



zamnesia

Advertising Model

WWW.ZAMNESIA.COM



ZAMNESIA

Originated in Amsterdam (2012), Zamnesia has grown to include a staff of over 55 industry experts, passionate seed producers, and an online store boasting over 5,000 products.

The Zamnesia website is filled with useful content written by industry experts with years of experience – and fully translated into six prominent European languages (Dutch, English, German, French, Spanish, and Italian) by a team of professional editors and native translators.



WWW.ZAMNESIA.COM



ZAMNESIA IN NUMBERS

03

Target Audience

25 – 35 y.o.

70% of our customers

Blog Articles

2,000+ Published

Six different languages

Online Visitors

2,000,000+ Monthly

Unique visitors

eKomi Reviews

50,000+ Reviews

Average score of 4.8 out of 5

Social media

100,000+ Followers

On our channels

Newsletter

115,000+ Subscribers

Active members

Magazine

100,000+ Magazines

Added to outgoing orders per quarter

Gender

75% Male - 25% Female

Website visitors



GIFTBAG

At Zamnesia, the customer comes first. To strengthen the relationship with the customer, we're giving away free gift bags to our most loyal customers and true Zamnesians. The gift bag contains Zamnesia merchandise, such as a Zamnesia lighter, a Zamnesia grinder and a Zamnesia rolling paper.

The mystery bag has two purposes. One, it gives the customer a nice extra surprise when they place an order by giving away free products. And in addition, it will increase brand awareness. We like to offer external parties the opportunity to provide products we can add to our gift bags. With this opportunity, brands can expand their brand awareness and push their brand name.

Some figures regarding the mystery bag;

- In total, 8.000 mystery gift bags are being shipped per month with orders we send to our customers.
- The mystery gift bag has over 2.000 reviews from customers who have received this mystery bag and scores an average rating of 4.5 out of 5 stars.
- The dimensions of the mystery bag are 17 cm high and 11 cm wide. It is important that the products external brands want to offer fall within these dimensions.



PRODUCT COLLABORATION

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At Zamnesia, we're always keen for new, fresh, and innovative ideas. Every now and then, we join forces with an external party and introduce a collaborative limited edition product. These partnerships are highly effective in boosting brand awareness, driving sales, and enhancing the customer experience with a focus on the participating brands. By combining the strength of both brands, we are able to introduce true collector's items for our customers.

Our offer

- We purchase every available limited edition pack before the actual sale starts.
- Earlier collaborations reached roughly 200.000 growing enthusiasts.
- Over 90% of the customers who bought an earlier collaboration strain had no experience with that brand before the promotion.
- We organize the promotion, which includes:
 1. A sliding homepage banner
 2. A promo banner
 3. Multiple social media posts
 4. Multiple segmented mailings
 5. Online customer behaviour based activities

What we like our partners to arrange:

- A unique collaboration strain at a reduced price (quantity discount)
- Free of charge promo materials (e.g. rolling papers, lighters)
- Unique (one-time) product packaging in which both brands are combined

Philosopher Seeds x Zamnesia: Wifi 43 x Do-Si-Dos Feminized

Incredible potent, sweet, and earthy strain with buds literally dripping in resin!

Packages sold:	400 (5 seeds)
Timeframe:	April 12th – June 11th 2019
Increase in sales:	+30% in first month after introduction



Kannabia x Zamnesia: Intergelatic Kush

Melding earthy OG Kush with sweet Gelato makes for a smoke that simultaneously satisfies your sweet tooth and your savoury desires.

Packages sold:	500 (5 seeds)
Timeframe:	April 4th - April 7th 2022
Increase in sales:	+70% in first month after introduction

BSF x Zamnesia: Gorilla Wedding

With huge THC levels and a finely tuned terpene profile, she offers great effects and moreish flavours and aromas.

