GARDEN&GUN
2017
GARDENANDGUN.COM

GARDENANDGUN.COM

OVERVIEW

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

- **+30%** increase in unique monthly visitors
- **570K** average monthly visitors
- **2.7MM+** average monthly page views

VISITOR DEMOGRAPHICS

GENDER

Male	47%
Female	53%

AGE

25-34	19%
35-44	21%
45-54	21%
55-64	22%

Source: Google Analytics January–June 2015 vs. January–June 2016

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NEW FEATURES

- New responsive layout
- Streamlined navigation and architecture
- Larger video
- Enhanced in-site search
- Fresh design with larger photos to better leverage *G&G's* photography
- Content organized by theme for easy discovery by readers
- Ability to create and promote sponsored content on home page and channel pages
- Sponsorable opportunities throughout the entire site

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CUSTOM OPPORTUNITIES

CUSTOM OPPORTUNITIES

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BRANDED CONTENT

OVERVIEW

Written by the *G&G* Creative Studios team, branded content on gardenandgun.com engages users with your brand messages within the editorial framework of the site. In conjunction with traditional display digital media, sponsored content leads to higher click-through rates and greater engagement.

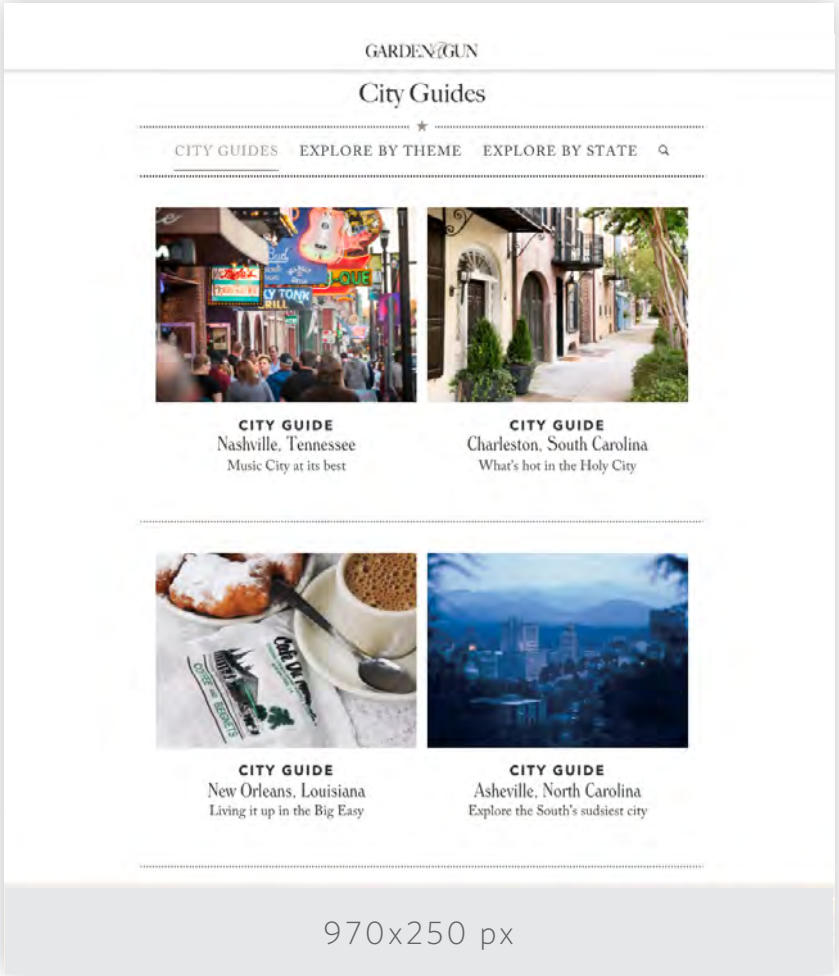
- *Garden & Gun* Creative Studios team creates content for brand through the *G&G* lens
- Content is promoted in native digital placements including homepage and social media

SPONSORSHIP DETAILS

- 100% SOV of display ad units surrounding sponsored content
- "Presented by" treatment on appropriate content
- High visibility site promotion
- Sponsored Edition: Talk of the South e-newsletter
- Editorial and promotional social media plan
- Opportunities include (but not limited to):
    - — City Guides
    - — Recipes
    - — Custom Articles
    - — Content Collection
    - — Video
- Pricing TBD dependent on scope of package

