

GARDENANDGUN.COM

OVERVIEW

THE AWARD-WINNING *GARDEN & GUN* WEBSITE is an incomparable destination for the G&G reader who is searching for the newest products, recent events, and the latest news from G&G. From a complete archive of all G&G articles to a consistent feed of fresh new content, gardenandgun.com is the source for 1,312,500* passionate readers to find more of what they love from the magazine.



“With **gardenandgun.com**, our **award-winning digital edition**, and our **active social media** efforts, *Garden & Gun* **reaches more readers digitally** than ever before. Not only can they read and **socially share stories** from the magazine, but with **fresh original content** (blogs, videos, newsletters, and more), there is always something new to discover—making gardenandgun.com the **ultimate online destination** for Southern culture.”

— KIM ALEXANDER, *GARDEN & GUN* DIGITAL MEDIA DIRECTOR

GARDENANDGUN.COM AT A GLANCE

Gardenandgun.com is experiencing unrivaled growth as our readers are flocking to the site in record-setting numbers.

- 2 million+ average page views/month
- 500,000+ unique visitors/month
- 3.52 pages viewed/visit

SOCIAL MEDIA

Garden & Gun's active social media footprint connects with our readers in meaningful ways like never before, with over 520,000* fans across Facebook, Twitter, Instagram, and Pinterest.

TARGETED OPPORTUNITIES

- *Talk of the South* e-Newsletters
- Run of Site
- Home Page Takeover
- Topic Channel Targeting
- Blog Sponsorships
- Custom Integration

Source: Google Analytics 2015.

Social media and online numbers as of September 2015. Please note numbers are constantly changing. *Based on proprietary data.

TALK OF THE SOUTH E-NEWSLETTERS

TALK OF THE SOUTH IS A PURE SHOT OF SOUTHERN CULTURE delivered once a week to those who sign up online. G&G editors are always hunting for Southern stories, whether it's a new bacon of the month club, a custom furniture maker, or a tip on where to get the season's best oysters. With original reporting and stories, our e-newsletters are a welcome sight in e-mail in-boxes across the country.

2015 South Made in the South Awards Winners

From an Appalachian corn master to a Georgia streetballer to a pair of Texas single-malt distillers, the very winners of our Talk to the South Awards share a commitment to excellence and Southern ingenuity. At every year, Talk to the South's year-end list pays the annual contest great over again that the spirit of community is alive and well in the South. Our editors have carefully researched each year, and now we've selected the

UNIQUE SOUTHERN POTTERY ON DISPLAY
[READ THE ARTICLE](#)

DIPPING INTO A FRIED CHICKEN TRADITION
[READ THE ARTICLE](#)

BEFORE & AFTER: REBORN IN FARMING, GEORGIA
[READ THE ARTICLE](#)

STAY IN TOUCH WITH GARDEN & GUN

SUBSCRIBE TODAY GET A SUBSCRIPTION MAGAZINE + BONUS DIGITAL EDITION

TALK OF THE SOUTH

- 78,000+ opt-in subscribers
- Varying original content with a fresh perspective on Southern topics
- Full ownership includes a 300x250 right rail ad

SPONSORED EDITION

Hidden Hilton Head Island

Although known for its two dozen championship golf courses and more than 100 miles of beautiful beaches, Hilton Head Island has been quietly building its reputation as a destination for a wealth of outdoor pursuits. This year, the island of Hilton Head has been recognized as one of the most beautiful islands in the world. It's not just the beaches that make it so special, but the island's rich history and its get the best in the South. It's a place where you can enjoy the best of the South. It's a place where you can enjoy the best of the South. It's a place where you can enjoy the best of the South.

UNSPONSORED EDITION

Although known for its two dozen championship golf courses and more than 100 miles of beautiful beaches, Hilton Head Island has been quietly building its reputation as a destination for a wealth of outdoor pursuits. This year, the island of Hilton Head has been recognized as one of the most beautiful islands in the world. It's not just the beaches that make it so special, but the island's rich history and its get the best in the South. It's a place where you can enjoy the best of the South. It's a place where you can enjoy the best of the South. It's a place where you can enjoy the best of the South.

160x600

STAY IN TOUCH WITH GARDEN & GUN

SUBSCRIBE TODAY GET A SUBSCRIPTION MAGAZINE + BONUS DIGITAL EDITION

SPONSORED EDITION

- 78,000+ opt-in subscribers
- One sponsored edition per month
- Written by G&G marketing staff
- Includes a 160x600 right rail tower ad
- Qualifying media commitment required

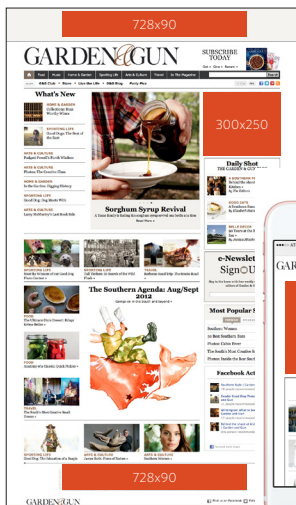
"The G&G newsletters typically wipe out the remainder of a productive workday. Instead of waiting until I actually have spare time, I open the e-mail and the next couple of hours are spent traveling from link to link. Rarely is there content I don't find fascinating."

