

CANNABIS MANUFACTURING REPORT

LEADERSHIP IN
CANNABIS MANUFACTURING
AND BEST PRACTICES



A **CW** CompanyWeek publication

Cannabis Manufacturing Report is digital media and events from the publishers of *CompanyWeek*, media for the new manufacturing economy.

EDITORIAL THEME

CMR chronicles the path to professionalization of cannabis brands, contract manufacturers, and supply-chain companies providing solutions in the cannabis production ecosystem.

Of particular focus is the journey cannabis companies must travel through an expanding and fast-changing regulatory environment, and how companies are meeting new operational benchmarks that will collectively work to “professionalize” the industry.

PUBLISHING MODEL

- ▶ CMR is a digital newsletter, previewing content hosted online at CannabisManufacturingReport.com after an initial launch effort within the [CompanyWeek cannabis archive](#).
- ▶ Distribution will begin in CA and CO – a total list of about 500 cannabis companies, along with 250 or so supply-chain and service recipients. Issue #1 will be used to begin promotions nation-wide.

CONTENT OUTCOMES

As a result, CMR will highlight outcomes that work to advance the industry:

- ▶ Communicate the collective transformation of cannabis companies – particularly hemp-derived CBD manufacturers – to audited, certified, professional companies
- ▶ Highlight industry leaders achieving market-leading operational benchmarks
- ▶ Highlight current and future innovation already shaping the cannabis industry
- ▶ Explore how company and leadership models are evolving
- ▶ Provide in-depth coverage of new product development and new technology and processes informing company operations
- ▶ CMR will be to begin identifying the best, most risk-averse operators in the business – an outcome that will benefit industry stakeholders including emerging service companies seeking a more risk-averse entry into the market.

ADVERTISING & SPONSORSHIP

- ▶ CMR is supported by banner advertising packages to include both email newsletter and online page views – including all cannabis archived content [here](#).
 - ▶ Fees: \$500/month

EVENTS

Regional and national events will comprise an in-person component for readers, advertisers, and industry stakeholders.

#1: Cannabis IP & Policy Forum – October 2019

- ▶ IP as a set of tools to advance your cannabis business
 - ▶ What direction the FDA?
 - ▶ Roadmap to manufacturing certifications/professionalization
 - ▶ Presenting sponsor – \$5,000
 - ▶ Associate sponsor (2) – \$2,500