

Stoner Strategies

Media Kit

Cannabis & Psychedelics Education | Recipes | Wellness | Culture

StonerStrategies.com

@stonerstrategies

2026

About Stoner Strategies

Stoner Strategies is an independent cannabis and psychedelics education platform providing accessible, practical, and harm reduction focused content for adult consumers. Founded in 2012 and built entirely independently, Stoner Strategies has grown from a small head shop stand at a small flea market in Scranton, Pennsylvania into a comprehensive digital resource covering cannabis edibles, dosing, terpenes, CBD, psilocybin, microdosing, and lifestyle content based in Los Angeles, California.

With a library of over 300 published articles and recipes, Stoner Strategies serves a highly engaged adult audience of cannabis enthusiasts, home cooks, wellness seekers, and psychedelics-curious readers who are actively looking for trusted, stigma-free information they can actually use.

Stoner Strategies is not a corporate publication. It is an independent, community-driven platform built on real experience, genuine expertise, and a deep commitment to honest cannabis and psychedelics education. That independence is what our audience trusts, and what makes advertising on Stoner Strategies uniquely valuable.

What We Cover

Content Category	Topics Covered
Cannabis Edibles & Recipes	Cannabutter, cannaoil, tinctures, infused meals, desserts, drinks, snacks
Dosing & Education	THC/CBD dosing, microdosing, concentrate equations, beginner guides
Terpenes & Science	Terpene profiles, food pairings, COA reading, entourage effect
Psilocybin & Psychedelics	Mushroom recipes, microdosing, harm reduction, dosing guides
CBD & Wellness	CBD education, pet wellness, muscle recovery, self care
Cannabis Culture	Strain guides, consumption methods, cannabis law, lifestyle
Reddit Reads	Community-sourced cannabis experiences with expert commentary

Our Audience

Stoner Strategies attracts a highly targeted and purchase-ready audience of adult cannabis and psychedelics consumers who visit with clear intent, they are looking for recipes to make, dosing information to use, and products to buy.

Audience Profile	Details
Age Range	21 — 45 (primary), adults 18+ (secondary)
Gender	Mixed — strong female readership
Interests	Cannabis cooking, wellness, psychedelics, harm reduction, plant medicine
Intent	High purchase intent — actively seeking products and tools
Platform	Web, Instagram (@stonerstrategies), Instagram (@avatyler.420)
Content Consumed	Recipes, dosing guides, strain education, psilocybin content

Platform Overview

Platform	Handle / URL	Status
Website	StonerStrategies.com	Active — Publishing Daily
Instagram	@stonerstrategies	Active — Daily Posts
Instagram	@avatyler.420	Active — Daily Reels
Amazon	Stoner Strategies Books	3 Published Cookbooks
Reddit	u/stonerstrategies	Active — Building

Content Library

Stoner Strategies has one of the most comprehensive independent cannabis content libraries available with over 200 published articles and recipes dating back to 2017. New content is published every 2 to 3 days across all major cannabis and psychedelics categories.

Content Type	Volume
Published Articles & Recipes	300+
New Articles Per Month	10 — 15
Edibles Recipes	150+
Educational Articles	50+
Psilocybin Content	20+
CBD Content	15+
Strain Guides	Growing — 20+ in progress

Advertising Opportunities

Stoner Strategies offers multiple advertising and partnership opportunities for cannabis-adjacent brands looking to reach a targeted, purchase-ready adult audience.

Opportunity	Description	Best For
Sponsored Articles	Full branded article published on StonerStrategies.com	Brand awareness, SEO backlinks
Recipe Integration	Your product featured in a cannabis recipe	Cannabis accessories, kitchen tools
Banner Advertising	Display ads across high traffic article pages	Brand visibility, product launches
Newsletter Feature	Featured placement in email newsletter	Direct audience reach
Social Media Mention	Featured post on @stonerstrategies Instagram	Product awareness, social proof
Affiliate Partnership	Commission based product recommendations	E-commerce brands, Amazon sellers
Giveaway Partnership	Co-branded giveaway across social platforms	Audience building, brand awareness

Ideal Advertising Partners

Stoner Strategies welcomes partnerships with brands that align with our audience's interests and values. We are particularly well suited for the following categories:

Category	Examples
Cannabis Accessories	Vaporizers, grinders, pipes, rolling papers, storage
Kitchen & Infusion Equipment	Infusion machines, decarboxylators, cookware
CBD Brands	CBD oils, tinctures, topicals, pet CBD products
Wellness & Lifestyle	Supplements, self care, plant medicine adjacent brands
Cannabis Education	Books, courses, online resources
Headshops & Dispensaries	Cannabis retailers in legal markets
Psychedelics Adjacent	Microdosing tools, integration resources, wellness brands

Content & Partnership Guidelines

All sponsored content and advertising partnerships on Stoner Strategies must meet the following requirements:

All advertising must be relevant to cannabis, psychedelics, wellness, cooking, or lifestyle content that aligns with our audience. All partners must comply with applicable laws in their operating markets. Stoner Strategies reserves the right to review and approve all sponsored content before publication. We do not accept advertising for tobacco products, alcohol brands, or any content that conflicts with our harm reduction values. All sponsored content will be clearly labeled as such in accordance with FTC guidelines.

Published Works

Stoner Strategies is also the publishing home of three cannabis and psychedelics cookbooks by independent author Ava Tyler, available on Amazon.

Title	Rating	Focus
Stoner Strategies: The Essential Guide to Edibles	4.7 Stars	Cannabis edibles fundamentals and foundational recipes
Mangia Ganja: The Complete Guide to Making Edibles from Scratch	Growing	Ingredient-based cannabis cooking from scratch
Trippy Eats: A Cannabis & Psilocybin Cookbook	4.4 Stars	Cannabis and psilocybin recipes and education

The free ebook Stoner Strategies: The Essential Guide to Edibles is also available at no cost when readers sign up for the Stoner Strategies email list at StonerStrategies.com, actively growing a targeted subscriber base.

SEO & Domain Authority

Metric	Current	Trend
Domain Authority (Moz)	10	Growing
Linking Root Domains	132	Growing via Bzoomer & Linkartemis
Spam Score	2%	Excellent — Low Risk
Top Linking Domains	Google, YouTube, Wikipedia	High Trust Signals
Published Articles	300+	10-15 New Per Month
Ranking Keywords	34 and growing	Active keyword strategy in place

Contact & Partnership Inquiries

To discuss advertising opportunities, sponsored content, affiliate partnerships, or any other collaboration with Stoner Strategies please reach out through the following channels:

Contact Method	Details
Website	StonerStrategies.com
Instagram	@stonerstrategies
Email	ashley@stonerstrategies.com

We look forward to building partnerships that bring genuine value to our audience and your brand.

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This media kit is for advertising and partnership inquiries only. All content on StonerStrategies.com is intended for adults 21+ and complies with applicable laws.