

HIGH

o'ssameri

HIGH QUALITY

HELLO



HIGH QUALITY

THE MAGAZINE

For people who also smoke weed.

Gossamer looks at culture, design, art, food, and travel through a green lens and is aimed at the ever-growing millions of discerning cannabis consumers who seek out quality in everything they do, buy, and consume. Gossamer's audience is culturally aware and intellectually curious. They have incorporated cannabis into their lives, but not made their lives about cannabis.

Cannabis gives people a better experience—deeper sleep, louder laughs, and a healthier life. Our mission is to do the same: to offer our community a better experience through our content, our events, and our products. In doing so, we hope to change the perception of cannabis, cannabis consumers, and the conversation around legalization and social justice.

Our contributors write and shoot for *The New Yorker*, *The New York Times*, *GQ*, *Harper's*, *Vogue*, *T Magazine*, *Rolling Stone*, LVMH, Supreme, and more.

GOSSAMER

INSIDE GOSSAMER

Every volume of *Gossamer* contains longform features, notable interviews, photo essays, and market stories by some of today's most celebrated editorial and visual talents. *Gossamer* has been nominated for three [Stack Awards](#), including Magazine of the Year, and won a 2020 New York Press Club award for Best Travel Writing

Gossamer is printed on 144 pages of premium UV gloss-coated and uncoated paper:

Cover: 100% recycled 100LB Coronado Stipple

Body: 70LB Lynx Opaque Text; 60LB Enviro Satin Text

Past features include:

- Conversations with [Kate Young](#), [Sarah Goldberg](#), [Alison Roman](#), [Waris Ahluwalia](#), [Kirby Howell-Baptiste](#), [Céline Semaan](#), [Recho Omondi](#), and [Adam Pally](#)
- Visual contributions from Yumna Al-Arashi, Shaniqwa Jarvis, Chris Maggio, Doan Ly, Pippa Drummond, Joanna McClure, and Maria Medem
- Fashion editorials styled by Rajni Jacques, Rachael Wang, Brie Welch, and Noemi Ottilia Szabo
- Brand credits such as GUCCI, KENZO, HELMUT LANG, STELLA MCCARTNEY, NIKE, TIBI, A.P.C., MARA HOFFMAN, ANNA KARLIN, and APPLE
- Words from award-winning and notable writers including Amitava Kumar, Molly Young, Janicza Bravo, Mayukh Sen, Anjali Khosla, and Kyle Chayka
- And an adult activities section in every issue because everyone needs a reading break



gossamer

space



In *The Third Body*, French-Algerian author and theorist Hélène Cixous interweaves autobiography, letters, and fantasy to create what she calls a "third body" between herself and a lover. An esoteric way to think about how emptiness adds to creation, it is both in the engagement between the lovers and its absence that this third body is created. There is the one, the other, and the materials or energy exchanged between them, which together morph into an entity of its own—an outside force.

Some ties are designed to bind and restrict; others to trigger pleasure or pain. Each formation is an etching of the conversation between top and bottom made in real-time, an ephemeral choreography.

In shibari, the art of erotic Japanese bondage, rope becomes the conduit, or *third body*, in a relationship between the top (the person tying) and their bottom (the one being tied). A single rope can create a symphony of physical sensations, criss-crossing the body in a series of elaborate shapes and knots meant to activate as many erogenous zones as possible.

"Concepts of beauty outside of Japan are often about what is forever, like a diamond," says famed Tokyo-based shibari artist Hajime Kinoko. "Japanese beauty is about moments that will disappear, like the changing seasons. A shibari binding must be released at some point. This momentary binding will be something that the model keeps with her forever."



The private parts of octopi.

Tentacles



I come from a long line of "It's six o'clock, where's my giant tumbler of vodka?" people. Now, I enjoy drinking, it's fun, but I really believe the more moderate one can be about it the better, because, let's face it, alcohol is poison. To get witchy for a second, poison isn't all bad but you probably don't want to take too much of it. Alcohol is not an intimacy-cultivating habit. It also makes you eat too much and makes you look old, and I am already old. I don't need more old.

