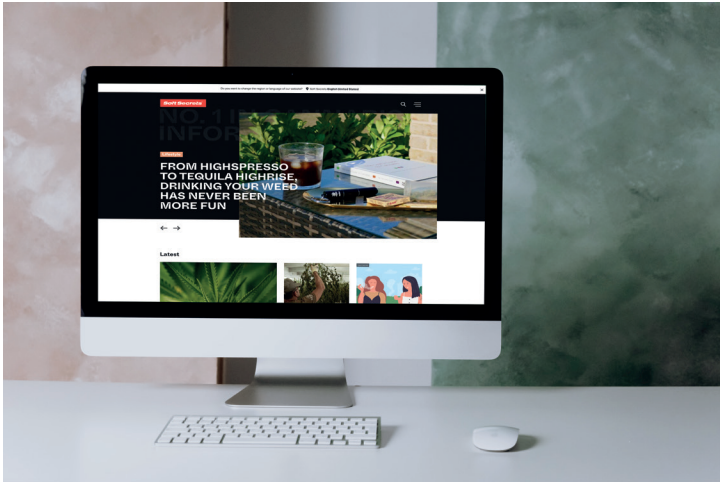


***Soft
Secrets®***

**SALES
GUIDE
2022**

ONLINE PLATFORM



BANNERS

softsecrets.com is the main independent online source of information on cannabis. Our international network of online editors provide the latest news on cannabis. Increase the impact of your printed advertisements with an online campaign on softsecrets.com.

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>)

POSSIBLE POSITIONS:

- ☐ Homepage featured sub 1
- ☐ Homepage featured sub 2
- ☐ Homepage featured
- ☐ Homepage topic (always in combination with the chosen topic or multiple topics)
- ☐ Content
- ☐ Search

POSSIBLE HOMEPAGE TOPICS:

- ☐ Business
- ☐ Growing
- ☐ Lifestyle
- ☐ Medicinal
- ☐ Recreational
- ☐ Regulation

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

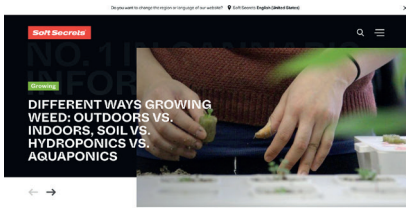
**LARGE
RECTANGLE**
(600×500)

SMALL RECTANGLE
(900×288)

PRICES PER BANNER PER POSITION:

Until June 30th 2022, a fixed price of € 200,- per month will be used.

ONLINE PLATFORM



Homepage featured sub 1

Positioned on the second position between the articles.

Homepage featured sub 2

Positioned on the 6th position between the articles (maybe sometimes be 5th position).

Homepage featured

Homepage topic:

