



Media Pack



Advertising Opportunities in grow! Magazine

Reach your target audience directly through grow! Magazine, the grow! ePaper and digitally on grow.de. From print ads and advertorials to banners and social media, we provide tailored advertising opportunities designed to match your brand and message.

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Print Advertising

Ad placement in grow! Magazine and the ePaper

- Additional reach through the digital magazine edition: your advertisement will also automatically appear in the digital edition of grow! Magazine.



1/1 Page A4

210 x 297 mm
+ 3 mm bleed all around

1 insertion 1,950 €
3 insertions 1,850 € each
6 insertions 1,750 € each

1/3 Page Portrait

- 62,7 x 274 mm
- 70,7 x 297 mm (+ 3 mm bleed)

1 insertion 715 €
3 insertions 680 € each
6 insertions 650 € each

1/2 Page Landscape

- 194 x 135,5 mm
- 210 x 147 mm (+ 3 mm bleed)

1 insertion 1,075 €
3 insertions 1,000 € each
6 insertions 970 € each

1/3 Page Landscape

- 194 x 89,3 mm
- 210 x 97 mm (+ 3 mm bleed)

1 insertion 715 €
3 insertions 680 € each
6 insertions 650 € each

1/2 Page Portrait

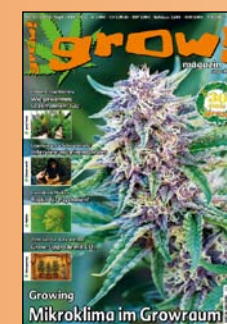
- 95,5 x 274 mm
- 103,5 x 297 mm (+ 3 mm bleed)

1 insertion 1,075 €
3 insertions 1,000 € each
6 insertions 970 € each

Quarter Page

- 100 x 140 mm

1 insertion 550 €
3 insertions 525 € each
6 insertions 495 € each



Printing Guidelines for Print Ads

- Color space: CMYK
- Resolution: 300 dpi
- Bleed: 3 mm all around
- File formats: PDF, JPEG (maximum quality) or TIFF



Quarter Page (Portrait)

- 46,25 x 274 mm
- 50 x 297 mm (+ 3 mm bleed)

1 insertion 550 €
3 insertions 525 € each
6 insertions 495 € each

One-Eighth Page (Portrait)

- 46,25 x 135,5 mm

1 insertion 275 €
3 insertions 260 € each
6 insertions 245 € each

Quarter Page (Landscape)

- 194 x 66,25 mm
- 210 x 68 mm (+ 3 mm bleed)

1 insertion 550 €
3 insertions 525 € each
6 insertions 495 € each

One-Eighth Page (Landscape)

- 95,5 x 66,25 mm

1 Anzeige 275 €
3 Anzeigen 260 €
6 Anzeigen 245 €

One-Sixth Page (Portrait)

- 62,7 x 135,5 mm

1 insertion 350 €
3 insertions 330 € each
6 insertions 315 € each

Long-Term Discount

- from 3 insertions 5% discount
- from 6 insertions 10% discount
- from 12 insertions 20% discount
- We offer a 2% cash discount for advance payment.**

Premium Ad Placements

Premium Placement in the center spread of the magazine

Double Page Spread in the Center – ideal impact through natural opening, maximum visibility –

Total size: 420 x 297 mm
Bleed: +3 mm all around (final size: 426 x 303 mm)

3,900 €

Poster A1

Double-Sided Poster (bound-in – print magazine only)

Format: A1 – 594 x 841 mm
Bleed: +3 mm all around
final size: 600 x 847 mm

- Single page: 4,000 €
- Exclusive booking – both sides: 6,000 €

Note: For single-page bookings, the reverse side may be used by another advertiser.

Cover Positions (premium cover stock)

U4 Back Cover of the magazine

1/1 Page A4

Format: 210 x 297 mm
Bleed: +3 mm all around (final size: 216 x 303 mm)

Paper: High gloss – cover quality

from 6 insertions 2,600 € each

U3 Inside Back Cover

1/1 Page A4

Format: 210 x 297 mm
Bleed: +3 mm all around (final size: 216 x 303 mm)

Paper: High gloss – cover quality

from 6 insertions 2,200 € each

U2 Inside Front Cover

1/1 Page A4

Format: 210 x 297 mm
Bleed: +3 mm all around (final size: 216 x 303 mm)

Paper: High gloss – cover quality

from 6 insertions 2,200 € each

Like what you see? Contact us at anzeigen@grow.de

All prices quoted are net prices.

Print Advertising

Advertorials, Contributed Articles & Product Features in grow! Magazine and the digital edition



Do you want to showcase your company, brand or product in the right environment?
In grow! Magazine you have the opportunity to publish advertorials, guest articles or product news – the perfect way to reach your target audience directly and with credibility.

How it works: You provide us with text and images, and we take care of the design. Whether it's a company portrait, a product presentation or a topic-related contributed article, your content will be prominently placed and clearly marked as an "Advertorial" or "Guest Article."

