

## The Bluntness Media Partners with Maven Coalition to Deliver Multi-Platform Cannabis Content That Bridges the Gap Between Mainstream Cannabis Culture and the Cannabis Industry



### **The Bluntness Will Deliver Vital, Trustworthy Content & Analysis Across Maven's Digital Audience of More Than 100 Million Users; The Bluntness Furthers Maven's Commitment to Innovative Cannabis Journalism & Advocacy**

**LAS VEGAS & MJBizCon Conference ? November 19, 2018 /[Canna Newswire](#)/ ? ]**The Bluntness Media, announced it has partnered with Maven, a coalition of over 300 exclusive publishers and brands, powered by a unified publishing, advertising and distribution platform that reaches 110M users each month. TheBluntness.com joins The Weed Blog as independent publishers on Maven Coalition's CannabisMaven channel. The announcement was made last week at MJBizCon Conference and Expo, the premier marijuana business conference in North America held in Las Vegas, NV, November 14 - 16, 2018.

Built on the idea that cannabis is about much more than just "getting high," TheBluntness.com is a new media platform that delivers a vital mix of insightful coverage of cannabis industry leaders, trends, innovations, business and politics, as well as aggregated and contributed expert commentary and more to a multi-generational audience who are ready to have meaningful and informed conversations about cannabis.

As a result of this partnership, Maven's cannabis inventory now has the potential to include both cannabis endemic and nonendemic brands such as The Weed Blog, TheBluntness.com, The Intellectualist, AllHipHop, and more.

"Our ultimate goal is to continue to shift the relationship that people have with cannabis and highlight the pioneers, advocates, innovators, companies and entrepreneurs moving the industry forward into the future and we are excited to be providing content dedicated to that," said Don Moore, President, The Bluntness Media. "Moreover, we have tremendous respect for Maven's commitment to independent publishing and its global vision for the future. It is a pleasure and privilege to join forces with such a smart, forward-thinking group of people. We look forward to working together with Maven and the other publishers on the platform to further build out the cannabis vertical."

"We believe in the potential of the cannabis industry and understand the constraints cannabis marketers often face when advertising in the digital sphere," said Maven President Josh Jacobs. "We plan to become one of the few publishing and advertising platforms that can offer a reliable strategy for cannabis marketers using a spectrum of association."

#### **About The Bluntness Media**

The Bluntness Media is comprised of a veteran team of journalists, communicators and executives from across the media, technology, marketing and cannabis industries.

We deliver vital, trustworthy news and analysis in the most efficient, illuminating and shareable ways possible. With a mix of insightful coverage of cannabis industry leaders, trends, innovations, business and politics, as well as aggregated and contributed expert commentary, we're helping readers navigate the rapidly-evolving world of legalized cannabis. For more information visit [www.thebluntness.com](http://www.thebluntness.com).

Follow The Bluntness Media on social media:

Twitter: [@bluntnessmedia](#) | Facebook: [fb:/bluntnessmedia](#) | LinkedIn: [li:/thebluntness](#)

#### **About Maven**

Maven is a coalition of mavens operating on a shared digital publishing, advertising and distribution platform, unified under a single media brand. Based in Seattle, Maven is publicly traded under the ticker symbol MVEN.

###

#### **Media Contact:**

Harrison Wise

Wise Public Relations, Inc.

[harrison@wisepublicrelations.com](mailto:harrison@wisepublicrelations.com)

+1 347-946-0469