Business

Growing

Lifestyle

Medicinal

Recreational

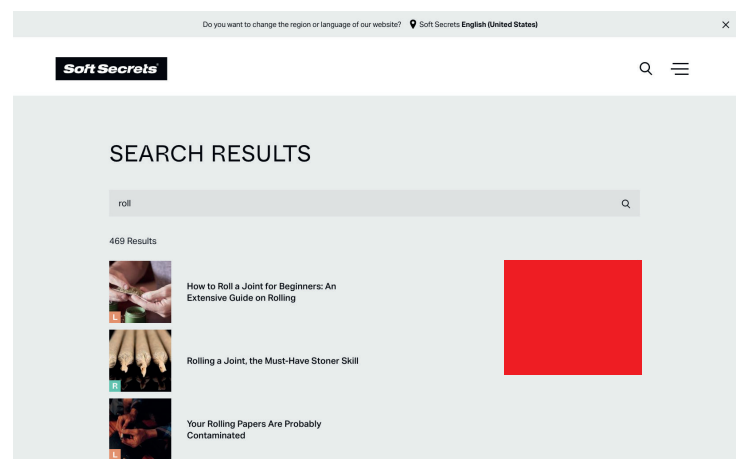
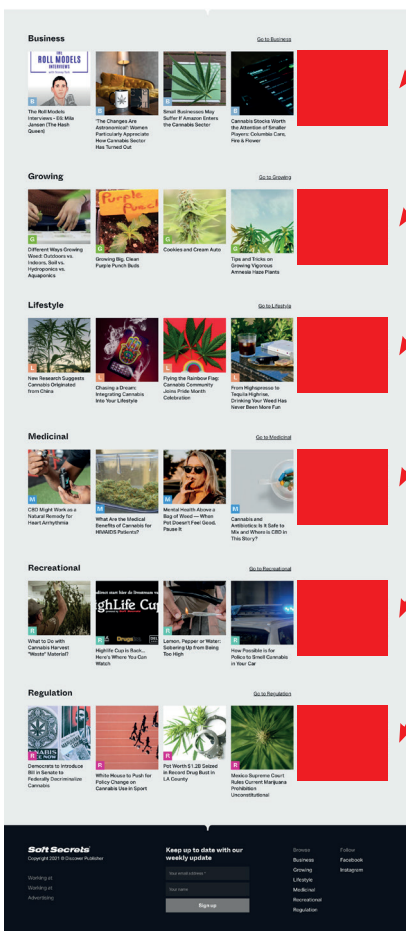
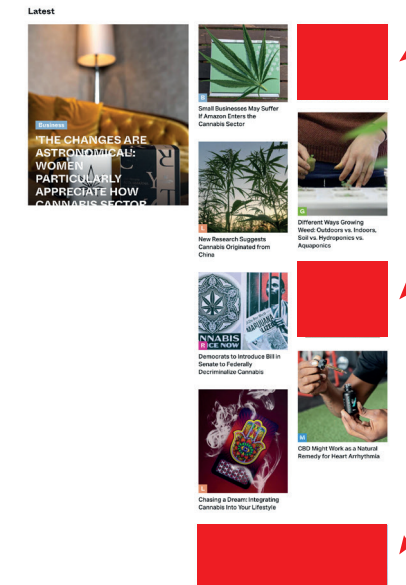
Regulation

Content

This banner ad will appear inside articles where there has been given room for a banner ad: If the room is not included in that article it will not appear.

Search

When you press the magnifying glass to search for a specific article on the site this banner ad will be displayed next to the found articles as seen in the image underneath.



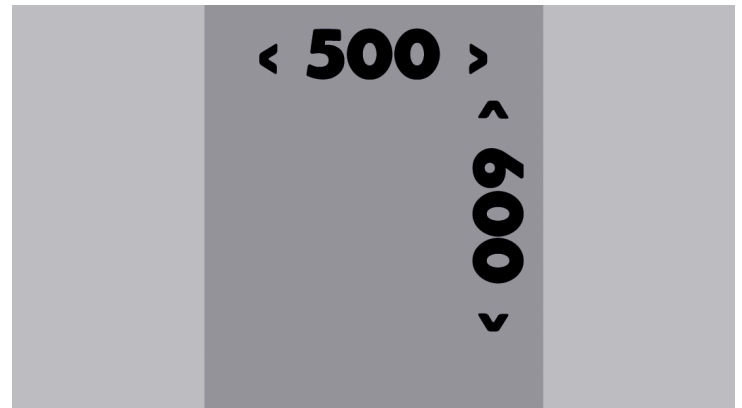
SPONSORED ARTICLE

SPECIFICATIONS

- 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 Spanis 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 seperately.
- Images can have a caption.
- Remember that from the Featured Image the 500x600 pixels in the middle will be shown on mobile devices (sSee 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=L7sywW0a8Us>
 - <https://vimeo.com/152160709>
- PDF-documents for download; not bigger than 8 Mb.



PRICES PER ARTICLE PER LANGUAGE:

Until June 30th 2022, a fixed price of € 600,- will be used.