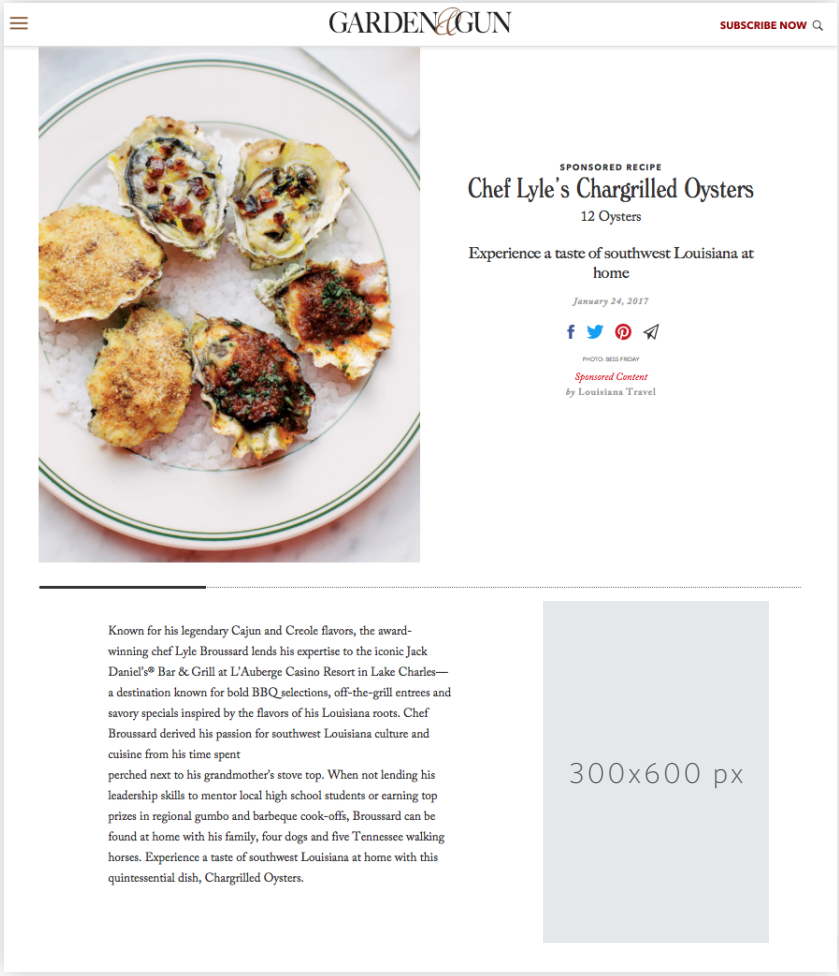
BRANDED CONTENT

CITY GUIDES



970x250 px

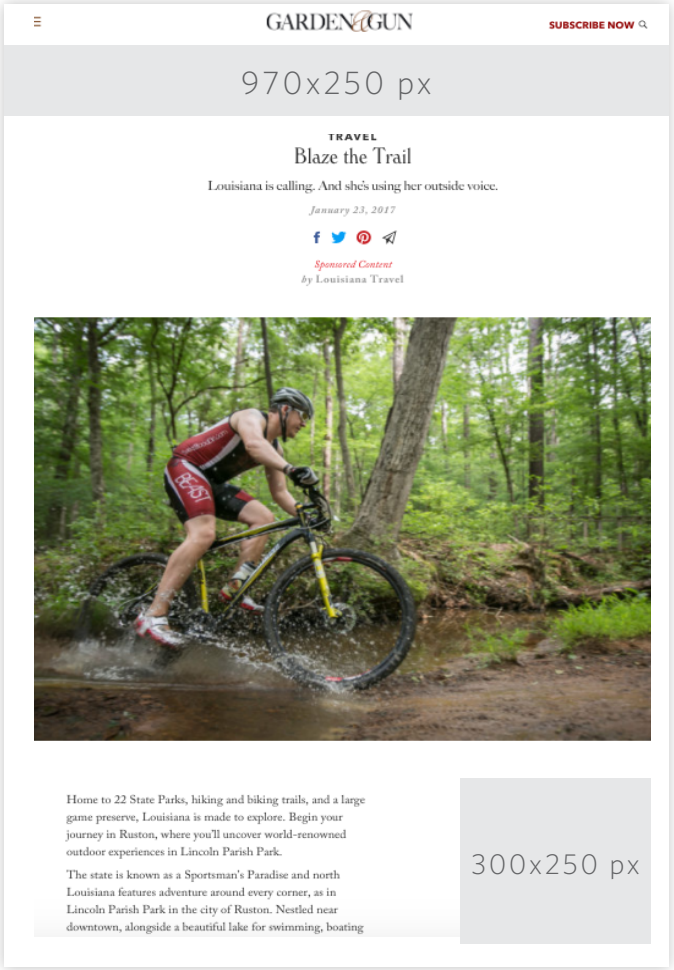
RECIPES



300x600 px

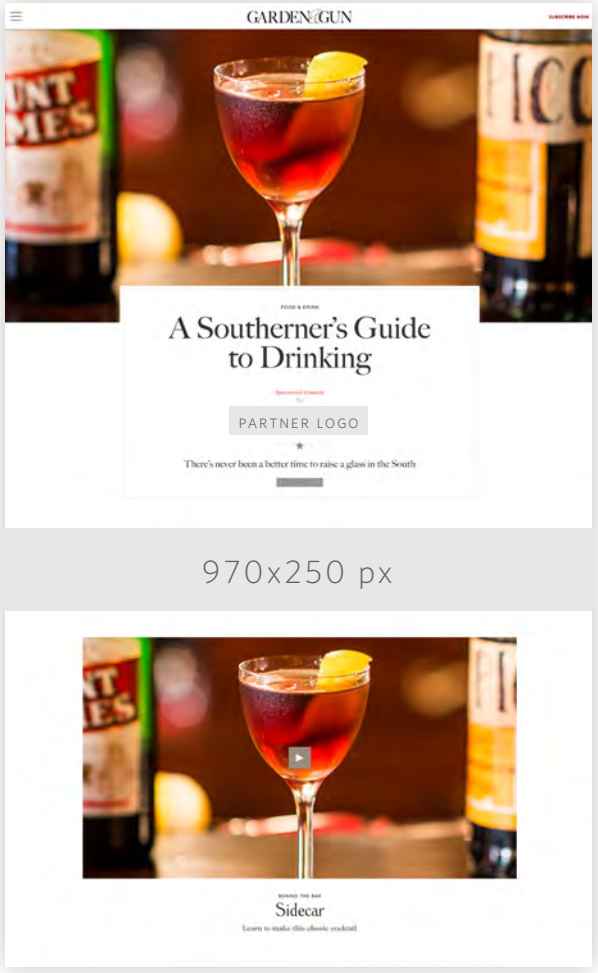
BRANDED CONTENT

CUSTOM ARTICLES



CONTENT COLLECTION

VIDEO



Podcast Series

THE WHOLE HOG

NEW!

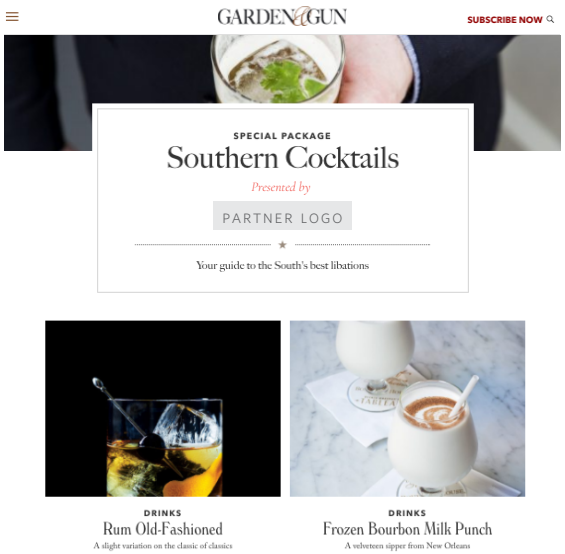
OVERVIEW

The Whole Hog is *Garden & Gun's* all-new podcast series from the magazine's all-star list of editors, contributors, and tastemakers. Host John Huey—one of the most recognizable figures in the publishing industry—conducts lively conversations covering the best of modern-day life in the South with topics ranging from music to good dogs to bourbon and much more.