Packages sold:	500 (7 seeds)
Timeframe:	June 27th - June 29th 2022
Increase in sales:	+25% in first month after introduction



COMING SOON: Zamnesia Exclusive Collaborations

There's an old adage: "Get them before they're gone", and this couldn't be truer with Zamnesia's strain collaborations.

Packages sold:	Coming Soon
Timeframe:	Coming Soon
Increase in sales:	Coming Soon

ADVERTISING OPPORTUNITIES

To offer our customers the broadest possible range of products, Zamnesia cooperates with many external parties. These include nearly 100 seed banks from which customers can buy seeds. Zamnesia is happy to offer business partners the opportunity to advertise on our website.

Within Zamnesia, there are many ways to advertise. Think of both online and offline advertisements using different mediums to join the Zamnesia community. A very important aspect of the payment of these external ads is the possibility to pay through an exchange deal for products. If this is not preferred, payment in cash is also accepted.

The following advertising opportunities are possible within Zamnesia:

ADVERTISE	EXAMPLE	PRICE
Magazine product placements	Page 11B & 12B	€375,- each
Magazine full page advertisement	Page 11A & 12A	€1000,- each
Back cover page advertisement	Page 11A & 12A	€2000,- each
Homepage sliding banner	Page 14	€750,- each per week
Promo banner	Page 14	€750,- each per 2 weeks
Advertorial page	Page 13	€500,- each
Social post	Page 15	€75,- each
Newsletter topic	Page 13	€150,- each

All advertising elements can be requested and ordered separately. The interpretation of the various advertising elements will always take place in consultation with the marketing team so that the expressions are always expected by both the external party and the consumer. Our marketing team is always open to creative ideas!



ADVERTISING COMBINATION PACKAGES

In addition to the various individual advertising elements, it is possible to create combinations. To give some examples, we have prepared 4 different packages; Basic, Standard, Supreme and Platinum.

Each package has its own price. We want to put our partners in the best possible light when they want to advertise at Zamnesia. That is why the packages come with high discounts when chosen. The more elements in the package, the bigger the discount and thus the more value for money you get. Please note that putting together individual elements is also possible. The price will be set in consultation with Zamnesia. Here is a list of the different packages we have put together:

Basic (€1.000)

- 2 magazine product placements
- 1 advertorial
- 1 facebook share
- 1 instagram share
- 1 topic in the newsletter

Standard (€1.600)

- 2 magazine product placements
- 1 advertorial
- 2 facebook shares
- 2 instagram shares
- 1 topic in the newsletter
- 1 full page advertisement

Supreme (€2.400)

- 4 magazine product placements
- 1 advertorial
- 4 facebook share
- 4 instagram share
- 1 topic in the newsletter
- 1 full page advertisement
- 1 promo banner

Platinum (€3.000)

- 6 magazine product placements
- 1 advertorial
- 4 facebook share
- 4 instagram share
- 1 topic in the newsletter
- 1 full page advertisement
- 1 promo banner
- 1 homepage sliding banner

The costs of pre-formatted combination packages could vary based on differentiation in the set-up (e.g. cover page magazine advertisement.)

Not able to create your own visuals? Our design team has you covered. Simply share your ideas and we will create the design for you. Any and all costs will be discussed during consultation based on your individual needs. Further restrictions in our promotional activities are elaborated in the disclaimer.



ADVERTISING PACKAGES

ADVERTISE	BASIC €1.000	STANDARD €1.600	SUPREME €2.400	PLATINUM €3.000
Magazine product placements	✓	✓	✓	✓
Advertorial	✓	✓	✓	✓
Facebook shares	✓	✓	✓	✓
Instagram stories	✓	✓	✓	✓
Newsletter topic	✓	✓	✓	✓
Full page advertisement	✗	✓	✓	✓
Promo banner <i>(timeframe: two weeks, including discount)</i>	✗	✗	✓	✓
Homepage sliding banner <i>(timeframe: one week)</i>	✗	✗	✗	✓
Back cover page advertisement	✗	✗	✗	✓





ZAMNESIA MAGAZINE ADVERTISEMENTS

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At Zamnesia, we publish our own magazine. The Zamnesia magazine is published in English, German, and French, is added to all the outgoing parcels (+ 100,000 per quarter), and is present at some physical stores in the Netherlands. The magazine contains news and articles from our website, highlights products, but also features room for advertisements.

