



**grow!**  
magazin since 1995

# Media Pack

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*“A man who stops advertising to save money  
is like a man who stops a clock to save time.”*

Henry Ford (1863 - 1947)

# grow! **About us...**

magazin

grow! Magazin is one of the oldest cannabis publications worldwide that is currently in print. Over the last 25 years, it has evolved into one of the most revered and most widely distributed journals of this industry.



At the end of 1994, when grow! Magazin was originally conceived by members of the student work group “AG Hemp” at Darmstadt university, there were no comparable publications in German magazine retailers. A few months later, the first issue was released and became a huge success - as it still is today. More and more people are gaining an interest in the cannabis plant – this magazine is for those people. Since its inception, it has been distributed throughout the German-speaking magazine trade market (Germany, Austria, Switzerland and Luxembourg) at roughly 10,000 outlets (supermarkets, petrol stations, kiosks, train stations, etc.). Since the beginning, it has been our goal to report on cannabis and its consumers, openly and without prejudice. That having been said, this magazine is in no way meant to encourage the consumption of illegal (or legal) drugs. Quite the contrary: We believe that the consumption of drugs is inherently dangerous, regardless of which drug. Only those who are aware of the possible risks and side-effects involved can decide for themselves how dangerous the consumption of a substance could be and whether or not these risks are worth taking.

We are dedicated fighters for a reform of existing drug laws (the German “Betäubungsmittelrecht”) and advocate the decriminalisation of cannabis and the monitored availability of „hard“ drugs in pharmacies for people who have a pre-existing, diagnosed addiction. As long as illegality promotes the black market there will be no ease of tension in this issue...We believe that nobody should see a prison or police cell from the inside just for carrying a bag of weed or a piece of hash. We see more damage from the criminalisation and prosecution of consumers than in the substances themselves. On these grounds, we want to achieve a fundamental new approach to drug law that takes this mismatch between reality and court opinions into account. For the law should serve the people – and not vice versa!

free the weed & let it grow!  
Eure grow! Redaktion



# grow! magazin Topics

As a trade magazine for hemp, cannabis and marijuana, grow! Magazin covers every important aspect of this ancient agricultural plant that can be used both for indulgence and medicinal purposes, such as...

## Homegrowing



## Seeds & Genetics



## Products & News



## Politik



## Medicine



## grow! Travel



## Growing Basics

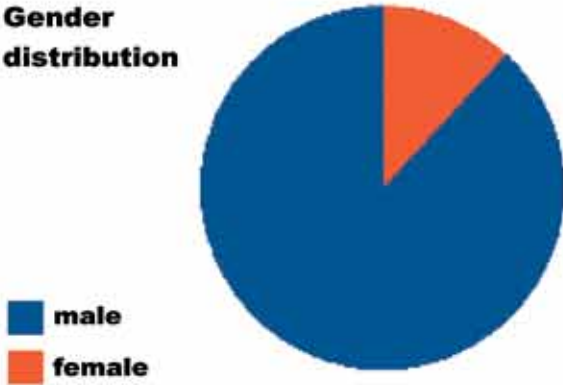




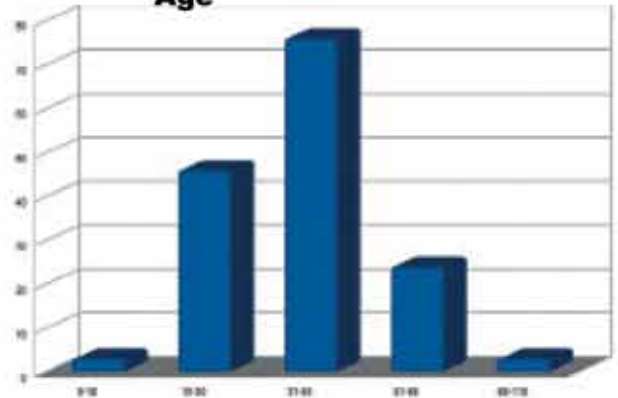
# Reader Profile

Our readers – your customers... Reader surveys are carried out regularly so that we can better gauge their preferences and expectations.