SOCIAL MEDIA PACKAGE

We deliver

- 2 Social Media channels (Facebook/Instagram)
Instagram: Soft Secrets International + Facebook: Facebook page of your choice.
- 2 Instagram stories + 1 link per story (24 hours online)
- After 24 hours, the 2 Instagram stories will be moved to Soft Secrets Instagram Highlights where followers can check the stories 24/7 and will be present in the Highlights for a month.
- 2 Instagram posts -> Both posts will be promoted.
- 2 Facebook posts -> Both posts will be promoted.
- Social Media Results Report.
- All published posts will remain online and promoted during one month.

You provide

- the visual content + links + texts (header text, primary text, descriptive text).
- Indicate which Facebook channel you would like to use for the messages.
- When you want to target specifically we need to know what you exactly want to target based on location, age, gender, interest, behavior, etc. (see examples)

The Social Media package is offered for 600 euros, of which 150 euros is used for all sponsored posts.

If you are interested in having your own customized social media package with more options, then this is negotiable.

Below 2 examples of targeting sponsored posts.

1. Broad targeting
2. Specific targeting

Example Broad targeting:

- Location: The Netherlands
- Age: 18 - 65+
- Gender: All
- Specific Targeting: -
- Language: All

Estimated audience size: 11.600.000 - 13.900.000

Estimated results per day: Range 2.800 - 8.200

Clicks on links: 65 - 194

Example Specific targeting:

- Location: The Netherlands
- Age: 18-45
- Gender: All
- Specific Targeting: Climate, Breed, Garden, Lightning, Nutrition, Water.
- Language: All

Estimated audience size: 1.200.000 - 1.200.000

Estimated results per day: Range 3.000 - 8.700

Clicks on links: 37 - 107



SOFT SECRETS MAGAZINE

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

Country information

Capital city : Berlin
Inhabitants : 80.6 million
Distribution Points : about 370
Print run : 16.000 copies

ENGLISH

Country information

Capital city : London
Inhabitants : 64.8 million
Distribution Points : about 500
Print run : 15.000 copies

FRENCH

Country information

Capital city : Paris
Inhabitants : 67.1 million
Distribution Points : about 450
Print run : 16.000 copies

ITALIAN

Country information

Capital city : Rome
Inhabitants : 62.2 million
Distribution Points : about 700
Print run : 21.000 copies

POLISH

Country information

Capital city : Warsaw
Inhabitants : 38.5 million
Distribution Points : about 150
Print run : 15.000 copies

SPANISH

Country information

Capital city : Madrid
Inhabitants : 49 million
Distribution Points : about 650
Print run : 40.000 copies

CZECH

Country information

Capital city : Prague
Inhabitants : 10.7 million
Distribution Points : about 150
Print run : 15.000 copies

CHILE / URUGUAY / COLOMBIA/ PERU

Country information

Capital city : Santiago / Montevideo / Bogota / Lima
Inhabitants : 17.8 / 3.4 / 47.7 / 31.1 million
Distribution Points : about 300
Print run : 10.000 copies



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	-	€ 749	€ 709	€ 679
1/8 page	-	€ 409	€ 379	€ 359
1/16 page	-	-	-	€ 229
1/16 page front cover	-	-	-	€ 709
1/10 page 1/10 company information+ photo or logo*	-	-	-	€ 200
PREFERRED PLACEMENT				
Back cover	-	-	€ 3.799	€ 3.579
Inside cover	-	-	€ 2.829	€ 2.659

VAT is not included

SOFT SECRETS MAGAZINE

DEADLINES

GERMAN	DEADLINE	PUBLICATION
Soft Secrets 22-01	07-01-22	28-01-22
Soft Secrets 22-02	25-02-22	18-03-22
Soft Secrets 22-03	22-04-22	20-05-22
Soft Secrets 22-04	18-06-22	08-07-22
Soft Secrets 22-05	02-09-22	23-09-22
Soft Secrets 22-06	28-10-22	18-11-22

ENGLISH

Soft Secrets 22-01	04-02-22	18-02-22
Soft Secrets 22-02	01-04-22	15-04-22
Soft Secrets 22-03	03-06-22	17-06-22
Soft Secrets 22-04	15-07-22	29-07-22
Soft Secrets 22-05	30-09-22	14-10-22
Soft Secrets 22-06	25-11-22	09-12-22

