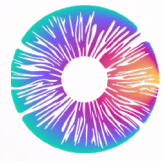




PSYCHEDELICS TODAY

2023 Partnership Opportunities



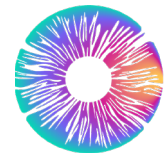
Introduction

About Us

Psychedelics Today has the largest global reach of any media platform in the modern psychedelic realm.

Psychedelics Today offers compelling content, events, and industry-leading education for professionals and psychedelic-minded individuals, making way for a new approach to healing and cognitive liberty for all.

Covering up-to-the-minute developments and diving deep into crucial topics bridging the scientific, academic, philosophical, societal and cultural, Psychedelics Today is leading the discussion in this rapidly evolving ecosystem.



Reach

The Psychedelics Today Portfolio



Digital Media

A media platform delivering industry-leading content via podcast, articles, and video, our content reaches more than 1.8 million unique users (and growing) each year.



Education and Training

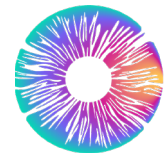
Our Education Center taps into a highly engaged audience with a variety of live and self-guided courses, while VITAL is our 12-month professional certificate program targeting clinicians and practitioners.



Live Experiences

Events, seminars, and workshops deliver a wide range of opportunities to connect with our audience.

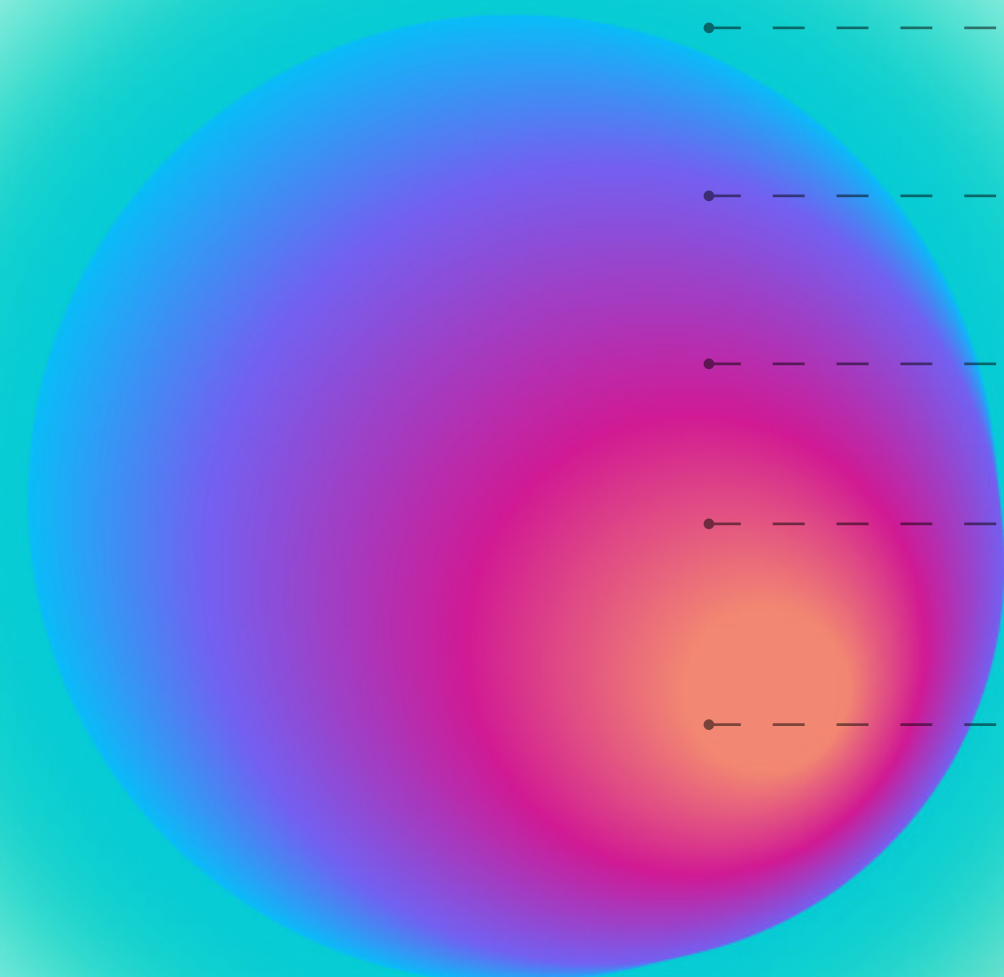




Reach

The Psychedelics Today Portfolio

At a Glance



SOCIAL MEDIA FOLLOWERS
185.4K

EMAIL SUBSCRIBERS
44,872

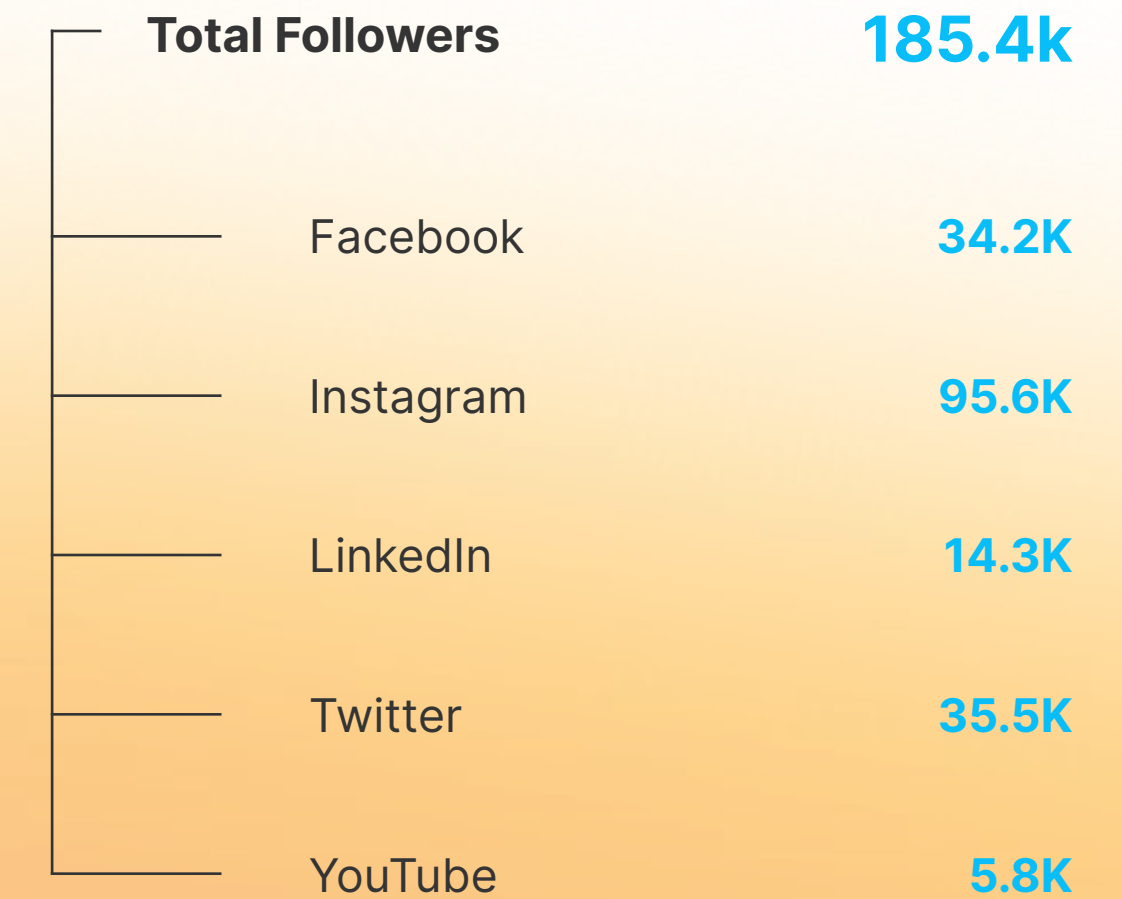
WEBSITE VISITORS
Annually - 193K

PODCAST
Annually - 1,810,884
Monthly - 154,858

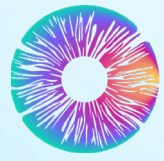
LIFETIME PODCAST DOWNLOADS
4.8 Million

Figures updated May 2023.

Social Breakdown



Figures updated May 2023.



Our Audience

Audience 1

The Psychedelically Inclined

Uses psychedelics, or is interested in using psychedelics, for personal medicinal / wellness, betterment or recreation.



Well-Educated

70% have attained a bachelor's degree or above.