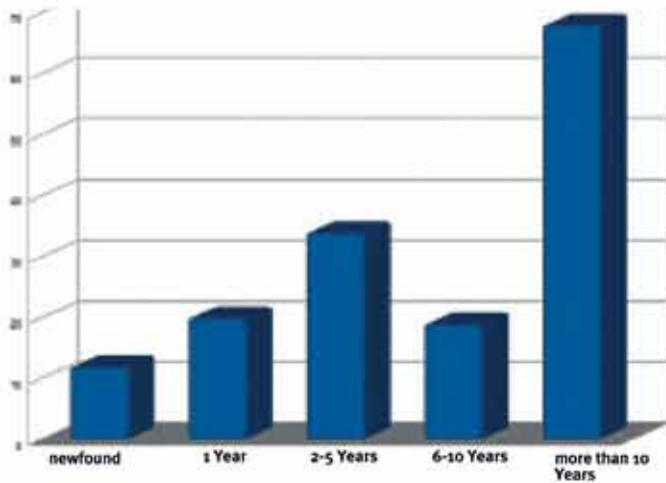
**Gender distribution**



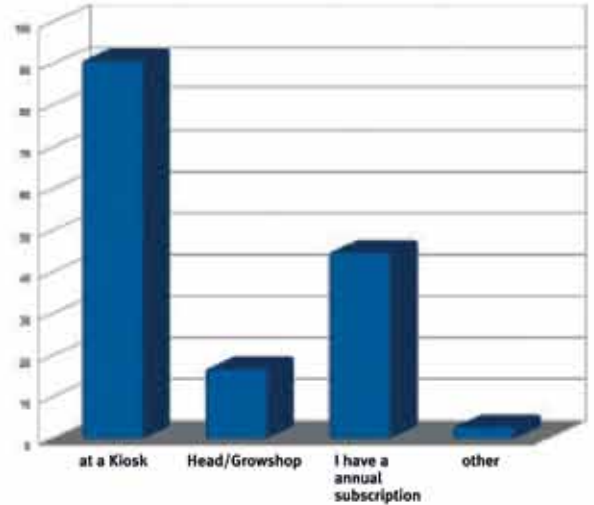
**Age**



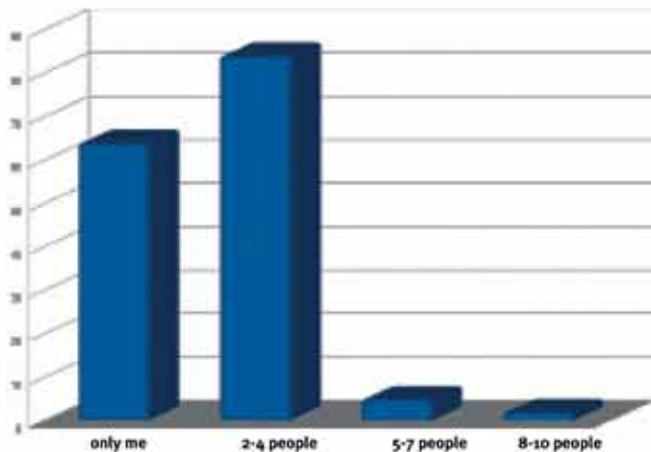
**Since when do you read grow!-Magazin?**