— **BRAD DAVID**,
STATESBORO, GA

GARDENANDGUN.COM

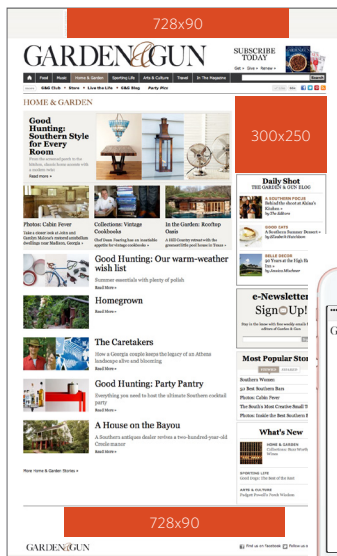
HOME PAGE & RUN OF SITE

A HOME PAGE TAKEOVER OR RUN OF SITE STRATEGY on gardenandgun.com allows advertising partners the opportunity to fully engage the online G&G audience. The home page is more dynamic than ever before with a greater focus on original and new *Garden & Gun* content. These targeted programs will capture an active audience and increase online traffic.



HOME PAGE TAKEOVER

- Exclusive ownership for one week
- Own all ad positions on home page
- 728x90 banner and footer
- 300x50 mobile banner and footer
- 300x250 right rail



RUN OF SITE

- 728x90 banner and footer
- 300x50 mobile banner and footer
- 300x250 right rail

GARDENANDGUN.COM

TOPIC CHANNEL TARGETING

TOPIC CHANNEL TARGETING ON GARDENANDGUN.COM allows advertisers the opportunity to position their brand within a qualified and highly targeted environment, with 100% share of page.



FOOD & DRINK

- Southern food culture
- Recipes
- Chefs
- Entertaining



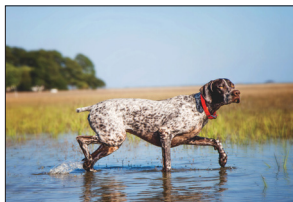
MUSIC

- Established and emerging artists
- Behind-the-scenes videos exclusive to G&G



HOME & GARDEN

- Southern style
- Design and architecture
- Conservation
- Amazing properties



SPORTING

- Hunting
- Fishing
- Boating
- Golf



ARTS & CULTURE

- Art exhibitions
- Literature
- Special collections



TRAVEL

- City and town profiles
- Road trips
- Hotels and lodges
- The South, the Caribbean, and beyond

CHANNEL TARGETING DETAILS

Own all ad positions on targeted pages in a rotation of up to three advertisers. 728x90 banner and footer; 300x250 right rail; 300x50 mobile banner and footer.

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ADVERTISING SPECS

GENERAL GUIDELINES

All materials due 5 business days prior to start.

e-Newsletter sponsored edition materials due 30 days prior to deployment month.

- The lead time for standard creative is 5 business days
- All Flash files must contain a blank ClickTag command, and linking URLs should be listed separately. See Flash Ad Unit ClickTag notes below for info
- All ad units must launch a new browser window when clicked on
- All rich media ads must have an alternate GIF/JPEG version of creative
- DFP is used to serve all *Garden & Gun* Site Ad Units
- No PSA ads are allowed
- MyEmma is used to serve all newsletter placements
- Newsletter banner ads must be static only
- *Garden & Gun* reserves the right to terminate any campaign according to our discretion

TALK OF THE SOUTH

E-NEWSLETTER SPONSORSHIP

- Dimensions: 300x250
- File size max: 30k JPEG
- File type: Static
- URL

E-NEWSLETTER SPONSORED EDITION

- Dimensions: 160X600
- File size max: 30k JPEG
- File type: Static
- High-resolution horizontal image
- Talking points
- URLs for copy/ad

FLASH AD UNITS

ALL UNITS

- File size max: 30k
- Max loops: 3 loops, 30fps
- Animation length: 30 sec.
- Rich media accepted: In-Banner Video
- Rich media file size: 30k Initial, 1MB
- Geo-targeting: No

LEADERBOARD/FOOTER

- Dimensions: 728x90
- Devices: Desktop; Tablet

RIGHT RAIL

- 300x250
- Devices: Desktop; Tablet; Mobile

MOBILE LEADERBOARD/FOOTER

- Dimensions: 300x50
- Devices: Mobile

JPEG OR STATIC GIF

ALL UNITS

- File size max: 30k
- Tag type: 1x1 and click tags
- Geo-targeting: No

LEADERBOARD/FOOTER

- Dimensions: 728x90
- Devices: Desktop; Tablet

RIGHT RAIL

- Dimensions: 300x250
- Devices: Desktop; Tablet; Mobile

MOBILE LEADERBOARD/FOOTER

- Dimensions: 300x50
- Devices: Mobile

THIRD-PARTY ADS

WE ACCEPT RICH MEDIA AD UNITS FROM THE FOLLOWING VENDORS:

- Atlas
- Bluestreak
- Conversant
- Eyeblander
- EyeWonder
- Falk Realtime
- Klipmart
- Motif (only when served via DFA)
- PointRoll
- Trueeffect
- Unicast/Viewpoint
- United Virtualities

PLEASE SEND ALL MATERIALS TO DIGITAL@GARDENANDGUN.COM

Note: Sponsorship impressions are not guaranteed. All inventory is based on a first come, first served basis. Availability will be confirmed at time of insertion order. Agency/client is responsible for all third-party serving fees. Media may be preempted for site-wide takeovers; all attempts will be made for an equitable makegood.

GARDEN & GUN

TABLET EDITION

In May 2013, *Garden & Gun* launched its highly acclaimed digital edition, which has since won the **2013 min award for Best Digital Magazine Edition** and the **2015 min award for Best Digital Magazine**, and was a **2014 & 2015 ASME Finalist for Best Digital Magazine**. The digital edition provides readers with in-depth coverage including everything in our print editions and more. The magazine's visual splendor jumps off the page and onto readers' tablets, with vivid photography and enhanced functionality that truly bring the magazine to life. Editorial enhancements include videos, music, additional content, and more.



DIGITAL-SAVVY G&G READERSHIP

- **85%** own a tablet computer or an electronic reader
- **29%** are interested in reading a digital version of the magazine

Source: 2013 Subscriber Study—Ipsos
Mendelsohn Custom Division, base HH1
\$100,000.

TABLET EDITION DETAILS

- Released six times per year in conjunction with each print issue
- Single copies and subscriptions sold at the App Store for use on the Apple iPad.
- Available also through Google Play, Barnes & Noble Nook, Readly, and Amazon Kindle
- Price of individual issues: \$5.99; annual subscription: \$14.99
- Digital editions of select back issues are also available

PROMOTION

Garden & Gun promotes the digital edition via the following:

- In-book
- Social media
- ROS banners on gardenandgun.com
- Promotion on *Talk of the South* editorial e-newsletter(s)

ADVERTISER OPPORTUNITIES

- Brands are invited to advertise in a digital edition at one of the following levels (limit of five advertisers per digital issue; minimum media spend required):

Level 1

Interactive Ad: Brand ads include a link to a designated URL. *Limit to two consecutive ad pages per brand, pending space availability.*

Level 2

Premium Enhanced Ad: Brand ads include a link to a designated URL, plus a premium enhancement such as an embedded audio file or video. *Limit to two consecutive ad pages per brand. Premium Enhanced Ads pending availability.*

- Brands to provide ad creative to spec and enhancement content; creative should include prominent call to action driving viewers to engage with enhanced content.

GARDEN & GUN

AD SPECIFICATIONS

INTERACTIVE AD

- Tablet creative with portrait view
- Clickable link
- Pending ad commitment, option to include up to two consecutive pages with ability to swipe up/down or left/right to view additional page



Clickable web link



Two-Vertical Swipe (one piece of creative)

INTERACTIVE AD SPECS

ONE-PAGE CREATIVE

- Portrait PNG file (1536 pixels width x 2048 pixels height)
- Appropriate URL for web link (site, social media page, streaming video/audio from your site, are permitted; all links open in app browser)

TWO-PAGE CREATIVE

- Portrait PNG file (3072 pixels width x 2048 pixels height) that swipes right to left or portrait PNG file (1536 pixels width x 4096 pixels height) that swipes up and down
- Appropriate URL for link (site, social media page, streaming video/audio from your site, is permitted; all links open in app browser)
- Each link should be marked for users with prominent call to action

All final PNG ad files should be set to 264 DPI.

PREMIUM AD

- Clickable web link(s) marked for users with prominent call to action with ample distance between links
- Ability to embed one audio or video file
- Pending ad commitment, option to include up to two consecutive pages with ability to swipe up/down or left/right to view additional page



Embedded video

PREMIUM AD SPECS

EMBEDDED VIDEO

- Provide appropriate PNG file (see Interactive Ad Specs)
- File format: .MOV file
- 720p using .h264 compression
- Full screen: 1536 pixels wide x 2048 pixels height (portrait)
- Max length: 30 sec.; Max File Size: 5MB
- Each link should be marked for users with prominent call to action

EMBEDDED AUDIO

- Provide appropriate PNG file (see Interactive Ad Specs)
- File format: MP3
- Max file size: 5MB; Max Length: 90 sec.

TABLET EDITION MATERIALS DUE:

February/March Issue: November 24, 2015 • April/May Issue: January 26, 2016 • June/July Issue: March 29, 2016
August/September Issue: May 24, 2016 • October/November Issue: July 26, 2016 • December/January Issue: September 27, 2016