A Spliff Drink



Esther

The famed psychoanalyst on the importance of language, the efficacy of play, and the role of plant medicine in relationships.

37

Perel

Touched by the not-so-longing warmth of *Boogie Nights*.

Born Ready

The first time I saw *Boogie Nights*, it was through a theater door window at the York Square Cinema in New Haven. My friend and I were waiting for our real movie, *The Sweet Hereafter*, to start seating. As we peeked in, we realized we were watching the scene, the one at the very end starring a massive prosthetic penis and Mark Wahlberg in a Miami Vice suit. We goggled and giggled and then filed into our theater to watch a bunch of little kids drown in a bus.

SWELL-O PRESS

BERLIN, GERMANY

FEZ, MOROCCO

ILHA BRUNHEIS, MEXICO

ISLA WAHLE SHARNS

INDIA

JODHPUR, INDIA

BUKAR, SOUTH KOREA

NIRVANA

JOHANNESBURG, SOUTH AFRICA

LA PAZ, BOLIVIA

REYKJAVIK, ICELAND

SKY LAGOON

TELEPERICO

SARYT PETERSBURG, RUSSIA

LONDON, UK

44

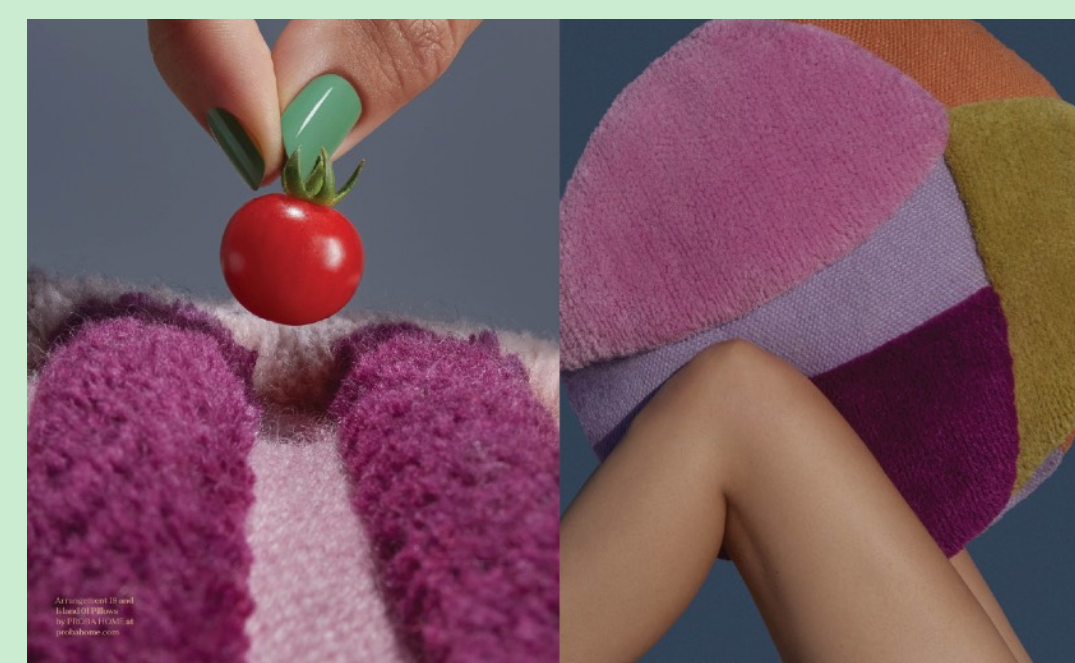
APOLOGIES

DEFERRED

45

SERGIY BARCHUK

THE UNTOUCHABLES



night, in a church basement, the Audiac Sorek Stimulator excelled as a sex machine.