The advertisement possibilities in our magazine are endless, but are bound by certain restrictions. The possibilities are elaborated in more detail below.

Full page advertisements (A)

Our magazine is particularly suitable for full-page branded advertisements (e.g. highlighting a certain product or brand). You decide about the set-up, whether it is highlighting a specific product or the brand. These advertisements are presented in the booklet.

Product placement (B)

Our magazine is also ideal for product placement. Compared to the full-page branded adverts, these advertisements contain a product photo, short introduction, our selling price, a discount voucher, and the logo of your brand prominently presented. The recipient most likely will not immediately label it as an advertisement.

Please consult section page formats and restrictions.

A



HEADSHOP

HIGHER
STANDARDS

Headshop > Ashtrays

Top Form
€60,00
-5%PREMIUM CRYSTAL
ASHTRAY

Brilliantly combining style and function, this ashtray has been designed with the smoking enthusiast in mind. A solid and beautiful ashtray that will impress. Made from heavy-duty crystal.



Headshop > Grinders

5 Colours
€19,95
-5%AEROSPACE METAL
GRINDER SMALL

This is a next-level grinder. Made from aircraft-grade aluminium, it forms part of Higher Standards' Aerospace range, which seeks to bring perfect engineering to the world of cannabis consumption.



Headshop > Pipes

Premium Pipe
€50,00
-5%

HEAVY DUTY SPOON PIPE

Known for their premium smoking accessories, Higher Standards has answered the call for a robust and resilient glass pipe. Introducing the Heavy Duty Spoon Pipe. This borosilicate pipe provides smooth pulls and easy action, not to mention a deep bowl that is just begging to be filled with the finest herbs. Topped off with easy cleaning and upkeep, you're onto a winner.

 ENTER CODE:
ZMAMAG522

-5%

HIGHER
STANDARDS

HEADSHOP

Headshop > Bonges

Premium-Quality
€149,00
-5%

Headshop > Lighters

Go Big!
€90,00
-5%

BIG SHOT X BLAZER

The Big Shot is the result of a collaboration between Higher Standards x Blazer. This handheld butane torch is of the highest quality and really sets itself apart from the competition.

Headshop > Pipes

Slick And Subtle
€10,00
-5%

GLASS TASTER

Looking for something you can smoke from on the move and without being spotted? The Higher Standards Glass Taster offers a hassle-free and elegant smoking experience.

HEAVY DUTY RIGGLER

Straight from the USA, the Heavy Duty Rigglar is a robust water pipe equipped to effortlessly deal with dry herbs and concentrates, all while providing a smooth pull every time you reach for it.