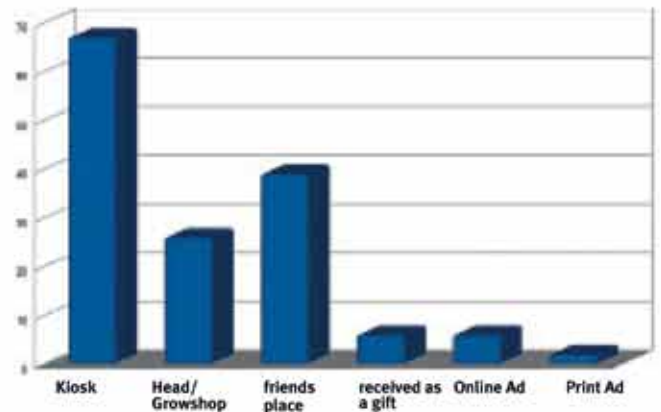
**Where do you buy your grow!-Magazin?**



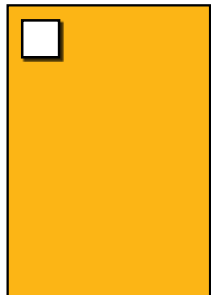
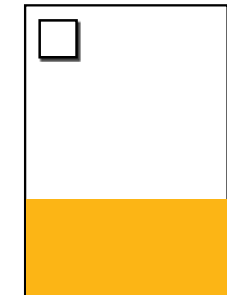
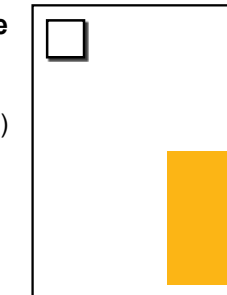
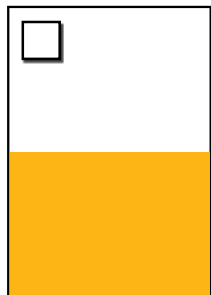
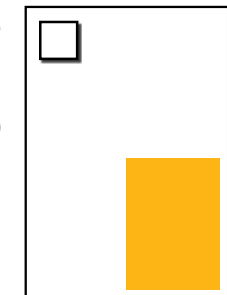
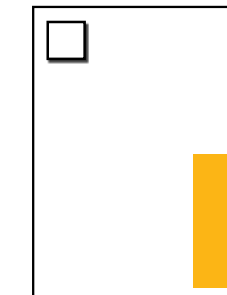
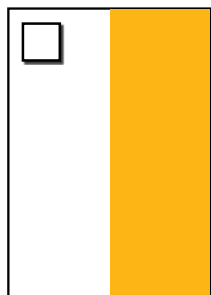
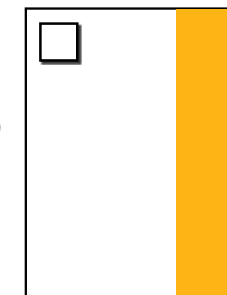
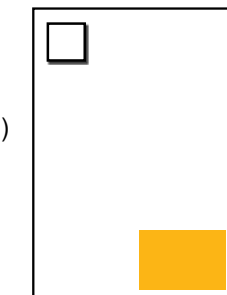
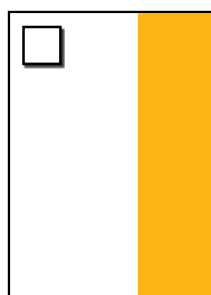
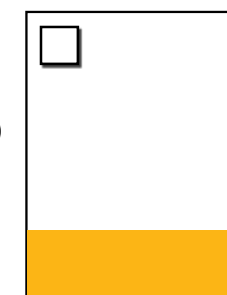
**How many people read your grow! Magazine on average?**