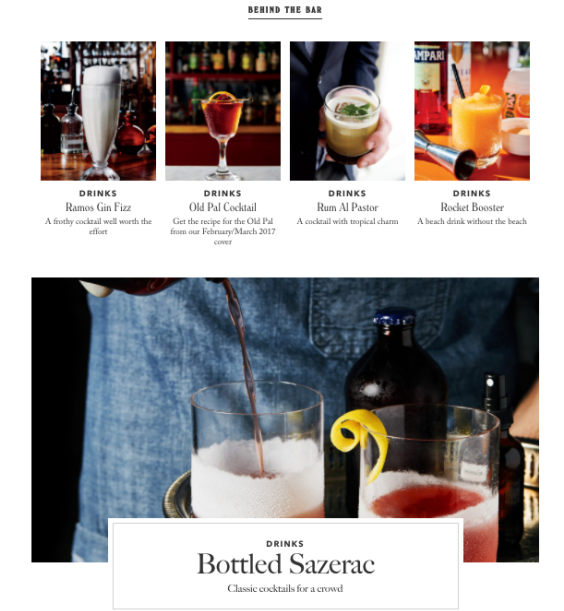
- Launch: March 2017
- Monthly releases
- Available though iTunes (the Podcast App) and streaming on gardenandgun.com/podcast
- Over the past 40 years, host John Huey has collected many of the industry's highest awards and honors including being named one of the Top 10 Magazine Editors in the country by the Columbia Journalism Review. In 2012, after many years of success and serving seven years as Time Inc.'s editor-in-chief, Huey retired and moved to Charleston, South Carolina, where he co-authors "Riptide", an oral history of the collision between journalism and digital technology, and serves as the host of The Whole Hog.

