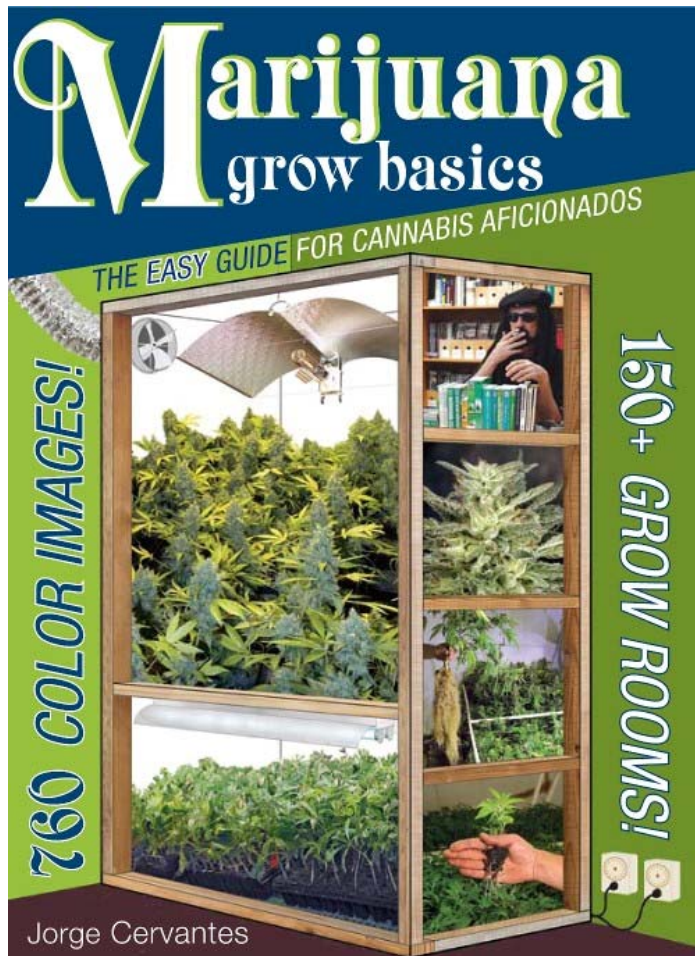


MGB Book Wholesaler data

Available 1 May 2009!



- **Title:** *Marijuana Grow Basics: The Easy Guide for Cannabis Aficionados*
- **Author:** Jorge Cervantes
- **Price:** \$21.95
- **Publisher and imprint:** Van Patten Publishing, Inc. (USA) Tel: 1-503-970-8161, 1-800-559-2737, FAX: +1-360-838-0213 (USA), Van Patten Editorial, S.L. (Spain) Tel: 001-34-93-307-9485
- **Format:** 6 x 8.25 inches, Trade Paperback
- **Number of pages in the finished book:** 240
- **13-digit ISBN:** 978-1-878823-37-3
- **Month and day available:** 1 May 2009
- **Month and day of publication:** 1 August 2009
- **Distribution arrangements:** Ingram, Baker & Taylor, Homestead, Quick, Last Gasp
- **Publicity contact information:** Estella Cervantes estella@vanpattenpublishing.com

- **Publisher and imprint:** Van Patten Publishing, Inc., 16420 SE ;McGillivray, Suite 103-734, Vancouver, WA 98683, USA, Tel: +1-800-559-2737, 1-503-970-8161, FAX: +1-360-838-0213 (USA), Van Patten Editorial, S.L. Apartado Postal 27155, 08080 Barcelona, Spain, Tel: 001-34-93-307-9485

Description of the Book

Marijuana Grow Basics: The Easy Guide for Cannabis Aficionados

Jorge's simple easy guide shows American, Canadian and European techniques to grow the maximum yield of the most potent cannabis possible. He explains how to grow fewer plants that give a higher yield, including the "Sea of Green" and the "Screen of Green" techniques—together with specific photo-based instructions to grow a 12-week crop from seed and a 10-week crop from clones. Growing with fluorescent, CFL, HID, and LED lights has never been easier. Even first time growers are ensured a successful harvest!

This practical, informative guide is packed with 760 full-color illustrations and photographs that detail more than 150 affordable marijuana growing setups. Become an expert on grow room and internet security, feminized seeds, seedlings, cloning, mother plants, singling out male and female plants early, peak "sinsemilla" harvest, as well as manicuring, drying and curing your crop for highest potency.

Buy only the grow gear you need— hydroponics & soil, lights, CO2, meters, fans & filters—to maximize your harvest. Design and set up your grow room with supplies from your local hardware store and garden center. Plus troubleshoot problems and control common pests & diseases!