**Where did you first see grow! ?**



## Advertisement order Sheet

 <p><b>1/1 page A4</b> 210 x 297 mm + 3 mm bleed margin</p> <p>1 advert 1,950 € 3+ issues 1,850 €* 6+ issues 1,750 €* 12+ issues 1,500 €*</p>	 <p><b>1/3 page landscape</b> • 194 x 89,3 mm • 210 x 97 mm (+ 3 mm bleed margin)</p> <p>1 advert 715 € 3+ issues 680 €* 6+ issues 650 €* 12+ issues 570 €*</p>	 <p><b>1/6 Page portrait</b> • 62,7 x 135,5 mm</p> <p>1 advert 350 € 3+ issues 330 €* 6+ issues 315 €* 12+ issues 280 €</p>
 <p><b>1/2 page landscape</b> • 194 x 135,5 mm • 210 x 147 mm (+ 3 mm bleed margin)</p> <p>1 advert 1,075 € 3+ issues 1,000 €* 6+ issues 970 €* 12+ issues 860 €*</p>	 <p><b>1/4 Page box</b> • 100 x 140 mm</p> <p>1 advert 550 € 3+ issues 525 €* 6+ issues 495 €* 12+ issues 440 €*</p>	 <p><b>1/8 Page portrait</b> • 46,25 x 135,5 mm</p> <p>1 advert 275 € 3+ issues 260 €* 6+ issues 245 €* 12+ issues 220 €*</p>
 <p><b>1/2 page portrait</b> • 95,5 x 274 mm • 103,5 x 297 mm (+ 3 mm bleed margin)</p> <p>1 advert 1,075 € 3+ issues 1,000 €* 6+ issues 970 €* 12+ issues 860 €*</p>	 <p><b>1/4 Page portrait</b> • 46,25 x 274 mm • 50 x 297 mm (+ 3 mm bleed margin)</p> <p>1 advert 550 € 3+ issues 525 €* 6+ issues 495 €* 12+ issues 440 €*</p>	 <p><b>1/8 Page landscape</b> • 95,5 x 66,25 mm</p> <p>1 advert 275 € 3+ issues 260 €* 6+ issues 245 €* 12+ issues 220 €*</p>
 <p><b>1/3 page portrait</b> • 62,7 x 274 mm • 70,7 x 297 mm (+ 3 mm bleed margin)</p> <p>1 advert 715 € 3+ issues 680 €* 6+ issues 650 €* 12+ issues 570 €*</p>	 <p><b>1/4 Page landscape</b> • 194 x 66,25 mm • 210 x 68 mm (+ 3 mm bleed margin)</p> <p>1 advert 550 € 3+ issues 525 €* 6+ issues 495 €* 12+ issues 440 €*</p>	

### Runningtime\*

- 1 issue 0% Discount
- \* 3 issues 5% Discount
- \* 6 issues 10% Discount
- \* 12 issues 20% Discount

### Format / Bleed

- Without bleed (white border)
- Format bleed off +10%  
(+3 mm - bleed margin)

### Payment method:

Payment by invoice after each issue

The payment has to be made  
14 days after receiving the bill.

### Client:

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street: \_\_\_\_\_

ZIP / City: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

VAT ID: \_\_\_\_\_

With this I give the order to print my advertisement in grow! Magazin.

I hereby confirm the accuracy of the preceding details.

Place/Date

Signature of the Client

## Guest posts and advertorials

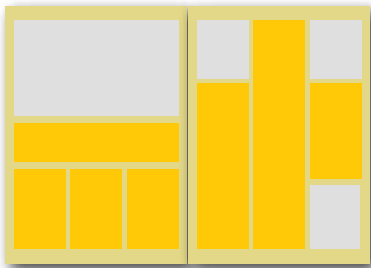
It is possible to publish advertorials or guest articles in grow! magazine. For example, companies or products can be presented. Advertorial articles are referred as „guest posts“ or „Advertorial“.

Advertorial articles can be written by yourself, or with appropriate information and image material, we create an article draft that is published after approval by the client.

If you are interested, just let us know ([anzeigen@grow.de](mailto:anzeigen@grow.de)) and we will make a suitable offer!



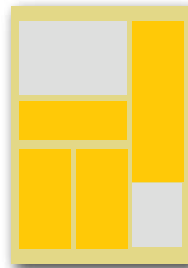
The base prices for guest posts/advertorials are based on size:



### double page

- Up to 10,000 characters (including spaces)  
and up to four images/logos.

**3.800 Euro\***



### Full Page

- Up to 5,000 characters (including spaces)  
and up to two images/logos.