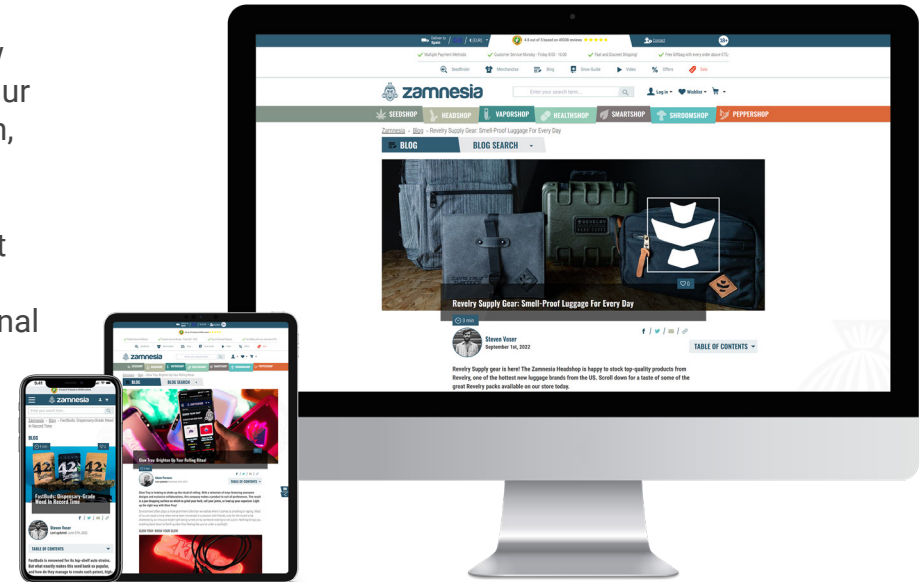
B

zamnesia

Advertorial

With over 2,000+ blog posts, more than a million blog visitors each month, and new daily content, the Zamnesia website has become quite a big thing over the years. Our content is translated into the biggest European languages (English, German, French, Dutch, Italian, and Spanish) by native translators with expertise in the industry.

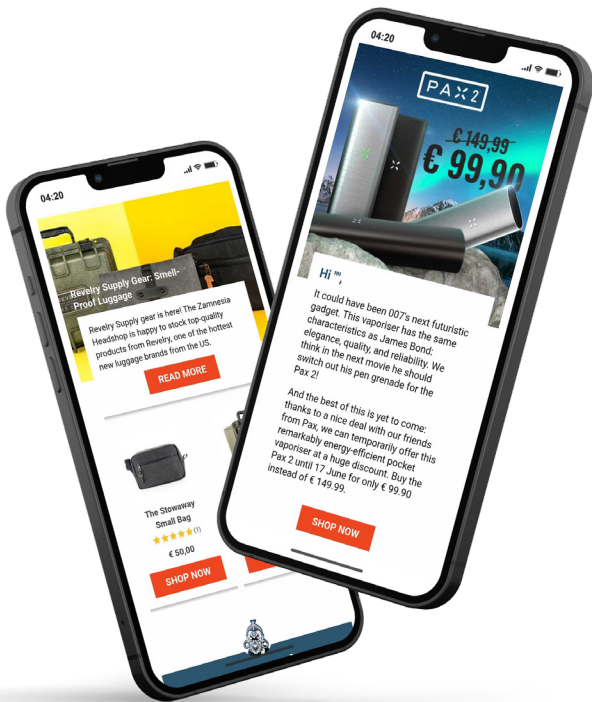
You can team up with the Zamnesia content team to create a killer piece of content about your brand or product. This type of content is perfect for introducing your brand and/or (new) products, and is highly effective combined with other promotional activities (e.g. Zamnesia magazine).



Newsletter topic

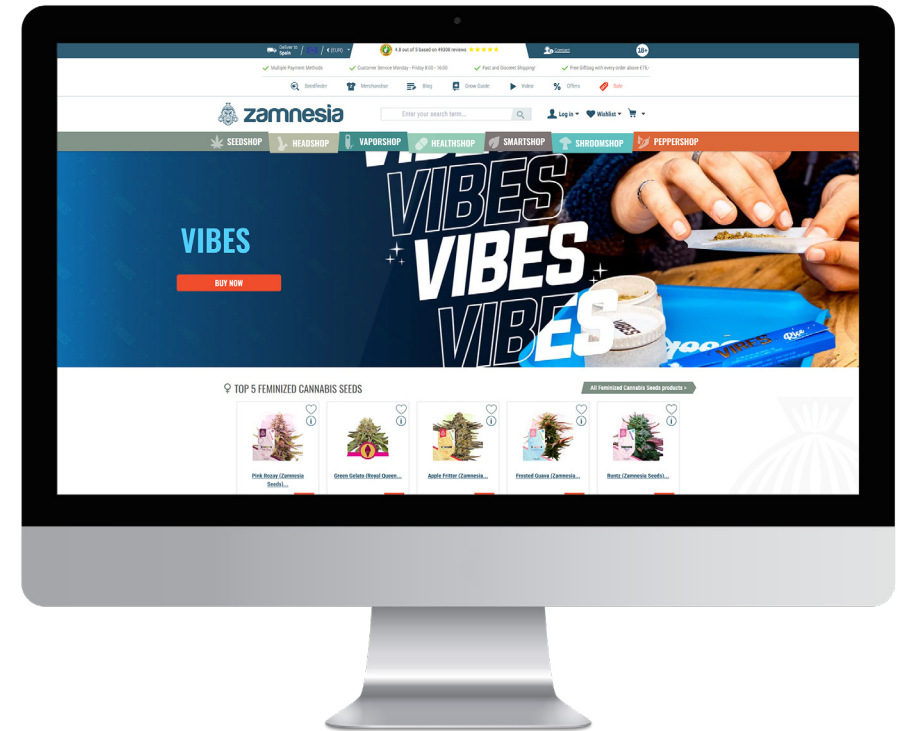
Every month, we schedule multiple newsletter campaigns. Our newsletter is highly personalised, and therefore ideal for promoting new products, coming events, and prominent news. The newsletter is currently sent to 115,000+ active subscribers.