Trade paperback, 6 x 8.25-inch (210 x 150 mm) format,
240 pages, 760 color images, appendix, index

Marijuana Grow Basics is now being translated into German and Spanish. There are pending translations in Czech, Hungarian and Polish.

Pertinent Publicity Information

Print run: 34,000 (first printing) 1 May 2009 – Second printing 50,000 1 September 2009.

High Times magazine:

Author on cover of *High Times* magazine July 2009
Two excerpts from *Marijuana Grow Basics* in June and July 2009
Full page advertisement in monthly edition (12 total)
Full page advertisement in "Best of *High Times*" (2 total)

Author Tour: Cannabis fairs in: Amsterdam (Netherlands), Barcelona, Ibiza, Madrid (Spain), Basil (Switzerland) Bologna (Italy), Vienna (Austria)
"Author Tour" not counted in "Advertising Budget"

Ingram:

Advance – BEA New York
Back cover (full page) Bridges distributed at BEA, London Book Fair, Frankfurt Book Fair

Advance – October 2009
Advance Supplement
More print and internet advertisements pending

Baker & Taylor:

Paperclips – Super Annotation
More print and internet advertisements pending

IBPA: Staffed exhibits:

BEA, ALA, London Book Fair, Frankfurt Book Fair

Homestead Book Company:

Featured in Annual Catalog + on catalog cover
Monthly “statement” brochures
Verbal “buy “*Marijuana Grow Basics*” in all telephone sales conversations,

Quick Distribution:

Monthly “statement” brochures
Verbal “buy “*Marijuana Grow Basics*” in all telephone sales conversations,

Amazon.com:

New & Notable
Buy X, Get Y program (BXGY)
Jorge’s Blog

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===== **Author’s Previous Titles** =====
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Marijuana Horticulture: the Indoor/Outdoor Medical Grower’s Bible (5th edition)
(English)

600,000 copies sold
Amazon.com sales doubled in last 12 months – Sales rank 25 February 2009 –

Amazon.com Sales Rank: #363 in Books

Published in English, Italian and Spanish

Translated and will publish (2009-2010) in German and Russian

Indoor Marijuana Horticulture (4th edition) (German and Spanish)

Marijuana Rx: (English)

Marijuana Indoors: Five Easy Gardens (English)

Marijuana Outdoors: Guerrilla Growing (English and Spanish)

Jorge Cervantes’ Cultivation Tips 2008 Ultimate Grow Calendar

Jorge Cervantes’ Cultivation Tips 2009 Ultimate Grow Calendar

Jorge Cervantes’ Cultivation Tips 2010 Ultimate Grow Calendar

Culture en intérieur (French)

Culture en intérieur Basic Edition (French)b

Culture en intérieur Master Edition (French)

Pourquoi & comment cultiver du chanvre (contributor) (French)

Jorge Cervantes' Ultimate Grow DVD (English and Russian)

Jorge Cervantes' Ultimate Grow DVD II (English)

Jorge Cervantes' Ultimate Grow Complete Box Set (3 DVDs) (English)

Jorge Cervantes writes for 20 cannabis magazines published in 10 languages.

See Jorge Cervantes on www.youtube.com – hit this link:

http://www.youtube.com/results?search_type=videos&search_query=jorge+cervantes&search_sort=video_view_count

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===== **About the Author** =====
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Cervantes is a world-renowned expert on indoor, outdoor, and greenhouse cannabis cultivation. He puts more than thirty years of expert cannabis growing knowledge and hands-on experience at your fingertips with his books, articles, photographs, DVDs and calendars. His expert advice has guided millions of growers worldwide to apply simple, effective horticultural techniques to high-yield closet, basement, backyard, and guerrilla gardens. Cervantes writes monthly columns for *High Times* (USA) and *Soft Secrets* (Europe) and contributes to more than 20 cannabis magazines in 10 languages. He starred in *Jorge Cervantes' Ultimate Grow DVD Series* (3 total) and has cannabis books in print in seven languages.

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===== **Editorial Reviews** =====
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1. =====

“*Marijuana Grow Basics* is a quick, concise, and easy-to-read manual that covers every aspect of cannabis cultivation from seed selection to the final stages of harvest . . . a positively refreshing photo-grow-journal!”

—Cliff Cremer, chief editor, *Soft Secrets*, Amsterdam, Holland

2. =====

“The author has taken the time to explain the subject to his audience in a condensed format, he has ‘cut-down’ the paragraphs without ‘watering-down’ his original concepts of cannabis cultivation. This reflects Jorge's life-long dedication to the observations involved when growing cannabis.”