FRENCH

Soft Secrets 22-01	07-01-22	28-01-22
Soft Secrets 22-02	25-02-22	18-03-22
Soft Secrets 22-03	22-04-22	20-05-22
Soft Secrets 22-04	18-06-22	08-07-22
Soft Secrets 22-05	02-09-22	23-09-22
Soft Secrets 22-06	28-10-22	18-11-22

ITALIAN

Soft Secrets 22-01	14-01-22	28-01-22
Soft Secrets 22-02	04-03-22	18-03-22
Soft Secrets 22-03	06-05-22	20-05-22
Soft Secrets 22-04	24-06-22	08-07-22
Soft Secrets 22-05	09-09-22	23-09-22
Soft Secrets 22-06	04-11-22	18-11-22

POLISH	DEADLINE	PUBLICATION
Soft Secrets 22-01	28-01-22	18-02-22
Soft Secrets 22-02	18-03-22	15-04-22
Soft Secrets 22-03	20-05-22	17-06-22
Soft Secrets 22-04	08-07-22	29-07-22
Soft Secrets 22-05	23-09-22	14-10-22
Soft Secrets 22-06	18-11-22	09-12-22

SPANISH

Soft Secrets 22-01	21-01-22	04-02-22
Soft Secrets 22-02	11-03-22	25-03-22
Soft Secrets 22-03	13-05-22	27-05-22
Soft Secrets 22-04	01-06-22	15-07-22
Soft Secrets 22-05	16-09-22	30-09-22
Soft Secrets 22-06	11-11-22	25-11-22

CZECH

Soft Secrets 22-01	28-01-22	18-02-22
Soft Secrets 22-02	18-03-22	15-04-22
Soft Secrets 22-03	20-05-22	17-06-22
Soft Secrets 22-04	08-07-22	29-07-22
Soft Secrets 22-05	23-09-22	14-10-22
Soft Secrets 22-06	18-11-22	09-12-22

CHILE / URUGUAY / COLOMBIA / PERU

Soft Secrets 22-01	14-01-22	28-01-22
Soft Secrets 22-02	04-03-22	18-03-22
Soft Secrets 22-03	06-05-22	20-05-22
Soft Secrets 22-04	01-06-22	09-09-22
Soft Secrets 22-05	09-09-22	23-09-22
Soft Secrets 22-06	04-11-22	18-11-22

SPECIFICATIONS

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).

***1/10 PHOTO OR LOGO AND COMPANY INFORMATION:** text needs to be provided in Word format photo/logo in format tiff / eps / jpeg / pdf (RGB no spot color) 300 pixels per inch (in 100% zoom) or 118 pixels per cm (in 100% zoom) and at least 10x10 cm.

ADVERTISEMENT FORMATS

page format 260 x 365 mm

	width x height
1/10	Variable*
1/16	53,3 x 79,5 mm
1/8 horizontal	111,5 x 79,5 mm
1/4 horizontal	228 x 79,5 mm
1/4 vertical	111,5 x 164 mm
1/2 horizontal	228 x 164 mm
1/2 vertical	111,5 x 333 mm
1/1	228 x 333 mm
2/1 (spread)	488 x 333 mm

HIGHLIFE

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

HighLife®

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
Coffeshop page	-	-	-	€ 235
Post-it	-	-	-	€ 85
PREFERRED PLACEMENT				
Back cover	-	-	-	€ 3.500
Inside cover	-	-	-	€ 2.500

VAT is not included

ADVERTISEMENT FORMATS

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



DEADLINES

HIGHLIFE 2022	DEADLINE	PUBLICATION
Highlife 2022-01	28-01-22	10-02-22
Highlife 2022-02	25-03-22	07-04-22
Highlife 2022-03	27-05-22	09-06-22
Highlife 2022-04	15-07-22	28-07-22
Highlife 2022-05	23-09-22	06-10-22
Highlife 2022-06	25-11-22	08-12-22