With Richard Neville captured the scene, describing one eager volunteer's experience for *The London Evening Standard*. "The woman is caressing her body with the hose, or rather probe, which releases a twenty-cent audial hum. She reports—and displays—heightened sexual sensation... By now the volunteer is relating to the machine in a manner that defies description here," Neville wrote.

In a telephone conversation this past May, Wachpress explained that he used a combination of synthesizer improvisation and pre-recorded tracks to arouse volunteers, whose says "were flopping around like fish having super orgasms."

Earlier accounts of the first demo went into more graphic detail. One male volunteer recalled "the most gorgeous orgasms in the world without erection or ejaculation" in the March 1974 edition of *Hugh Hefner's Out*. "I put it on my cock, and they started the machine going—and I just went into all kinds of beautiful orgasmic stuff," he proclaimed.

The Sorek Stimulator had the world talking, but Wachpress had bigger plans. In 1974, he performed his most ambitious

THE RESPONSE

“The glossy that gets you high . . . Think of it as *Monocle* meets *Bon Appetit*, but for pot smokers.”

The New York Times

“When we first heard of Gossamer, we were instantly enchanted with the romantic, moody name. And we were equally intrigued by a platform geared entirely toward cannabis culture . . . Lush images, wildly entertaining writing, profiles of people as dazzling-looking as they are fascinating, and [a] decidedly sybaritic vibe.”

goop

“It’s beautiful.”

the
COVETEUR

“Minimalist and approachable . . . should resonate with millennials who are fans of brands like Outdoor Voices and Glossier.”

BOF

“*Gossamer* has managed to turn smoking weed into an Instagram-ready aesthetic.”

AIGA

“Completely above board.”

THE
NEW YORKER

“Funny, thoughtful and educational, Gossamer is about much more than just cannabis.”

It's Nice That

“Even the weed-averse will find amusement in the collection of feature spreads, in-depth profiles, photo essays, fashion shoots, thematic artwork, and funny tips.”

NEW YORK

“A lifestyle magazine for adventurous, no-bullshit millennials.”

Skift

“Finally, a weed magazine for the rest of us.”

FAST COMPANY

“Design-forward . . . the kind of collectible fancy magazine you’d pick up at McNally Jackson.”

ELLE

CASA MAGAZINES

- FASHION ART
- ARCHITECTURAL & DESIGN MAGAZINES
- CIGARETTES
- FILMS
- TELEPHONE CARDS
- NEWSPAPERS
- MAPS
- STATIONERY



HIGH QUALITY

HIGH QUALITY

PLANNING & STOCKISTS

SELECTED STOCKISTS

McNally Jackson, New York City
The Ace Hotel, All Locations
Pilot & Powell, New Orleans
Mister Green, Los Angeles
Daikanyama Tsutaya, Tokyo
Print Matters!, Zurich
Ofr: Paris, Paris

Athenaeum, Amsterdam
magCulture, London
The Strand, New York City
Casa Bosques, Mexico City
Stand-Up Comedy, Portland
do you read me?!, Berlin
Office Newsstand, New York City

CALENDAR

Volume Nine: Glass
Reservations TBA
Art due TBA
On sale TBA

Volume Ten: Theme TBA
Reservations TBA
Art due TBA
On sale TBA

PRESS

Every volume is released with a promotional program including events across the United States and in key cities in Europe.

GOSSAMER

OUR AUDIENCE

Gossamer's audience is made up of professional, stylish, and culturally engaged women and men who work in media, tech, design, marketing, medicine, hospitality, and art. They're curious, love to travel, and have an appreciation for beautifully designed objects.