**2.000 Euro\***

## Product-News



The base prices for Product-News are based on size:

**Half Page** - Up to 3,000 characters  
(including spaces)  
and/or up to two images/logos.

**1.000 Euro\***

**Quarter Page** - Up to 1,500 characters  
(including spaces)  
and an image/logo.

**500 Euro\***

**Technical data:** Please send us the texts in Word format (.doc) and images as JPEG at least 300 dpi.

For the reservation of a guest contribution / advertorial, the respective editorial deadlines of the grow! magazine.

If you are interested, just write an informal e-mail to: [anzeigen@grow.de](mailto:anzeigen@grow.de), with the provision of contact details and the desired grow! Edition in which the article should appear. \*All prices plus VAT



## Online - Homepage and Social Media

(www.grow.de / Facebook / Instagram)

### Guest posts, product news, social media & web banners

It is also possible to publish advertorials or guest articles online. For example, companies can be presented or products presented. Advertorial articles are identified as "guest posts" or "advertorial". You can write advertorial articles yourself, or - with the appropriate information and image material - we create a draft article that is published after approval by the customer. The contribution will be published on the grow! Magazine (www.grow.de) and will remain there as long as the site exists.

If interested, just let us know (anzeigen@grow.de) and we will make a suitable offer!

#### The base prices for guest advertorials are based on size:

##### de Luxe Advertorial

- Up to 6,000 characters, (including spaces) and up to four images/logos.  
+ Up to 5 links

**1000 Euro\***

##### standard-Advertorial

- Up to 3,000 characters (including spaces) and up to two images/logos.  
+ Up to 3 links

**500 Euro\***

##### Product-News

- Up to 1,500 characters (including spaces) and or an image / logo.  
Including 1 link

**250 Euro\***

#### Social Media

It is also possible to distribute content (only selected topics) via our social media channels Facebook & Instagram (limited availability - max. 1 „paid partnership“ per day - one-time publication in the newsfeed). The post will be marked as a „paid partnership“ in accordance with the Facebook/Instagram advertising guidelines.

**1000 Euro\***

#### Banner Button 640x640 px

Square Ad  
(right sidebar):

- ▶ 6 months: 600,-\*
- ▶ 12 months: 1150,-\*

#### Banner Wide 1200x240 px

Querformat-BANNER  
(Main field, Header and articles):

- ▶ 6 months: 650,-\*
- ▶ 12 months: 1250,-\*

#### Banner-Rotation

There is a limited amount of places for ads in the above mentioned sizes. Your ads position is being randomized and rotated within the chosen spots, so we can assure the highest degree of fairness for all our customers. Up to five banners will be rotated in the same area.

#### Banner-Service

If you don't have a proper graphic yet, we're happy to create you your own unique banner ad for your business. The price includes up to two optional text changes during the length of the campaign.

- ▶ Banner-Service: 159,-\*

There are no editorial deadlines for reserving an online guest post or social media contribution. In principle, finished guest contributions can be published at short notice (in max. 1-2 working days). Please send us the texts in Word format (.doc) and images as JPEG.

For further questions and suggestions we are available by phone at the tel number 0049 (0)5676 920920 or by email to info@grow.de.



# Deadlines

## Booking & material deadlines and release dates

issue no.	deadline	appearance
<b>01-24</b>	<b>20.11.2023</b>	<b>20.12.2023</b>
<b>02-24</b>	<b>29.01.2024</b>	<b>29.02.2024</b>
<b>03-24</b>	<b>25.03.2024</b>	<b>25.04.2024</b>
<b>04-24</b>	<b>27.05.2024</b>	<b>27.06.2024</b>
<b>05-24</b>	<b>29.07.2024</b>	<b>29.08.2024</b>
<b>06-24</b>	<b>30.09.2024</b>	<b>31.10.2024</b>
<b>01-25</b>	<b>18.11.2024</b>	<b>19.12.2024</b>



### Publication details

#### News Desk, Publishing, Advertisement & Subscriptions

Hanf Verlag Darmstadt GmbH  
grow! Magazin  
Liebenauerstr. 19a  
D-34396 Liebenau

Tel.: (05676) 920 920  
(05676) 25 430 89

E-Mail: info@grow.de  
anzeigen@grow.de

#### Distribution (Wholesale)

IPS Distribution GmbH  
Tel.: +49 (0)2225-8801-0  
eMail: info@pis-d.de

#### Printing

SEVEROTISK s.r.o.