SPONSORSHIP DETAILS

- Custom audio sponsorship opportunities include:
  - — Pre-roll
  - — Mid-roll
  - — End-roll
- Inclusion on in-magazine promotional page(s)
- Talk of the South e-newsletter
- "Presented by" treatment on sponsored episode and/or podcast series' page with supplied banner ad and drive to preferred URL
- ROS media
- Social media mentions



970x250 px



970x250 px

EDITORIAL PACKAGES

NEW!

OVERVIEW

The best *G&G* content on the Web, with new editorial features added weekly, in user-friendly, seasonal, and sellable content packages. Heavily promoted on the site, social, and email, these stories and videos are the most engaged editorial on gardenandgun.com.

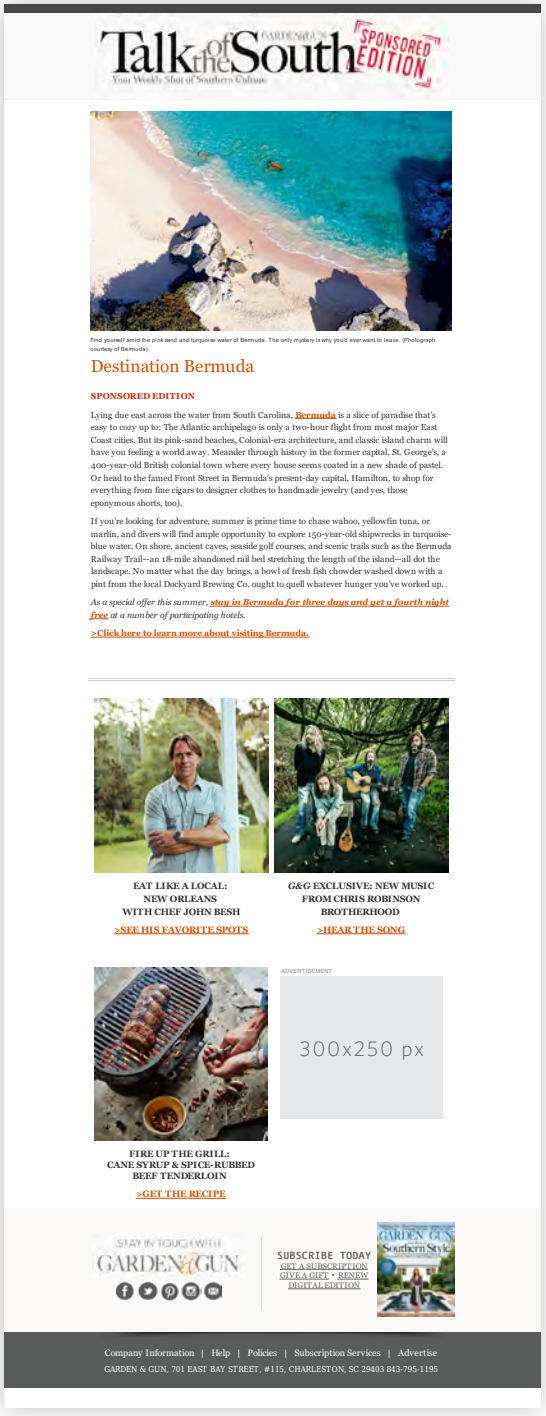
- Timed in conjunction with 2017 issues
- Two-month sponsorship time frame

SPONSORSHIP DETAILS

- Exclusive sponsorship
- 100% SOV of display ad units surrounding sponsored content
- *Talk of the South* e-newsletter sponsorships

2017 LINEUP

- **April/May:** Off to the Races
  Equestrian, Kentucky Derby, racing
- **June/July:** Summer Road Trips
  Itineraries, pit stops, playlists
- **August/September:** Exploring Southern Breweries
  State-by-state listing, top picks, bars, brewery details
- **October/November**: Entertaining
  Parties, recipes, how-to's
- **December/January:** Island Escapes/Beach Travel
  Caribbean and Florida