SOCIAL MEDIA

An eclectic mix of original content, recommendations, and playful visuals

- **50,000+ Followers**
- **21% Engagement**

PRINT

Our print run caters to an elite and engaged audience who finds us at home and fashion retailers, specialty bookstores, boutique hotels, and select dispensaries

- **8,000 Circulation**
- **20,000+ Readership**

NEWSLETTER

Semi-weekly emails featuring exclusive Conversations, High Minded essays, and High Praise picks

- **26,000+ Subscribers**
- **30% Open Rate**

THE BREAKDOWN

77% Women | 23% Men

65% have HHI of \$100,000 or more

74% are between the age of 25 and 44

76% U.S. and Canada | 24% U.K. and Europe

CIRCULATION BREAKDOWN

67% Paid Subscribers & In-Room Partners

22% Controlled Distribution & Retailers

6% Events & Public Placement

5% VIPs

INTERESTS & MEDIA CONSUMPTION

66% Lifestyle

40% Food

42% Fashion

48% Travel



Finding pleasure in deprivation.

There's something about deprivation that makes it so appealing. It's the idea of having something that you can't have, or at least not in the way you want. It's the idea of wanting something that's just out of reach. It's the idea of wanting something that's just out of reach.

A Matter of Time



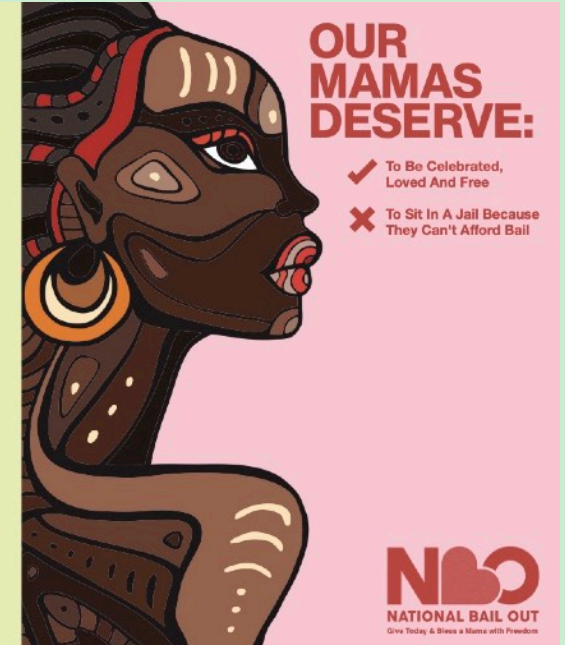
OUR MAMAS DESERVE:

- ✓ To Be Celebrated, Loved And Free
- ✗ To Sit In A Jail Because They Can't Afford Bail

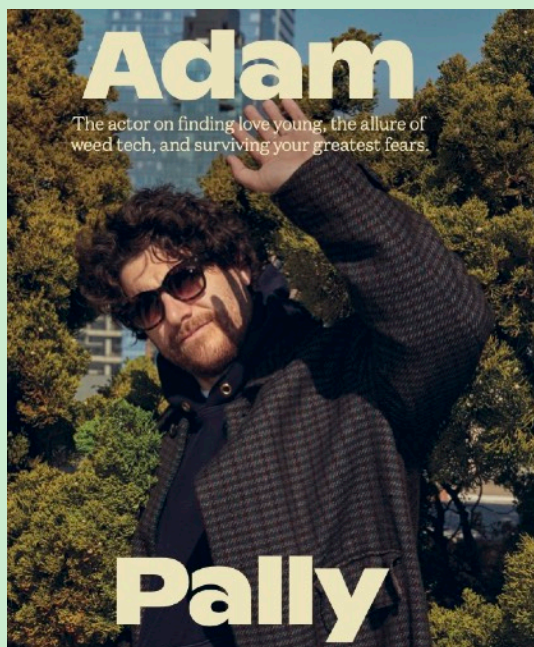
NBC NATIONAL BAIL OUT
Give Today & Save a Mom with Prejudice

Signing away your life.

First, there was the citizenship test of 23 multiple-choice questions. Then, the 100-question civics test. Then, the 100-question civics test. Then, the 100-question civics test.