—Lazystrain, grow reporter, *Soft Secrets*, London, UK

3. =====

“Jorge Cervantes' newest book, *Marijuana Grow Basics: The Easy Guide for Cannabis Aficionados*, is outstanding! His expert grow advice in books, DVDs and in his monthly column for *HIGH TIMES* magazine solidly places him in the “World's Cannabis Horticulture Hall of Fame.”

—M. C. McEvoy, publisher, *HIGH TIMES*, New York, USA

4. =====

“Don't get locked in the closet without it! Yet again Jorge has created a book that every medicinal grower should have at hand as a reference guide. No need to ask on a forum—this book has all the info you'll need without having to wait for an answer from cyberspace.”

—Phil Kilv, founder/publisher, *Weed World*, Coventry, UK

5. =====

“*Marijuana Grow Basics* is yet another fantastic book that presents essential step-by-step instructions in an easily understood format, even for an absolute beginner. This comprehensive handbook (packed with full-colour photographs) will be a vital resource for both the volunteers and visitors in the Cannabis College info centre and garden. A simple yet effective tool for the grower; he's done it again! Congratulations on this excellent piece of work.”

—Lorna Clay, director, Cannabis College, Amsterdam, Holland

6. =====

“Jorge Cervantes has been a force in the cannabis landscape for 25 years, and the Hemingway of the grow scene once again confirms he is on top! In *Marijuana Grow Basics* the master tells how to grow, but this time with new outstanding photo material he also shows you how to please your plants. If your plants need LOVE, call JORGE!”

—Rob Tuinstra, editor in chief, *Highlife*, Amsterdam, Holland

7. =====

“With *Marijuana Grow Basics*, Jorge Cervantes brilliantly sets new standards for the easiest—and yet totally complete—grow book. A must!”

—Tigrane Hadengue, publisher, Mama Editions, Paris, France

8. =====

“*Marijuana Grow Basics* is simple and congenial full-colour basic cultivation guide for the cannabis aficionado. This primer for novice growers has more than 700 images, information, and useful facts about cultivating our favourite plant. One more time the great “guru” of marihuana surprises with this complete cultivation guide.”

—Gonzalo Belchi, redactor, *Spannabis*, Madrid, Spain

9. =====

“With this fantastic grow guide, Jorge Cervantes really brings matters to a head! This is marijuana cultivation knowledge put in a (cannabis) nutshell! This book sets the new standard for beginners—thanks to tons of illustrative pics in combination with short, easy-to-understand sentences that cover any basic knowledge needed. Congratulations!”

—Jensi Skunk, *Hanfblatt*, Germany

10. =====

“After the *Bible* . . . Simply the most detailed and exhaustive basic guide fully dedicated to the marijuana growing world! The best useful advice for beginners, special clever tricks for experienced growers, full detailed descriptions and examples. A 360-degree grow guide, another incredible good work of the Master of Marijuana. Good job, Jorge!”

—Maurizio Birocchi – editor in chief, *Dolce Vita*, Milan, Italy

11. =====

“Jorge leads the frontline of growing marijuana worldwide, and came to Japan to bring real information on the subject. We welcome his new growing book to the Far East country of Japan, which has a long history of marijuana culture. Read it to grow more and more for our future.”

—Mike J. Hurt, editor, *BURST HIGH*, Tokyo, Japan

12. =====

“At 240 pages, *Marijuana Grow Basics* could be considered the light version of Cervantes’ monumental growing *Bible*. Extra attention is given to setting up different types of grow rooms and grow closets, a welcome addition for absolute beginners with modest ambitions. There are tons of brilliant new pictures and drawings, which makes it a perfect coffee-table book too. Thanks to the practical structure and clean-cut lay out *Marijuana Grow Basics* is a joy to use. For those who want to know it all, but need a quick reference guide rather than an exhausting treatment of the ever-expanding knowledge on marijuana culture, this is the book. Growing made easy for the zap generation!”

—Jan Sennema, cannabis journalist, Amsterdam, Holland

13. =====

“Our favourite author has summed up his grow experiences acquired over decades in *Marijuana Grow Basics* for indoor growers. Starting from the basics, the art of growing is introduced to readers—from stages of growth, bloom, and uses of nutrients all the way to harvesting an excellent crop, storing your goods, and the security factors one needs to be aware of. The book contains all necessary, comprehensive information and data on the process of growing for every single stage. The enormous amount of photos and illustrations taken during his visits to 150 different grow rooms fully complete the wording, which is done in the usual energetic, entertaining, and funny style. A must for indoor growers!”