SPONSORED EDITION
TALK OF THE SOUTH E-NEWSLETTER

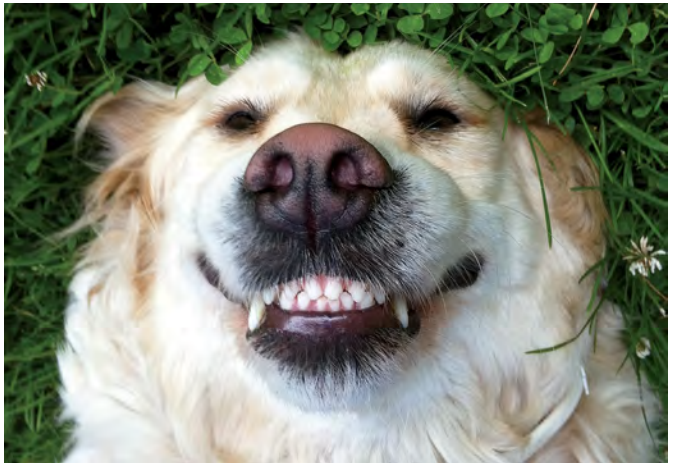
OVERVIEW

Twice a month, *G&G* creates a sponsored e-newsletter introducing a special destination, event, or product to our readers.

- 90,000+ opt-in subscribers
- Written by *G&G* editors
- Advertiser brand messaging includes photo and links throughout
- Qualifying media commitment required

SPONSORSHIP DETAILS

- 100% SOV of an individual newsletter
- 300x250px supplied ad
- 2-3 supplied photo options
- URL link to preferred site
- Timing TBD dependent on media schedule



GOOD DOG PHOTO CONTEST

OVERVIEW

A top performing feature on gardenandgun.com, the Good Dog Photo Contest—a user- generated viral contest—pays homage to one of *G&G*'s most beloved columns and an integral part of the lives of *Garden & Gun* readers: dogs.

- Fall 2017
- *G&G*'s online community uploads photos of their dogs (nearly 16,000 photo submissions in 2016), votes on their favorites, shares their picks
- The top-rated images are compiled for the digital feature on gardenandgun.com

SPONSORSHIP DETAILS

- "Presented by" treatment for online voting/announcement page
- "Presented by" promotional banners
- 100% SOV on voting page and associated content
- *Talk of the South* e-newsletter sent to 80,000+ opt-in subscribers announcing contest winners

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STANDARD OPPORTUNITIES

STANDARD OPPORTUNITIES

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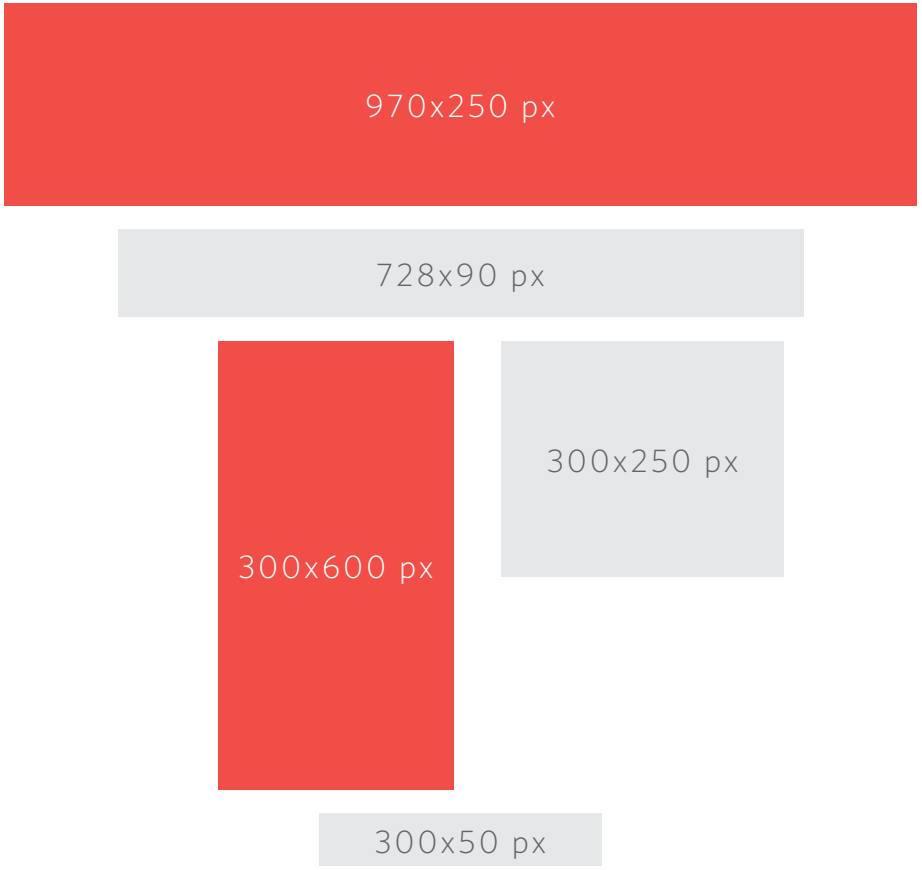
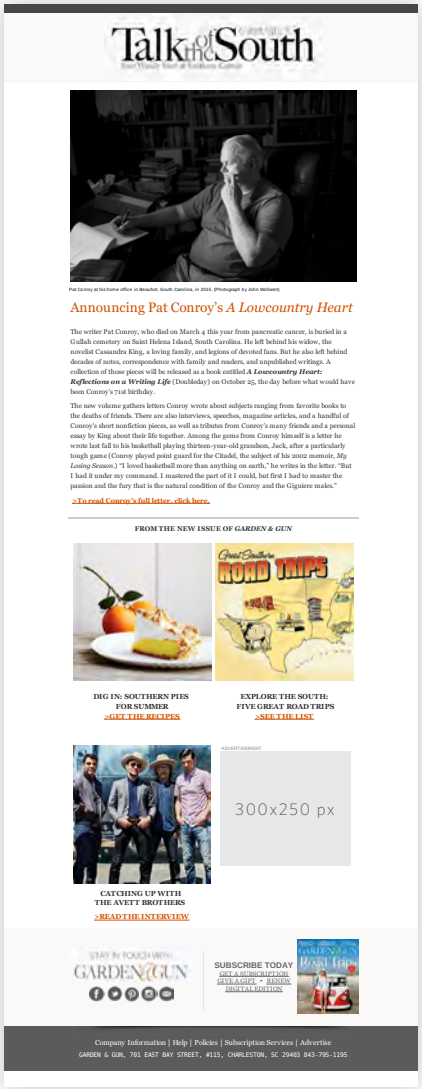
STANDARD DIGITAL AD SIZES