Male

55% male; 43% female



Middle-Upper Income

Predominantly middle-upper income, with 68% earning above \$50k household annually.



Fairly Knowledgeable

Fairly knowledgeable about psychedelics, 68% with a mid to high level of psychedelic knowledge.

Audience 2

The Professional / Academic

This audience works with psychedelics in a current practice, a lab or research setting, or is studying to use psychedelics in practice for a future career.



Very Well-Educated

83% have attained a bachelor's degree or above.



Female

60% female; 35% male



Middle-Upper Income

Predominantly middle-upper income, with 68% earning above \$50k household annually.



Very Knowledgeable

Very knowledgeable about psychedelics, 71% with a mid to high level of psychedelic knowledge.

Audience 3

The Psychedelic Operator / Ancillary

This audience works for or operates a psychedelic company, clinic, research institute or ancillary business.



Very Well-Educated

85% have attained a bachelor's degree or above.



Male

53% male; 43% female; 4% non-binary / no response.



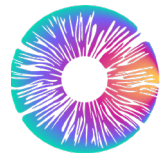
Middle-Upper Income

Predominantly middle-upper income, with 86% earning above \$50k household annually.



Very Knowledgeable

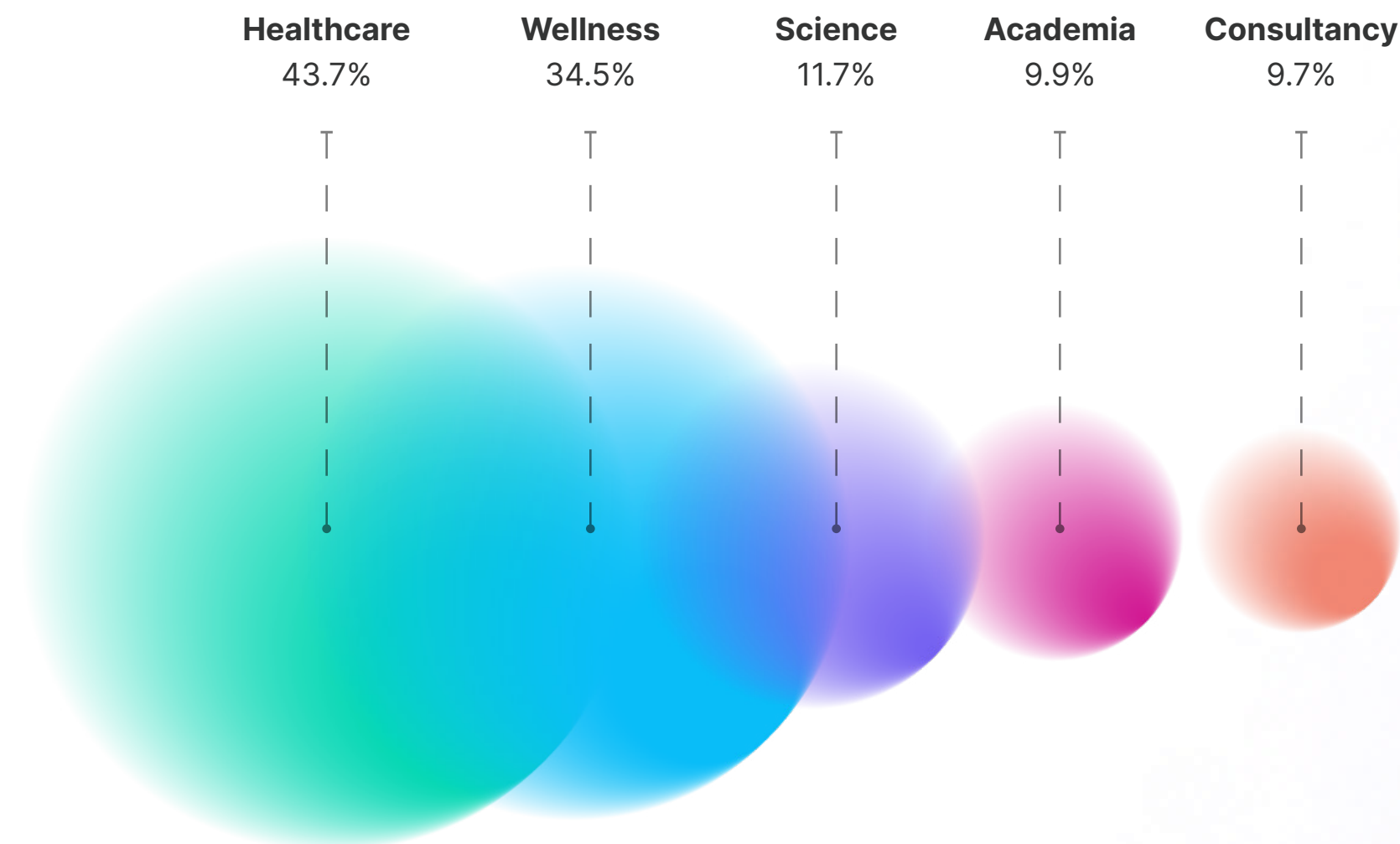
Very knowledgeable about psychedelics, 79% with a mid to high level of psychedelic knowledge.



