-mail:** ads@softsecrets.nl

## SPONSORED ARTICLE

- Delivery as Microsoft Word-document or text-file, no PDF!
- At least 300 words. When delivering for multiple languages take care for a different text for Spanish and LATAM articles, as well for UK and USA articles
- Minimal 2 images from which 1 will be used as Featured image on top of the article.
- Make use of subheadings [h2] and/or [h3].
- The title must be max 60 characters.
- Max 1 link (ATTENTION! This link will be marked 'sponsored', not 'do-follow').
- There must be an introduction text.
- There must be a metatitel.
- There must be a metadescription.
- Images cannot be larger than 8 MB. The pixel format is free.
- Images NOT included in the word-document, deliver separately.
- Images can have a caption.
- Remember that from the Featured Image the 500x600 pixels in the middle will be shown on mobile devices (see example). Parts in the light-grey area won't be visible on mobile.

### Additional delivery:

- Video, when hosted at YouTube or Vimeo, can be displayed in our articles.
- You can get the video ID from its URL. They are highlighted in the examples below:
  - <https://www.youtube.com/watch?v=L7sywWOa8Us>
  - <https://vimeo.com/152160709>
- PDF-documents for download: not bigger than 8 Mb.



## BANNER SPECIFICATIONS

### STATIC BANNERS

file size:  
LARGE RECTANGLE: 600x500 pixels, 72 dpi, max 90 kb  
SMALL RECTANGLE: 900x288 pixels, 72 dpi, max 60 kb  
file type: .JPG/.PNG

### ANIMATED BANNERS

file size:  
LARGE RECTANGLE: 600x500 pixels, 72 dpi, max 270 kb  
SMALL RECTANGLE: 900x288 pixels, 72 dpi, max 180 kb  
file type: Animated GIF, Max. 2 slides

1 url per banner set (<https://www.url.com>)

**Note: Always deliver the complete banner-set. Both sizes (Large and Small) are used to perform best on desktop and mobile devices.**

## GENERAL INFORMATION

### OFFICES:

Discover Publisher BV  
Galvaniweg 11  
5482 TN Schijndel  
The NetHerlands

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08009 BARCELONA  
España

Discover Publishers Latinoamérica SpA  
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7500565 Providencia Santiago Chile

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