PLATFORM CAPABILITIES

	DESKTOP	TABLET	MOBILE
970x250 px (new size)	X		
728x90 px		X	
300x600 px (new size)	X		
300x250 px	X	X	X
300x50 px			X



NEWSLETTERS

TALK OF THE SOUTH

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.

- 90,000+ opt-in subscribers
- Varying original content with a fresh perspective on Southern topics

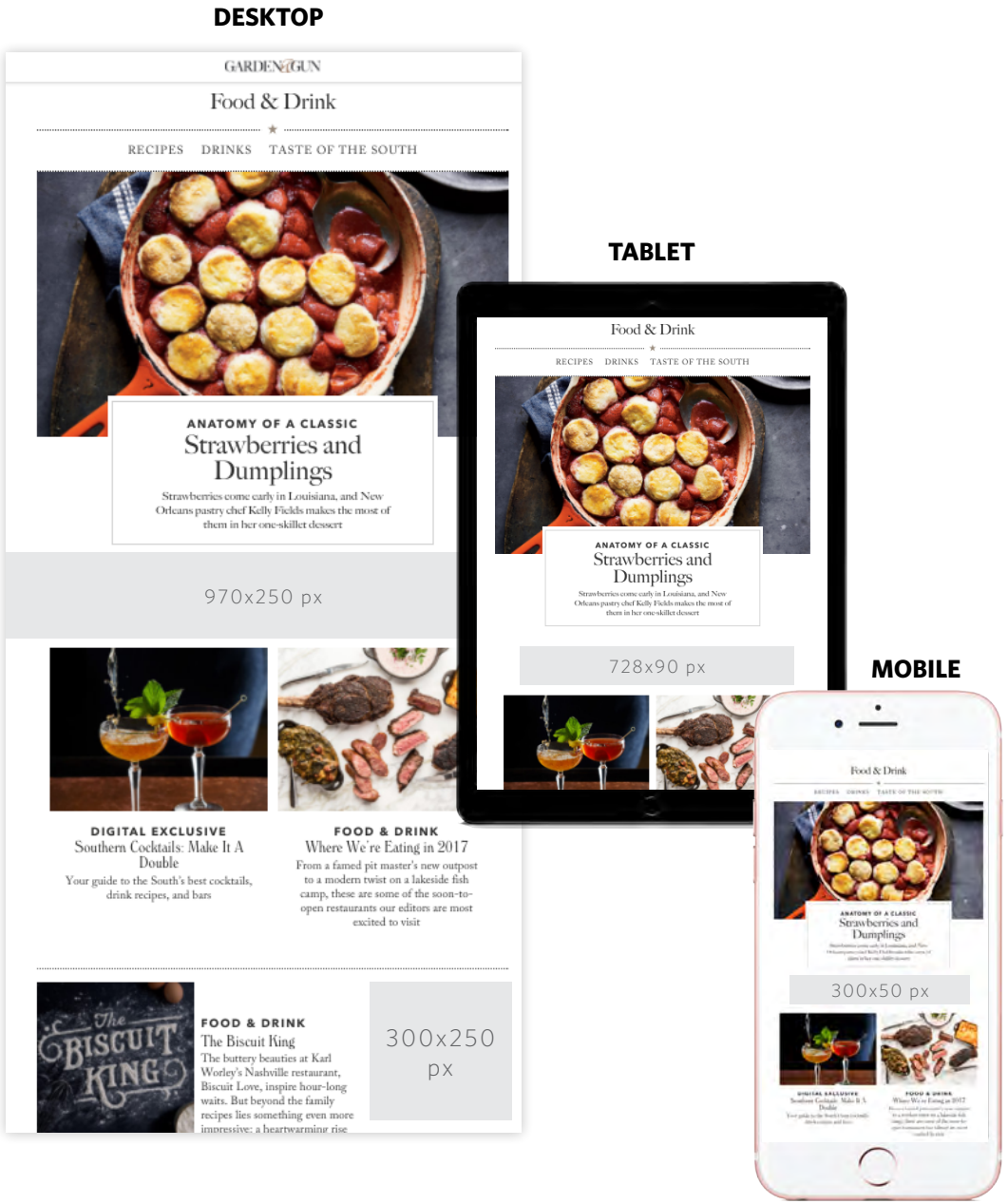
THE SKILLET

