

## Emerald Magazine's Redesign Deepens Connection with Women's Cannabis Lifestyle Audiences



New Elevated Look and Content Unveiled in the January 2018 Issue on Newsstands Now

SAN FRANCISCO ? January 29, 2018 /[Canna Newswire](#)/ ? ][The Emerald Magazine](#), the cannabis lifestyle magazine for women of style and substance created by publisher and cannabis cultivator, Christina DeGiovanni, unveils a redesigned look with a modern logo, advanced layout, elevated photography and revamped editorial lineup in the new January 2018 issue, available in newsstands and online now.

In its first major redesign since 2015, the new look and feel offers the latest cannabis lifestyle inspiration in a modern and fresh format that matches the personality and 'vibe' of its readers.

'In the past, we focused primarily on mainstream lifestyle content,' says the magazines' publisher and founder, Christina DeGiovanni, 'but with more and more states legalizing recreational use, The Emerald Magazine's readership interest has changed. Emerald readers are interested in more than just cannabis products and where to find them. They appreciate beauty, fashion, food, entertainment and a variety of women's general lifestyle topics. As a result, we have extended our editorial offerings to accommodate them.'

The refreshed look offers the perfect opportunity for marketers and advertisers to engage with a community of women from all over the US. The magazine's content will continue to be brought to life through collaborations with great writer and photographer contributions.

Says Jaana Prall, Managing Editor of The Emerald Magazine, 'The newly revitalized magazine will continue to showcase great writing, but in an upscale package that reflects what readers expect from our brand.'

Adds DeGiovanni, 'Readers can rest assured that the magazine will continue its mission to educate and enlighten the public on social, medical and on-going advancements in cannabis, and continue our work to establish a public tolerance and awareness as cannabis moves towards legalization across the country.'

While the content will still explore exciting new trends in cannabis, each issue boasts additional editorial pages that focus on carefully curated single-page features, and new columns on urban restaurants, posh wine bars, and trendy California establishments. The Emerald Magazine also introduces new contributing writers and photographers, who share their expertise in each issue. Regular contributors to the magazine include Jeff the 420 Chef, Sharon Letts, Melissa Hutsell, Nora Mounce and more.

The new logo and design was a result of a collaboration between DeGiovanni and the design team of [Seven Leaf Design](#), a Bay Area firm that specializes in graphic design for the cannabis lifestyle category.

To see the new design, visit [www.TheEmeraldMagazine.com](http://www.TheEmeraldMagazine.com).

For press copies, please contact [andrea@4twentygroup.com](mailto:andrea@4twentygroup.com).

### About The Emerald Magazine

Founded in 2015, The Emerald Magazine is your boutique cannabis culture review guide for culinary, recreational and lifestyle trends. Founded in the Emerald Triangle, the magazine has a monthly circulation of 20,000 issues [found](#) along the West Coast. Magazine content features industry events, regional and national news, travel destinations, rising trends, recreational use, product reviews and medicinal coverage. The magazine educates and enlightens the public on social, medical and on-going advancements, and works to establish a public tolerance and awareness as cannabis moves towards legalization. [www.TheEmeraldMagazine.com](http://www.TheEmeraldMagazine.com).

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