#### Bank details

HVD GmbH  
Postbank  
IBAN:  
DE77440100460311547460  
BIC: PBNKDEFF  
Internationale  
Steuerummer:  
DE172245 770

#### Managing Director

W. Fleckner

#### grow! online

www.grow.de

grow! Magazin is published  
every two months by

Hanf Verlag Darmstadt GmbH



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Fax: 0 5676 921 340  
anzeigen@grow.de

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W. Fleckner

#### Advertisement consultation

K. Kolks  
W. Fleckner

#### Distribution partner

IPS Distribution GmbH  
Tel.: +49 (0)2225-8801-0  
eMail: info@pis-d.de

#### Distribution of subscriptions

Hanf Verlag Darmstadt GmbH

#### Area of circulation

Germany, Austria, Switzerland, Slovenia,  
Balearic Islands, Benelux countries, Italy, Spain

#### Availability

at roughly 10,000 vending places (newspaper vendors,  
kiosks, train station bookshops, supermarkets, petrol  
stations, record shops, hemp, grow and head shops)

#### Total number of copies printed

35.500 Exemplare

#### Wholesale Germany

18.500 copies

#### Train stations Germany

5.500 copies

#### Abroad (A, CH, ...)

8.500 copies

#### Subscriptions

2.500 copies

#### Retailer subscriptions

1.000 copies

#### Sales quota

66%

#### Frequency of publication

bi-monthly, six issues per year

#### Dimensions

DIN A4

#### Advertisement templates

Please only send us printing material in digital  
form! Advertisement templates are provided by the  
customer. The customer is responsible for the quality  
of the template. Deadlines must be adhered to! The  
customer is liable for additional costs that arise from  
missed deadlines. Customer complaints can only be  
submitted within the first week of the sale period.

#### Accepted file formats

TIFF, JPEG, PDF (minimum resolution: 300 dpi)

#### Data transfer

E-Mail: anzeigen@grow.de

#### Right of withdrawal from contract

Where justified, in written form, within a week of  
placing order

#### Terms of payment

Payable within 14 days of invoice date. A 2% discount  
is granted to advance payment and direct debit,  
provided there are no previous invoices outstanding.

#### Bank details

Hanf Verlag Darmstadt GmbH  
Postbank  
IBAN: DE77440100460311547460  
BIC: PBNKDEFF