New in 2017, The Skillet is a bi-monthly food & drink themed e-mail newsletter. Written by G&G editors, The Skillet features seasonal recipes, tips, and news for Southern food & drink enthusiasts.

- 27,000+ opt-in subscribers

SPONSORSHIP DETAILS

- 100% SOV of an individual newsletter
- 300x250px supplied ad
- URL link to preferred site
- Timing TBD dependant on media schedule



TOPIC CHANNEL TARGETING

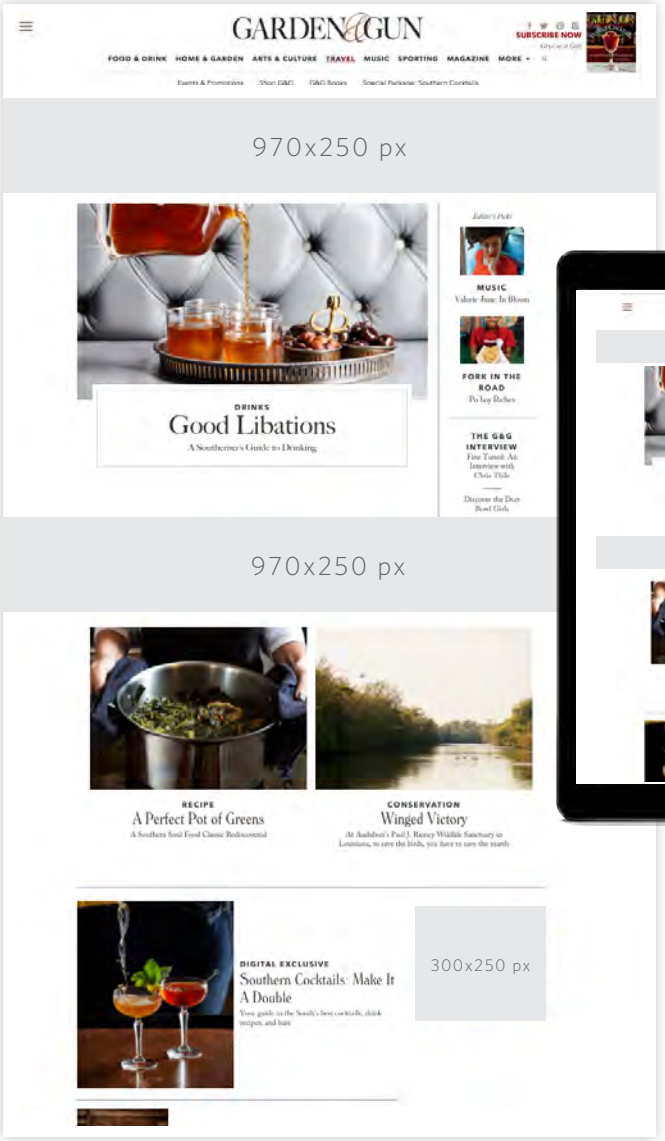
OVERVIEW

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.

