



2021 BUYERS' GUIDE

MEDIA KIT

EMERALD



MARKET

Social^{CLUB}TV

THE LARGEST
CANNABIS + CULTURE
NETWORK IN THE
WORLD.

Our network features premium original cannabis-centric programming focused on lifestyle, music, food, art, science and wellness from the biggest names in the industry, such as DNA Genetics, Berner, Jim Belushi, B-Real/Cypress Hill and more.



REACHING AN ENGAGED AUDIENCE TO **MAXIMIZE EARNINGS** WITH INCREMENTAL REVENUE.

- **100 Million** Households reached
- **10 Million** Minutes watched per month
- **50 Million** Impressions per month
- **35 Minutes** per session



10M+
MINS

WATCHED MONTHLY



35+
MINS

AVERAGE VIEW TIME



100+M

HOUSEHOLD REACH



50M+

MONTHLY IMPRESSIONS

AN EXPANDED DISTRIBUTION NETWORK WITH REACH. AND GROWING.

Watch Social Club TV
online and through our
owned & operated
networks, and with new
syndication partners
launching soon.

SCTV Owned &
Operated
Network Distribution

androidtv

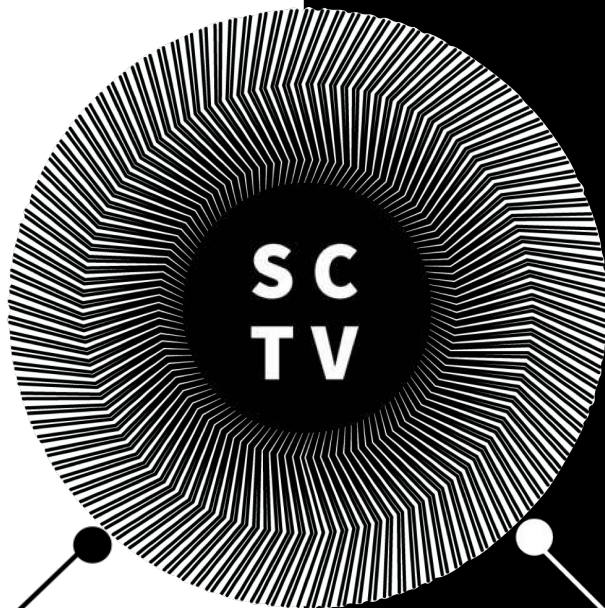
Roku



iPhone

Apple tv+

TCL



PLEX

TV PASS

Hisense

SAMSUNG

Jio tv+

pluto tv

VIACOM

DistroTV



LITTLSTAR

LG

VIZIO

Syndication
Partners

(launching 2020)



What is NUGL?

NUGL is an all new technology-based multimedia platform that combines a cannabis search and business directory with social media and networking tools. All of this seamlessly integrates with our digital and print publications, and our very own internal cannabis ad server, for extended reach and exposure. We are community driven, user focused, and together with our fans have built an environment where content, services and networking capabilities for all things cannabis, are welcomed and enjoyed by all.



EXPAND YOUR REACH AND MARKETING CAPABILITIES IN THE NUGL B2B & B2C COMMUNITY.

- **All 3,100+** CA License Holders
- **35K+** Digital Subscribers
- **Premium Dispensary** Distribution
- **12M+ Reach** Social Influencer Campaigns



12M+

INFLUENCER CAMPAIGNS



35K+

DIGITAL SUBSCRIBERS



3,100+

ALL LICENSE HOLDERS



DISTR.

PREMIUM DISPENSARIES

INFLUENCER DRIVEN CAMPAIGNS TO AMPLIFY REACH

The Buyers Guide is using a focused influencer driven system that will align one of our incredible influencers to EACH profiled brand, increasing exposure beyond the magazine dramatically and accelerating reach for each ad campaign.*

Our influencers come from almost every segment (fashion, comedy, lifestyle, food, and much more) with audiences from almost every demographic.

Their combined reach supasses **12M**.

*Segment specific influencers are predicated on package tier and on a FCFS basis.



BUILT FOR THE BRANDS

Brand Highlight / Feature

- Brand Stories
- C-Suite Interviews
- CSR/SE Program Highlights

SCTV Show Integration

- Evergreen Advertising
- 50M+ Impressions/month
- 10M+ Minutes watched/month

Print Advertising Campaign

- Copy mailed to 3,100+ CA License Holders
- Premium Dispensary Distribution
- Delivery Partner Distribution

Video/Photo Content for Collateral

- :90 Sec Brand Spotlight
- Multi-use Video Content
- Professional Product Photography



Digital Advertising Campaign

- 35K+ Digital Subscribers
- Hyperlinked Display Ads
- Video enabled Display Ads

Influencer Integrated Social Campaign

- 1 Aligned Influencer per Brand
- 12M+ Reach

POWERED BY THE PARTNERSHIP



01

COVER INTEGRATION

BRAND TAKEOVER

- Brand Cover Takeover
- 3 Month Nugl Featured Profile
- Influencer Endorsement /Social Media Campaign
- SCTV & NUGL Social Media Campaign
- Influencer Product/Still Photo Shoot
- :90 Sec. SCTV Brand Spotlight/Product Review
- SCTV Show Integration



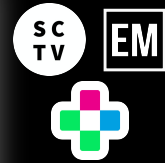
Social ^{CLUB} TV

BUYERS' GUIDE

2021 GUIDE TO CANNABIS & HEMP INDUSTRY

SAMPLE COVER

NOVEMBER 2019
NO. 16
\$7.99



INDUSTRY INNOVATORS

Exclusive interviews with the brands, dispensaries, and leaders changing the industry.