SPECIFICATIONS

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

The International HighLife guide

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
PUBLICATION : 02-12-2022



ADVERTISEMENT FORMATS

HIGHLIFE GUIDE	
page format 140 x 180 mm	
	width x height
1/4	59 x 77 mm
1/2 horizontal	122 x 77 mm
1/2 vertical	59 x 158 mm
1/1	122 x 158 mm
2/1 (spread)	262 x 158 mm (in centre 2 x 8 mm text freely)

SPECIFICATIONS

(see specifications Highlife Magazine)

SEND TO: ads@softsecrets.nl
DEADLINE: 04 november 2022

PRICES

COMPANY NAME PLACEMENT

Company name placement	€ 240
Company name placement slide	€ 299

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	€ 879
1/1 page in full colour	€ 1.619
2/1 page in full colour (enlarged)	€ 3.019
1/1 page in full colour inserted thicker page	€ 3.299

SPECIALS

STRAIN SPECIAL

INSERTED IN ALL SOFT SECRETS 2022-02 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.

- SIZE** : 148 x 210 mm
SPECIAL FOR : Seeds
TOTAL PRINT RUN : 140.000 copies
PRICE 1/1 PAGE : € 2.750 for all languages
SPECIFICATIONS : 1 Picture of the plant JPG, size: minimum W 75 mm x H 150 mm by 300 DPI.

Text and internet address in a Word file. Max. 75 words.

Logo as EPS or JPG; size: minimum W 45 mm x H 45 mm by 300 DPI.

Total publishing (lay-out) and translations of this page will be made by Discover Publisher.

- SEND TO** : ads@softsecrets.nl
DEADLINE : 18 february 2022

VAT is not included.



PRODUCT SPECIAL

INSERTED IN ALL SOFT SECRETS 2022-06 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.

- SIZE** : 148 x 210 mm
SPECIAL FOR : Products
TOTAL PRINT RUN : 140.000 copies
PRICE 1/1 PAGE : € 2.750 for all languages
SPECIFICATIONS : 1 Picture of the product as JPG, size: minimum W 75 mm x H 150 mm by 300 DPI.

Text: max. 200 words including the company-details (word-file).

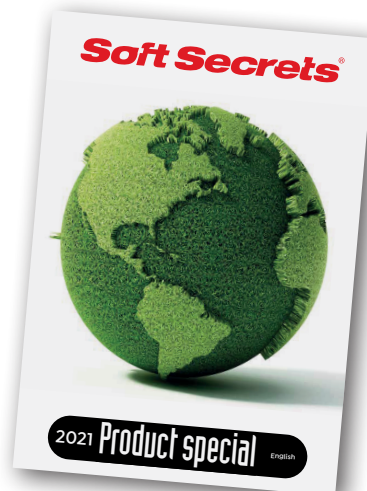
Don't write in the first person, use the company name or they.

Logo as EPS or JPG; size: minimum W 45 mm x H 45 mm by 300 DPI.

Total publishing (lay-out) and translations of this page will be made by Discover Publisher.

- SEND TO** : ads@softsecrets.nl
DEADLINE : 21 october 2022

VAT is not included.



SPECIALS

CBD SPECIAL

INSERTED IN ALL SOFT SECRETS 2022-05 IN 7 LANGUAGES: CZECH, ENGLISH, FRENCH, GERMAN, ITALIAN, POLISH AND SPANISH.

SIZE : 148 x 210 mm

SPECIAL FOR : CBD

TOTAL PRINT RUN : 140.000 copies

PRICE 1/1 PAGE : € 2.750 for all languages

SPECIFICATIONS : 1 Picture of the product as JPG, size: minimum W 75 mm x H 150 mm by 300 DPI.

Text: max. 200 words including the company-details (word-file).

Don't write in the first person, use the company name or they.

Logo as EPS or JPG; size: minimum W 45 mm x H 45 mm by 300 DPI.

Total publishing (lay-out) and translations of this page will be made by Discover Publisher.

SEND TO : ads@softsecrets.nl

DEADLINE : 15 july 2022

VAT is not included.



GENERAL INFORMATION

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