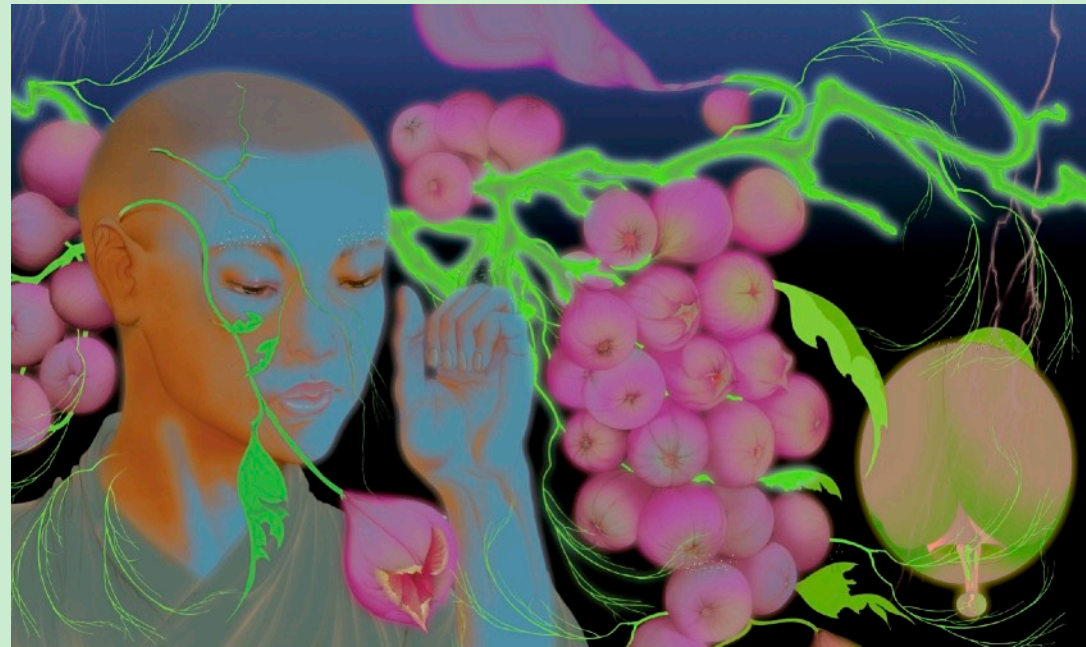


Show of Hands



Adam
The sector on finding love, young, the allure of weed tech, and surviving your greatest fears.

Pally



HOW TO GROW UP 16



HOW TO PROPAGATE A CUTTING

1. Take a cutting from the lower part of the plant, about 4-6 inches long.

2. Remove the lower leaves, leaving only the top two or three.

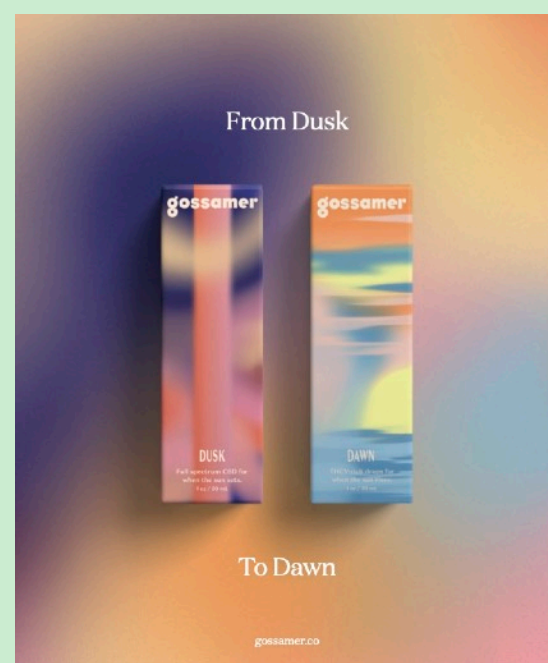
3. Dip the bottom of the cutting in rooting hormone.