—Gábor Lukács, editor in chief, *Cannabis Kultusz*, Budapest, Hungary

14. =====

“Jorge has done it again! Many growers are intimidated by what they perceive as the daunting task of growing their own. They need not fret anymore. Jorge Cervantes has taken every facet of producing good cannabis and simplified it without losing any of the necessary detail in his new book *Marijuana Grow Basics: The Easy Guide for Cannabis Aficionados*. Filled with great step-by-step photos and illustrations documenting every subject from seed to final product, the book is a must have for anybody interested in

marijuana. Congratulations once again, Jorge, for creating an indispensable tool for the growers of the world—the true rebels who are changing the world one plant at a time.”
—Johnny Vee, editor in chief, *SKUNK Magazine*, Montreal, Canada

15. =====

“Now I can recommend *Marijuana Grow Basics*—with just the right amount of text and hundreds of colour images—to novice growers instead of Jorge’s *Bible* when they ask!
—Marco Renda, federal (medicinal cannabis) exemptee and publisher, *Treating Yourself*, Toronto, Canada

16. =====

“There has been no greater time or need for a publication like *Marijuana Grow Basics* than right now, notably in North America. Why? Because sick, dying, and sense-threatened medical patients in Canada and in 13 American states (totalling over 65 million in state population) have fought and won the legal right to cultivate and consume medicinal marijuana. *Marijuana Grow Basics* will provide patients and their caregiver cultivators all the up-to-date and necessary information to engage in self-preservation and autonomy from the vagaries and dangers of the so-called black market.”

—Allen St. Pierre, executive director, NORML, Washington, DC

17. =====

“Jorge Cervantes again shows his prolific style in all aspects that surround our beloved plant. He presents and strengthens basic indoor cultivation with this new all colour manual. This work without a doubt will be another success from the author that has done much to advance marihuana cultivation.”

—M. López, redacción, *Cañamo*, Barcelona, Spain

18. =====

“*Marijuana Grow Basics* gives a unique and complete picture of indoor cannabis cultivation. More complex than ever Jorge Cervantes gives a chronological and extensive overview of all important steps a successful indoor garden requires. *Marijuana Grow Basics* is the first ‘Plug 'n Play’ guide about cannabis cultivation.”

—KIMO, *Hanf Journal* and *THCene*

19. =====

“This book is an exhaustive presentation of marijuana cultivation basics from seeds to final harvest. All you need to know is here, wonderfully illustrated by hundreds of coloured pictures. *Marijuana Grow Basics* is for anybody who wants to be a perfect gardener. Do not waste time! Learn from experts!”

—Zbyněk, *Konoptikum*, Brno, Czech Republic

20. =====

“Without a doubt this new book by the prolific Jorge Cervantes is the missing link for all the growers that have not dedicated themselves to cultivating. The simple clarity in the contents, that are always clear, gives anybody the desire to cultivate cannabis. We cannot find a collection that is packed with art (photos and drawings) of indoor growing. *Marijuana Grow Basics* is the book that all Latin Americans dream of having!”

—Sebastián Binfa. Director *Cáñamo Chile*, Santiago

21. =====

"*Marijuana Grow Basics* is practical guide containing best compendium information about cultivation. Every grower has obligation to read this book. Without hesitation I want publish in Polish language!”

—Toudy, Editor in Chief, *Spliff*, Poland

22. =====

“Jorge Cervantes, the world cannabis cultivation guru, starts fresh on the playing field. *Marijuana Grow Basics* is a brief and compact book that embraces all the aspects of indoor cannabis cultivation, from seed selection through curing harvested flowers, with precision and detail that only the *Bible* could attain. An indispensable work for the library of all who love cannabis gardening.”

—Sebastián Basalo, Director, *Revista THC*, Buenos Aires, Argentina

Hi ,

The first press run of 20,000 *Marihuana Horticultura* (Spanish bible) is gone.

Now we are offering advertising in the second press run of 10,000 copies. This is the only advertisement that you can find in a grow store and a bookstore. Growers buy the bible and they keep it along with your advertisement.

Your advertisement from the first press run is attached. It would be easiest to use this advertisement for the second press run. If you want to change it, you must do it before **deadline, 10 april 2009**.

The technical specifications and prices are in the attached file. All you do is fill out the form and send it to us by **Fax - +34 93 380 7462**.

If you have any questions, send me an e-mail, Jorge@marijuanagrowing.com.

Sincerely yours,

Jorge Cervantes
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***** Hola,