New registration is stimulated by an opt-in option related to customers registering an account or finalizing an order. The newsletter contains space for advertisements of external stakeholders.



Homepage sliding banner

Our homepage contains multiple sliding banners. These banners are usually linked to promos or events (e.g. Coffeeshop Awards), but could also be devoted to specific branded promotions. Your brand will be prominently featured for one week.



Promo Banner

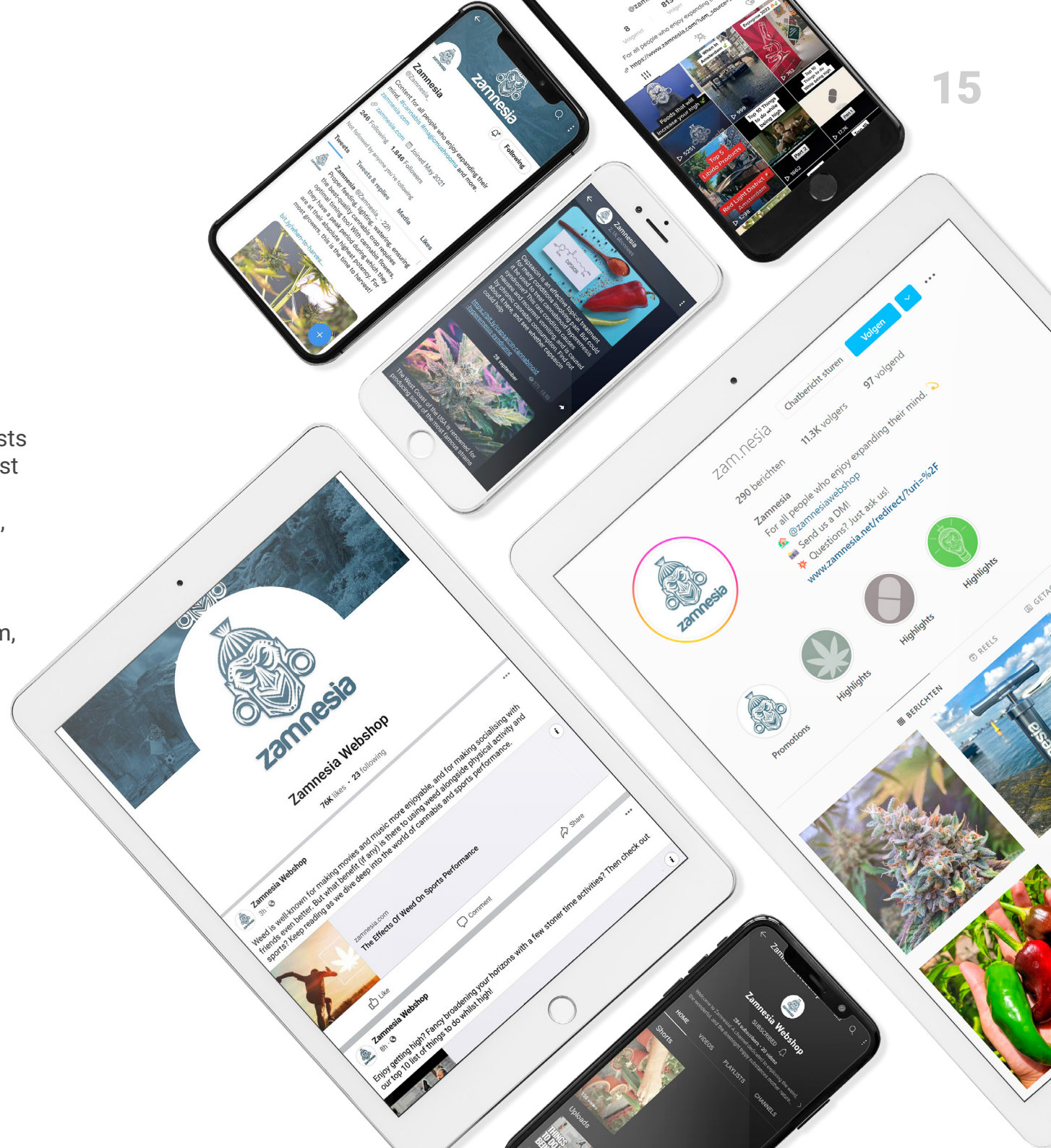
Every two weeks, we introduce several promotions. These promotions are generally related to specific products or brands, and often linked to a special offer or discount promo (e.g. buy 'x' packs, get 'x' extra free seeds'). These promos will be stimulated by behaviour based marketing activities (e.g. targeted banners). Promotional elements (e.g. free seeds) are at the expense of the external party