4. Place the cutting in a pot of soil, and water it regularly.

Carnation ... Divine Love
Thyme ... Activity
Geranium ... Comfort
Sweet Pea ... Lasting
Lupine ... Imagination
Poppy ... Sleep

SPECIAL DELIVERY
FOR YOUR EYES ONLY

Flowers have held meaning, both symbolic and literal, for thousands of years. But it was during the prude and proper Victorian Era that florography, or the language of flowers, really took hold.



HIGH MINDED
Ruminations, meditations, epiphanies, or just simple shower thoughts about life.

SYNONYMS: idea, observation, reflection; a very stoned thought.

IN THIS ISSUE: signatures; gardens; seasonality.

113



Made in England

A British department store's disastrous experiment in human display.

121



HOW TO STAY IN LOVE 45

EQUITY FIRST

AN OPEN LETTER ABOUT EQUITY AND JUSTICE IN CANNABIS

We are organizers who work at the intersection of the cannabis industry, racial equity, and reparative justice. We come from a diverse range of communities across the United States, and we write to demand recognition and support in a time of moral crisis in this field.

In the face of unfolding inequities, built upon a decades-long, racist War on Drugs, an informal network of organizers and advocates has been agitating for change. We do this work out of love and necessity, but we are largely unsupported by the cannabis industry and by the traditional funders of equity work. Cannabis organizers tend to be, unsurprisingly, women of color, many of whom have been directly impacted by the War on Drugs. We lack funding and basic infrastructure, yet we have to negotiate directly with both multi-million

dollar corporations and policymakers. We believe that we have a short but vital window of opportunity to change the course of the cannabis industry — and by doing so, we can prevent further harms to the most impacted communities and create a model of reparative economic and criminal justice. We cannot achieve these gains in equity without the staffing, power mapping, landscape analysis, convenings, toolkits, digital organizing, leadership development, and other aspects of infrastructure that allow for a movement to make change.

We are confronting a multi-billion dollar industry with a demonstrable opposition to equity, justice, and repair. We need your support for our initiatives, we need it soon, and we will not rest until we receive it.

Read the full national letter,
sign it, and donate at
equityfirstalliance.org.

Repair the harms
of the war on drugs.



NON-PROFIT PARTNERS

Every volume of *Gossamer* spotlights non-profits and charitable organizations committed to social justice, criminal justice reform, and ending mass incarceration, especially as it pertains to the the failed “War on Drugs.”

While these are the issues for which we feel we can offer the biggest and most effective platform, we encourage any and all non-profits to reach out about how we can work together on aiding your cause.

And to our for-profit partners, we encourage you to think about how your company might be able to incorporate these charities and organizations into your planning. Luckily, we always have some ideas.

CUSTOM PAMPHLET

Every volume of *Gossamer* allows for one branded or co-branded custom insert written and designed by our editorial team.

SAMPLE CONCEPTS

We are happy to do 100% of the creative production, as well as to fully collaborate with your team. Topics for these pamphlets can range from explainers to Q&As to instructional guides to recipes to Conversations—and beyond.

DETAILS

12" x 5" flat, 4-panel accordion folded to 3" x 5"
Printed on 65 lb Lynx Opaque Smooth Cover.

PRODUCTION

Can be included with a volume of *Gossamer* and/or produced on its own in. Minimum run of 1000.