THE HIGHER PATH
EXPERIENCE LIFE RELEVANT | EST. 2006

TOP DISPENSARIES

One of the OG dispensaries, Higher Path shares their secrets to success.



2021 MUST BUY BRANDS

Smokin' Aces Cannabis is one of the hottest brands of the year. Earning awards like best in show at CannaCup!



OUR PACKAGES

We help brands reach targeted audiences so they can increase their revenue.

01

MID-SHELF

Exposure your brand to the expansive reach of Nugl & SCTV's combined engaged audiences with both static & video content.

02

TOP-SHELF

Fully integrate your brand into the Buyers Guide with an industry influencer and get in front of Nugl's B2B & B2C audiences with engaging video content.

03

PRIVATE SELECTION

Control your brand's marketing narrative with intricately crafted story driven content and an influencer engagement campaign.



02

MID SELF

AD + VIDEO PACKAGE

- 1 Month Nugl Featured Profile
- Influencer Endorsement/Social Media Post
- SCTV & NUGL Social Media Post
- ½ Page Ad
- :90 Sec. SCTV Brand Spotlight/Product Review



02

TOP SHELF

FULL AD + VIDEO PACKAGE

- 3 Month Nugl Featured Profile
- Influencer Endorsement/Social Media Post
- SCTV & NUGL Social Media Post
- Full Page Ad
- :90 Sec. SCTV Brand Spotlight/Product Review





02

PRIVATE SELECTION

EVERGREEN CONTENT + VIDEO + ADVERTISING

- 3 Month Nugl Featured Profile
- Influencer Endorsement
- SCTV & NUGL Social Media Post
- Full Page Ad
- Influencer Product/Still Photo Shoot
- :90 Sec. SCTV Brand Spotlight/Product Review
- SCTV Show Integration

NUGL MAGAZINE: SOCIAL CLUB TV 2021 BUYERS' GUIDE



SAMPLE PAGE



1 Brand: Cali Gas Pack

2 Influencer: Laycie Jayde

3 Dispensary: Remedy Room

Tell us why you're hot.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

What are your plans for 2021?

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For more information you can visit app.nugl.com/brands/smokinaces

Tell us why you're hot.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

What are your plans for 2021?

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

For more information you can visit app.nugl.com/listings/remedyroom420

Tell us why you're hot.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

What are your plans for 2021?

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

For more information you can visit app.nugl.com/listings/layciejayde

NUGL MAGAZINE: 2021 BUYERS' GUIDE

SAMPLE ADS

Reduce vulnerabilities to crime and theft.



Schedule convenient cash pick-ups from your location of choice and deposit to your FDIC-insured account the next day.



FULL PAGE

(1) NO BLEED

7" x 10"

(Prints w/ white border)

(2) FULL BLEED

8.25" x 11.25"

(Covers the entire page)

(3) TWO PAGE SPREAD

W/ BLEED

16.5" x 11.25"

(Covers two entire pages)

1/2 PAGE

HORIZONTAL

7" x 4.875"

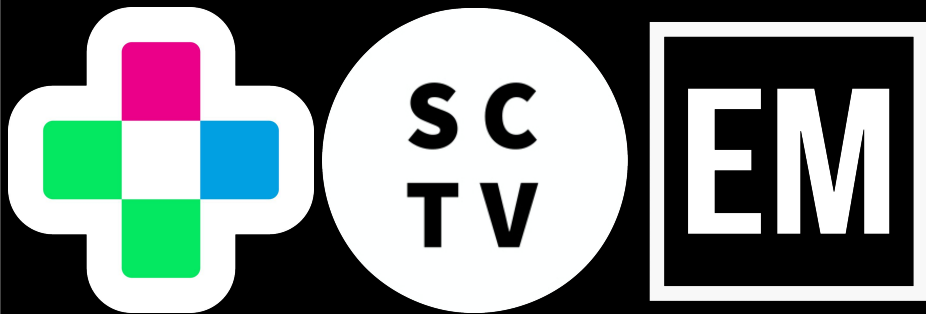
SHOWCASE YOUR BUSINESS IN THE NUGL BUYERS' GUIDE ADVERTISING GUIDELINES

ADDING BLEED TO YOUR AD

- *Add 15% to rate and 0.125" to publication trim size.*

SUBMISSION GUIDELINES

- *Please send all artwork as PDF, AI, or JPG @300dpi using CMYK colors only.*



SEE WHAT'S PLAYING **NOW.**

WATCH HERE

The image shows a sample cover for a magazine. The background is a close-up of a person's face wearing a straw hat, with a hand holding a purple vaporizer. The text on the cover includes:

NUGL magazine
EMERALD MARKET **EM**
SC TV Social CLUB TV
2021 BUYERS' GUIDE
FOR THE CANNABIS & HEMP INDUSTRY

INDUSTRY INNOVATORS
Exclusive interviews with the brands, dispensaries, and leaders changing the industry.

Top Dispensaries
One of the OG dispensaries Higher Path shares their secrets of success is the wake of a global pandemic.

Must Buy Brands
Hollister Cannabis Co is one of the hottest brands of the year, earning awards like best in show at CannaCup!

Influencer Marketing
Find out how cannabis influencers are taking the industry by storm and quickly turning a profit.

@missleexi

EST. 2017
HOLLISTER
CANNABIS CO

SAMPLE COVER

LET'S CONNECT.

DIANE LIGHT WAIGHT

Los Angeles, California

DIANE@LIGHTWRIGHTCONNECT.COM

EMERALD



MARKET