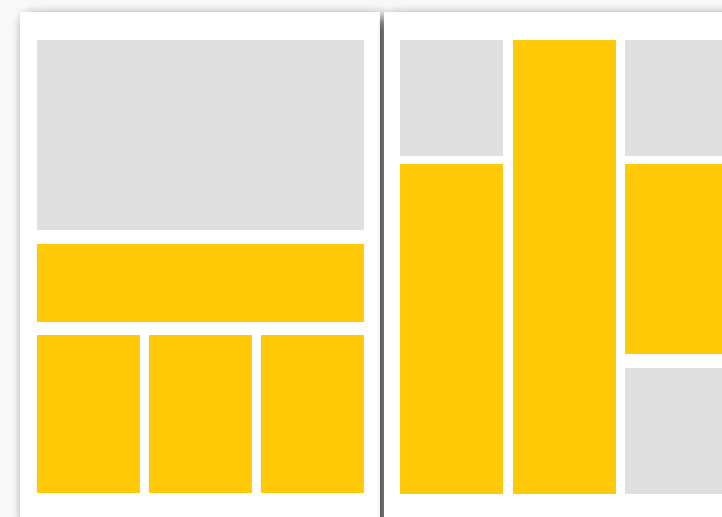


Your advantages – publishing in grow! Magazine gives you:

- **Targeted communication:** Reach readers who are genuinely interested in your topics.
- **Flexibility in implementation:** Print, online (see grow! Magazine online advertising) or both – you decide.
- **High visibility in the community & long-term presence:** Your feature remains accessible even after publication – in the archive and online.
- **Professional design:** We ensure an appealing layout in the style of grow! Magazine.
- **Authentic presentation:** Not classic advertising, but an editorially embedded contribution with added value.
- **Additional reach through the digital edition:** Your feature automatically also appears in the digital magazine edition.

Advertorials & Contributed Articles in grow! Magazine & Digital Edition

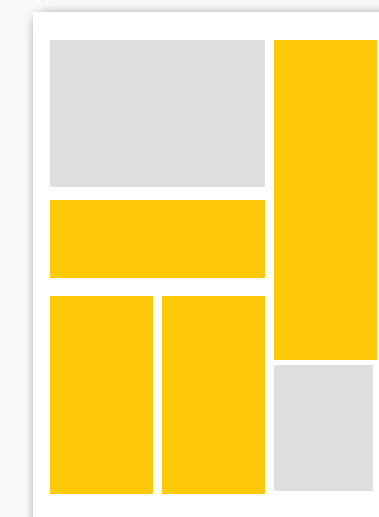
Base rates are determined by the chosen length:



Double-Page Advertorial

- Text: up to 9,000 characters (including spaces)
- Up to 4 images or logos

3.800 €



Full-Page Advertorial

- Text: up to 4,500 characters (including spaces)
- Up to 2 images or logos

2.000 €

Product Features in grow! Magazine & the Digital Edition

Base rates are determined by the chosen length:



Half-Page Product News

- Text: up to 2,200 characters (including spaces)
- Up to 2 images or logos

1.000 €



Quarter-Page Product News

- Text: up to 1,000 characters (including spaces)
- One image or logo

500 €

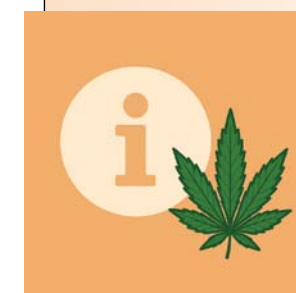
Specifications & Booking Information

Text format: Please send us your texts as a Word file (.doc or .docx)

Images: JPEG, minimum 300 dpi (print quality)

Editorial deadline: For reserving a guest article or advertorial, the respective editorial deadlines of the planned grow! issue apply.

All prices are exclusive of applicable VAT.



Digital Advertising

on www.grow.de

Advertorials, Contributed Articles & Product Features

Online you also have the opportunity to publish advertorials, guest articles and product news on our website [grow.de](http://www.grow.de) – an ideal way to showcase your company, brand or product.

Whether it's a company portrait, a new product or a topic-related contributed article, your content will be clearly marked as an "Advertorial" or "Product News" and professionally integrated.

Your content will remain permanently accessible on our website – as long as [grow.de](http://www.grow.de) is online, your article will be available.

How it works: You provide us with text and images, and we take care of the design. & wir übernehmen die Gestaltung.



Online Advertorials & Contributed Articles

Base rates are determined by the chosen length:

Standard Article

- Text length: up to 3,000 characters (including spaces)
- Images: up to 2 images or logos
- Links: up to 3 external links (e.g. website, shop, social media)
- Publication: permanently on www.grow.de

500 €

Premium-Artikel

- Text length: up to 6,000 characters (including spaces)
- Images: up to 4 images or logos
- Links: up to 5 external links (e.g. website, shop, social media)
- Publication: permanently on www.grow.de

1000 €

Planning a more extensive feature?

For longer articles with more text, additional images or special requirements, we will be happy to provide you with an individual offer. Just contact us at anzeigen@grow.de



Online Product Features

Kurz, prägnant und aktuell

Perfect for presenting new products quickly and directly to the cannabis community.