The current offers are reachable via the QR code or by visiting: www.zamnesia.com/content/230-our-current-offers.

Social Media

Social media is a perfect platform to grow and maintain the zamnesia community. With daily posts on 6 different platforms, we try to provide the most up-to-date information possible to consumers. Examples of posts include promoting campaigns, providing interesting facts and posts to entertain followers.

The 6 different channels are; Facebook, Instagram, Twitter, Youtube, Telegram and TikTok. These platforms can be used by external parties to promote brand awareness, promotions or other purposes.



Magazine publish dates

Based on the edition, the deadline for delivering your promotional materials shifts. All promotional material should be delivered four weeks before publication. To ensure our magazine is published in a timely manner, we maintain fairly strict deadlines.

New Year edition:	January 1st
Spring edition:	March 1st
Summer edition:	June 1st
Harvesting edition:	September 1st
Holidays edition:	November 1st

Page restriction

Our magazine is published in A5 format. Your advertisement should be delivered as A5 (148 x 210 mm) or A4 (296 x 210 mm), without crop marks. However, your design should include 3mm bleed. The bleed ensures that no unprinted edges occur in the final trimmed document. The material should be delivered in HR PDF.



DISCLAIMER

Outgoing links to external websites in any advertisement form are not allowed, as we prefer the customers to order directly via our website.

Moreover, Zamnesia can't be held liable regarding:

- (a) typos, colour-differences, or any mistakes in the design of the advertisements after revision or
- (b) mistakes in content transmitted by external stakeholders.

Zamnesia is allowed to make adjustments to the promotional material that benefit its quality. Naturally, this is done in consultation with the external stakeholder.



CONTACT

Any questions about our advertisement model? or
interested in advertising via Zamnesia?

Contact us via: order@zamnesia.com

Or follow us on:



www.zamnesia.com



www.facebook.com/zamnesiawebshop



www.instagram.com/zam.nesia



www.twitter.com/Zamnesia_



www.t.me/zamnesiaweb



www.youtube.com/c/Zamnesia_official



www.tiktok.com/@zamnesiawebshop