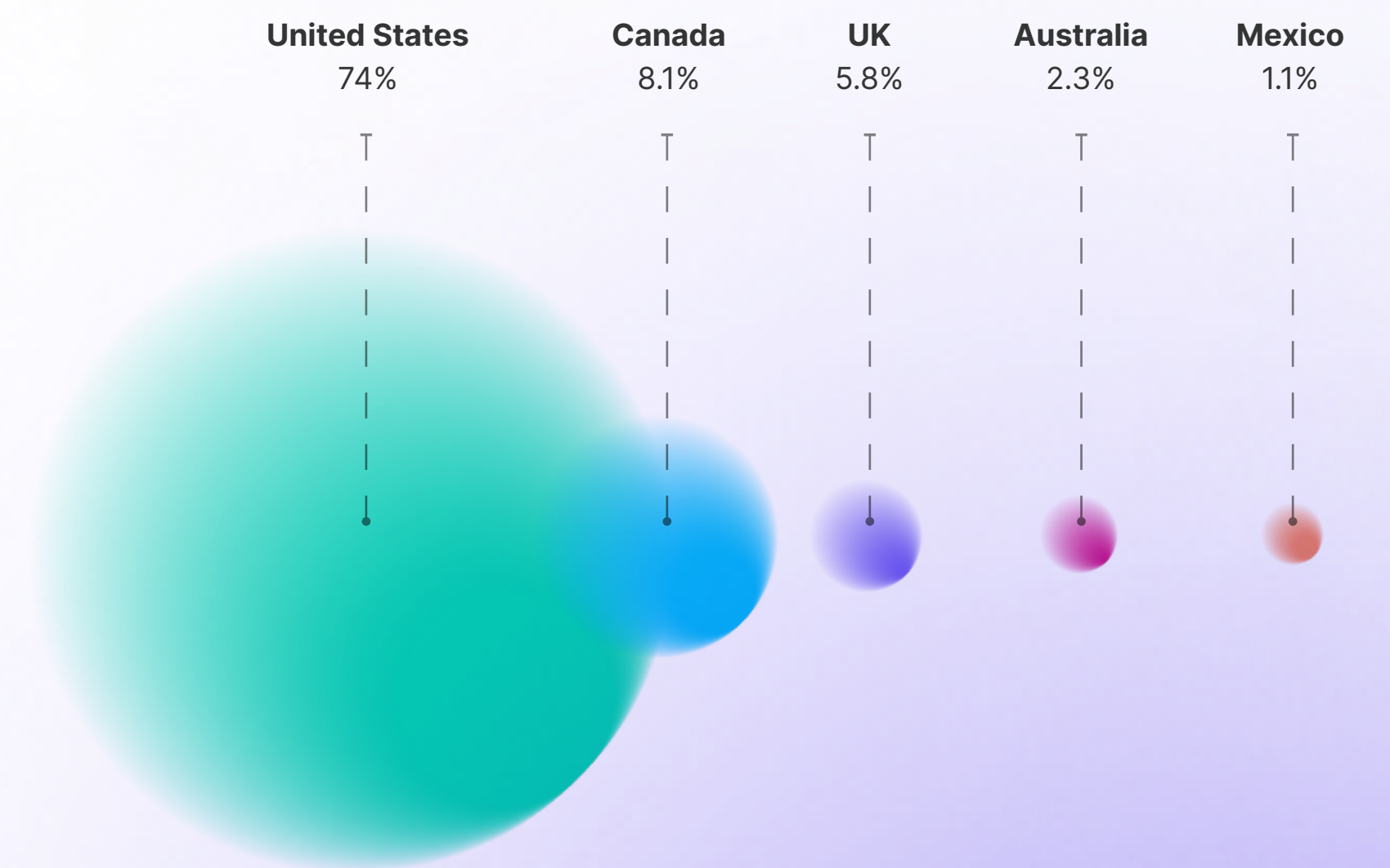
Our Audience

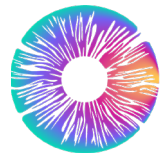
2023 Partnership Opportunities

Their Industries / Fields of Study



Where are They?

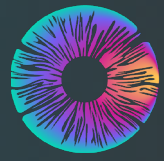




Packages

Digital Marketing & Advertising Packages

Partner with Psychedelics Today to connect with our highly targeted, engaged audience.



Digital Marketing & Advertising Packages

Advertising

Podcast Interview* \$3,500

Represent your brand and educate our audience through a live interview on our podcast.

Company Spotlight*

Showcase your brand on our channels with a custom article, webinar, or course.

Article (Published on our website) \$3,000

Webinar (Includes access to attendee emails, paid ads available for an additional cost) \$2,500

Co-Created Course \$7,000 - \$10,000

Event Listing (Published on our website for three months.) \$2,000

Article Brand Mention \$1,000

**Promotion on the Psychedelics Today newsletter and social media feeds are included.*

PODCAST ADVERTISING

Preroll Ad

Placement of ad is subject to timeline and availability.

SINGLE AD

\$425

TWO ADS

\$775

FOUR ADS

\$1,500

Accompanied by:

- **One social media post.**

SIX ADS

\$2,200

Accompanied by:

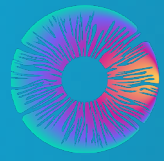
- **One newsletter mention.**

EIGHT ADS

\$2,600

Accompanied by:

- **One social media post; and**
- **One newsletter mention.**



Digital Marketing & Advertising Packages

Media Packages

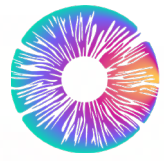
Boost your reach and tap into our conscious audience.

2023 Partnership Opportunities

Campaign Packages

PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	EVENT PROMOTION PACKAGE