Alison
The chef and author on home cooking, not having a plan, and the ritual of rolling a skinny, skinny joint. Photographed by Eva Zar, makeup by Julie Sweetman

Roman

The Infinite Self(ie)
In a mirrored room, 20 seconds is forever

with KASSINERA CLOUDS

Waris
The rise of Waris Fotouhi's fashion brand, from a small startup to a global phenomenon. Photographed by JD Bart

Anluwalia

Hot and Unbothered
The ultimate guide to an anxiety-free ritual

44

An Oral History of an Inside Joke
Here's a picture of a deer I saw

with JO PAX

Inside jokes are tricky. To those on the inside, they're a secret language, a shared history, a time stamp with a punchline. The best ones are alive—they grow and mutate and get weirder and stupider and funnier as the years pass. They become the amateur comedian's best friend, a reliable bit. Who among us hasn't stood in front of a wedding, clannily clutching a microphone in one hand and a creased piece of paper in the other, recounting a story you know will get polite chuckles from 94 of the people there and tears of pure laughter from the other six? But for anyone on the outside of the joke? Ugggggh. On ever, and against joke can transcend it can get everyone six kids. Lucky for you. Here's a Picture of a Deer I Saw is one of those. To get the joke, you need the story, and the story of Here's a Picture of a Deer I Saw is a bonkers one. It's a matryoshka doll of shenanigans: an inside joke nested inside another inside joke which is itself wrapped in yet another. And it's not even my story, or my joke. It belongs to my friend Jenna and her friends, and I've just got to tell it to you, with help from everyone else who loves it as much as I do. Ready? Here's a picture of a deer I saw!

Love and Other Drugs
Getting to the bottom (and top) of cannabis in the bedroom

59

HOW TO KEEP A SECRET
65

Saturdaze
with LEON WILD, FRANK COLOTTI, PHILIP VAUGHAN, JAMES VAUGHAN, MILENE WOODLEY, and MALIN ELIASSON

The Art of Self-Defense
Preparing for the apocalypse with the mother of American modernism

97

with ALEXANDRA MARINAKI

Mirror Mirror
114

with PEPPI DELUMBOVO and JACQUELINE RABIVAN

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EVENTS*

Gossamer events bridge the gap between cannabis and traditional lifestyle categories like food, home, fashion, and wellness, and are curated visually and experientially to encourage organic social and press content for the attendees.

Events have been covered in *The New Yorker*, *GQ*, and *Well+Good*, among others.

Partnership opportunities include:

- Private dinners
- Concerts/listening parties
- Store takeovers
- Brand/retail curation
- Popup shops/activations
- Branded weekend escapes

PAST ATTENDEES INCLUDE:

Sarah Goldberg (*Emmy-nominated actress*)

Leandra Medine (*Founder of Man Repeller*)

Jon Batiste (*Musician and Late Show with Colbert bandleader*)

Mara Hoffman (*Designer*)

Janicza Bravo (*Director*)

Oliver Jeffers (*Artist and author*)

Chelsea Leyland (*Model, DJ, and Cannabis Activist*)

Katja Blichfeld (*Co-creator of High Maintenance*)

Recho Omandi (*Designer*)

Saeed Jones (*Author*)

Hannah Goldfield (*New Yorker food critic*)

Poppy Harlow (*CNN anchor*)

*Due to COVID-19, events are currently on hold. However, we would be happy to discuss them in terms of future planning.

LAUNCH KIT

With the launch of every volume of *Gossamer*, we send out gifting kits featuring curated products from partners.

These mailers are hand-delivered to 50-100 top editors, writers, and influencers across all relevant verticals.

Inclusion in the gifting kits is limited to print page partners, with a maximum of 4 brands and 1 per product vertical.



ADVERTISING SPECIFICATIONS

Gossamer is 215 × 260 mm in size. We offer a full-page size for all advertisements. Please include 6 mm bleed past the trim area on each edge.

Please transmit all files digitally using wetransfer.com, with info@gossamer.co as the recipient. Please do not email large attachments or send media via mail. We accept high-res PDF, TIFF or EPS files only, with fonts embedded or outlined.

All advertisements print four-color process, and must be 300 dpi, CMYK only. Four-color black (or “rich black”) is comprised of: 10% cyan, 10% magenta, 10% yellow, and 100% black. Four-color blacks cannot exceed these levels.