international tax identification number:  
DE172245 770

### TERMS AND CONDITIONS

- The terms "Advertising Order" and "Order" as used in the following terms and conditions refer to an agreement covering the publication of one or multiple advertisements submitted by an advertiser for publishing in a printed publication.
  - In cases of doubt, Advertising Orders are to be completed within one year of conclusion of the contract. If the right to submit individual advertisements is granted under the terms of the Advertising Order, the submission must be carried out within a period of one year from the publication of the first advertisement, provided the first advertisement was submitted and published within the time period stated in sentence 1.
  - According to the contract, the Buyer is entitled to commission further advertisements, over and above the quantity specified in the Advertising Order, within the time period specified in clause 2.
  - If an Advertising Order is not fulfilled due to circumstances beyond the control of the Publisher, the Buyer is obliged to reimburse the difference between the discount granted by the Publisher and the discount applicable for the actual quantity booked, notwithstanding any further legal objections. This does not apply to non-fulfillment of the contract due to force majeure within the risk area of the Publisher, or to cases of price increase where the Buyer proceeds with the contract according to the new price lists until fulfillment of the order value originally agreed upon, instead of exercising the reserved or subsequently granted right to withdraw from the contract.
  - No guarantee is provided that advertisements will be included in specific numbers, specific issues or specific locations within the publication, unless the validity of the Order has been made expressly dependent upon this.
  - Advertisements which are not identifiable as such due to their editorial layout will be labelled with the word "Anzeige" (advertisement) by the Publisher.
  - The Publisher reserves the right to decline Advertising Orders – including individual requisitions within the scope of the contract – on the basis of content, origin or technical form in accordance with the Publisher's standard regulations. The Buyer will be notified immediately of the rejection of an Order.
  - The Buyer is solely responsible for the timely submission of the advertising text and flawless printing material. The Publisher shall demand the immediate replacement of printing material which is obviously unsuitable or damaged. The Publisher guarantees the flawless reproduction of the advertisement with respect to print quality.
  - In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the Buyer is entitled to a reduction in payment or to a correct substitute advertisement, but only to the extent that the purpose of the advertisement has been impaired. The Publisher accepts no further liability. Complaints must be submitted within four weeks of receipt of the invoice and the copy of the advertisement. The Publisher accepts no liability for errors of any kind arising from telephone communication.
  - The invoice is payable within 14 days of receipt unless another deadline for payment or advance payment has been agreed upon. Discounts for advance payments shall be granted according to the price list.
  - In the event of late or deferred payment, interest will be charged at a rate of at least 3% higher than respective bank rate of the Deutsche Bundesbank (German Federal Bank) in addition to debt collection fees. The Publisher reserves the right to postpone the fulfillment of the Advertising Order until all payments are made and may demand payment in advance for the publishing of the remaining advertisements. In the case of bankruptcy and court-imposed settlements, any discounts shall be cancelled. Where good cause exists to do so, the Publisher is entitled to demand advance payment of the amount in question and the settlement of any outstanding invoices prior to publishing any further advertisements, even during the term of an advertising agreement and regardless of previously agreed terms of payment, without this entitling the Buyer to any claims against the Publisher.
  - The Buyer is to cover any costs arising from considerable changes to the agreed design and delivery of printing blocks, matrices and drawings ordered.
  - The place of performance and jurisdiction, unless the law stipulates otherwise, is the head office of the Publisher.
- Supplementary terms and conditions of business of the Publisher
- Publicity agents and advertising agencies are required to comply with the Publisher's price list in their quotations, contracts and charges to advertisers. The agency commission granted by the Publisher, amounting to 15%, must not be passed on to the client, neither in full nor in part.
  - The general and supplementary terms and conditions of the Publisher, the confirmation of an order and the current valid price list shall be decisive for each order. The issued Advertising Order becomes legally binding after written confirmation from the Publisher.
  - A change in the price list for advertisements shall also apply to orders in progress from the time it goes into effect.
  - In the event of force majeure, the Publisher is no longer obliged to fulfil any orders or pay any compensation. In particular, no compensation will be paid for the non-publication or late publication of advertisements.
  - In the event of interruptions to operations or interventions due to force majeure (e.g. strikes, conflict and the like), the Publisher is entitled to payment in full for the advertisements published, provided the Orders have been fulfilled to a level of 80% of the guaranteed circulation. Lesser services provided are to be paid at the set price per thousand pages with reference to the paid circulation guaranteed in the price rate.
  - Should any flaws not be immediately recognisable in the print material, but rather only become apparent during the printing process, the Buyer shall have no right to claim in the event of an unsatisfactory print.
  - The obligation to keep print materials shall expire three months after the respective advertisement is published, unless expressly agreed otherwise.
  - The submission of more than two coloured copies, the failure to deliver print materials by the deadline and the request for reproduction varying from the copy provided may give rise to repercussions in terms of placing and printing quality and may invalidate complaints at a later date. The Publisher reserves the right to invoice any additional costs that arise.