- Text length: up to 1,500 characters (including spaces)
 - Images: up to 1 image or logo
 - Link: includes 1 external link
 - Publication: permanently on www.grow.de
- 250 €**

Display Banners on www.grow.de

Do you want to make your brand or product even more visible? We offer display banners in two different sizes.

Banner Button

640 x 640 pixels
(right sidebar)



- **6 months: 600 €**
- **12 months: 1.150 €**

Wide Banner

1200 x 240 pixels
(middle column, header and article section)



- **6 months: 650 €**
- **12 months: 1.250 €**

Banner Rotation

A limited number of placements is available for each banner size. The position of your banner is assigned randomly, ensuring maximum fairness for all advertisers running in parallel. A maximum of 5 banners are displayed in rotation per banner slot.

Custom Banner Design

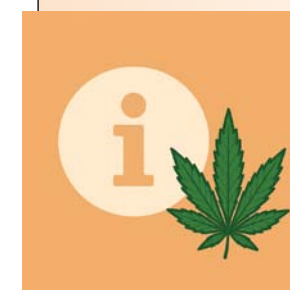
You don't have the option to create your own banner? No problem! Use our banner service: we design a custom banner for you based on your specifications – perfectly tailored to your company.

Custom Banner Design: 159 €

Booking & Publication

For online contributions, there are no fixed editorial deadlines. Content is usually published within 1–2 business days. Please send us your texts as a Word file (.doc) and images as JPEGs.

For any questions, you can reach us by phone at +49 (0)5676 920920 or by email at info@grow.de



Social Media

Instagram & Facebook Advertising

Use our social media channels to place your content quickly, directly and visibly within the cannabis community. With around 4,600 followers on Instagram and 19,000 on Facebook, you will reach a highly interested audience. We offer you a range of different formats to choose from:

Social Media Formats & Rates

Sponsored Post (Feed):

1 image + text, 1 link, on Instagram or Facebook ————— from 250 €

Sponsored Post Kombi:

1 image + text, 1 link, on Instagram and Facebook ————— from 400 €

Story Ad (1 Slide):

1 image or 15-second video as a Story on Instagram or Facebook ————— from 200 €

Story Ad Kombi (1 Slide):

1 image or 15-second video as a Story on Instagram and Facebook ————— from 350 €

Additional Story Slide:

Extra sequence for Story ads (image or video) ————— + 50-80 € per Slide

Carousel Post (Instagram + Facebook):

Up to 10 images in a click-through post ————— from 450 €

Video / Reel:

Short video in the timeline or as a Reel on Instagram or Facebook ————— from 500 €

Video / Reel Kombi (Instagram + Facebook):

Reach across both platforms ————— from 650 €
All prices excl. VAT.

Bundle Discounts

Do you want your brand to be visible in the magazine, online and on social media?

Then take advantage of our attractive bundle offers:

Print+ Bundle

Booking of two different formats
(Print + Online or Print + Social Media)

- **5% discount on one online or social media advertisement**

- Valid for booked services within the same grow! issue or campaign period.

Premium Bundle

Booking across all three channels
(Print, Online and Social Media)

- **10% discount on one online or social media advertisement**



Key Information



Editorial Deadlines & Publication Dates

Issue	Editorial Deadline	Publication
01-25	18.11.2024	19.12.2024
02-25	30.01.2025	27.02.2025
03-25	24.03.2025	24.04.2025
04-25	26.05.2025	26.06.2025
05-25	28.07.2025	28.08.2025
06-25	29.09.2025	30.10.2025
01-26	17.11.2025	18.12.2025

The dates for 2026 will be announced soon.

Legal Notice

Editorial Office, Publishing, Advertising & Subscriptions

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SEVEROTISK s.r.o.

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HVD GmbH
Postbank
IBAN: DE77440100460311547460
BIC: PBNKDEFF
International tax
identification number:
DE172245 770

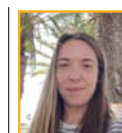
Managing Director

C. Kolks

grow! im Internet

www.grow.de

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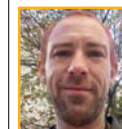
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Distribution of subscriptions	Hanf Verlag Darmstadt GmbH
Area of circulation	Germany, Austria, Switzerland, Slovenia, Balearic Islands, Benelux countries, Italy, Spain
Availability	at roughly 10,000 vending places (newspaper vendors, kiosks, train 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	2.000 copies
Retailer subscriptions	1.000 copies
Sales quota	66%
Frequency of publication	bi-monthly, six issues per year
Dimensions	A4
Advertisement templates	Bitte nur digitale Druckunterlagen verwenden! 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-fulfilment 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 fulfilment 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 requests 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 fulfilment 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 obliging 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
a) 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.
b) 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.
c) A change in the price list for advertisements shall also apply to orders in progress from the time it goes into effect.
d) 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.
e) In the event of interruptions to operations or interventions due to force majeure (e.g. strikes, confiscation 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.
f) 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.
g) The obligation to keep print materials shall expire three months after the respective advertisement is published, unless expressly agreed otherwise.
h) 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.