\$8,500 <i>\$775 savings</i>	\$5,850 <i>\$525 savings</i>	\$4,500 <i>\$350 savings</i>	\$3,000 <i>\$275 savings</i>	\$4,375 <i>\$350 savings</i>
1 Podcast interview \$3,500	1 Podcast interview \$3,500	1 Podcast interview \$3,500	2 Newsletter spotlights \$1,600	Event Listing <i>(Published on our website for three months.)</i> \$2,000
1 Webinar \$2,500	2 Podcast ads \$775	1 Newsletter spotlight \$850	2 Social posts \$900	3 Podcast ads \$1,125
2 Podcast ads \$775	2 Newsletter spotlights \$1,600	1 Social post \$500	2 Podcast ads \$775	2 Newsletter spotlights \$1,600
2 Newsletter spotlights \$1,600	1 Social post \$500			
2 Social posts \$900				

Custom campaigns are available for budgets over \$8500.
Please email alexa@psychedelicstoday.com to discuss your goal and budget.



Connect With Us

2023 Partnership Opportunities

Interested in partnership opportunities?



Please contact Alexa Jesse at alexa@psychedelicstoday.com or complete [this form](#) and we will be in touch as soon as possible.

The Team



Investor Relations

Joe Moore
CEO & Co-Founder

joe@psychedelicstoday.com



Education

Kyle Buller
Vice President of Education and Training & Co-Founder

kyle@psychedelicstoday.com



Education

David Drapkin
Director of Education and Training

david@psychedelicstoday.com



Press

Victoria Dekker
Director of Corporate Communications

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Sales

Alexa Jesse
Director of Sales & Strategic Partnerships

alexa@psychedelicstoday.com



Connect With Us

Online

Main Website



Vital



Psychedelic Education Center



Vital Oregon



Psychedelics Today Podcast



Spotify



Stitcher



Apple Podcasts

Social Media



Facebook



Twitter



LinkedIn



YouTube



Instagram



Pinterest



TikTok