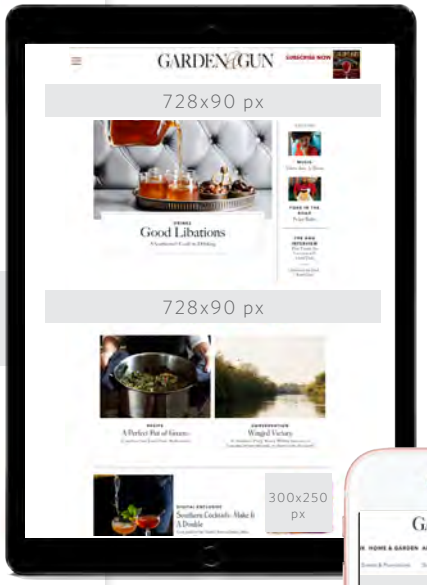
SPONSORSHIP DETAILS

- A rotation of up to three advertisers
- 100% SOV of all ad units on landing page and article pages (upon each rotation)
- Ad units
    - — **Desktop:** 970x250 px, 300x600 px, and 300x250 px
    - — **Tablet:** 728x90 px and 300x250 px
    - — **Mobile:** 300x250 px and 300x50 px

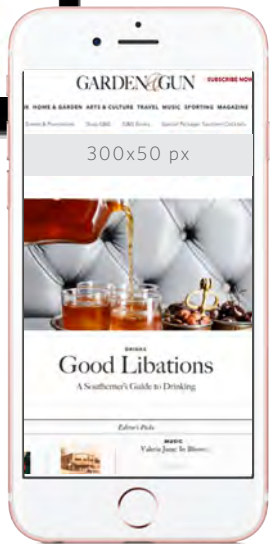
DESKTOP



TABLET



MOBILE

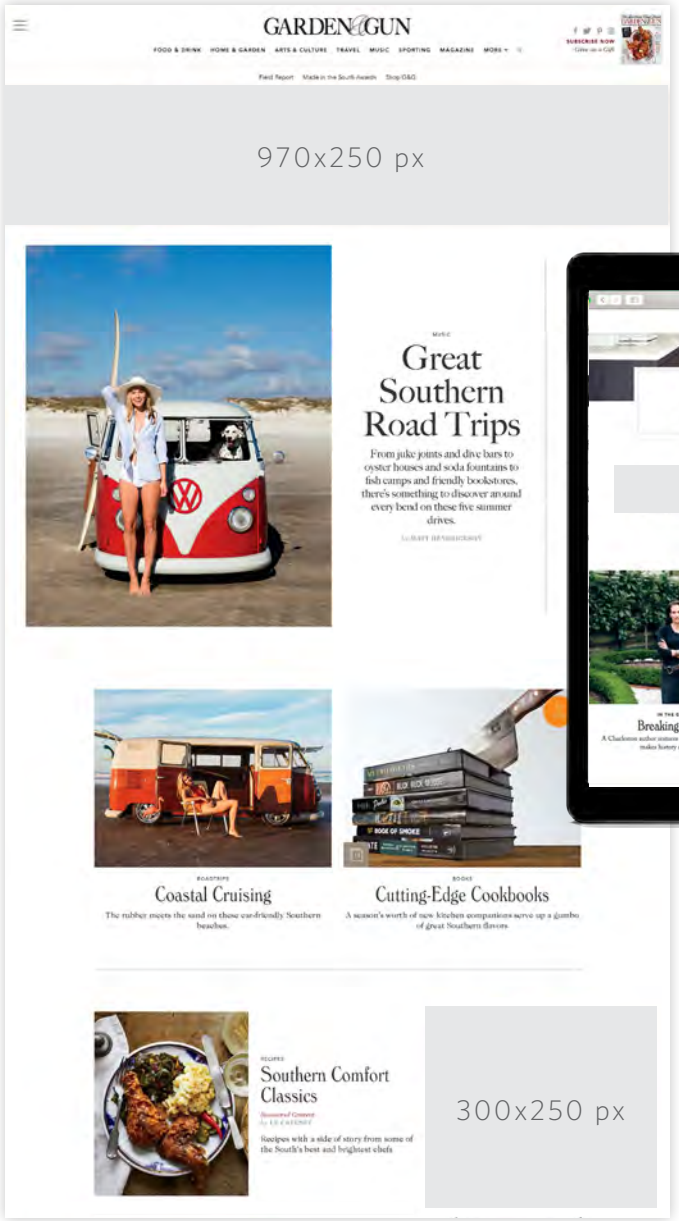


HOMEPAGE TAKEOVER

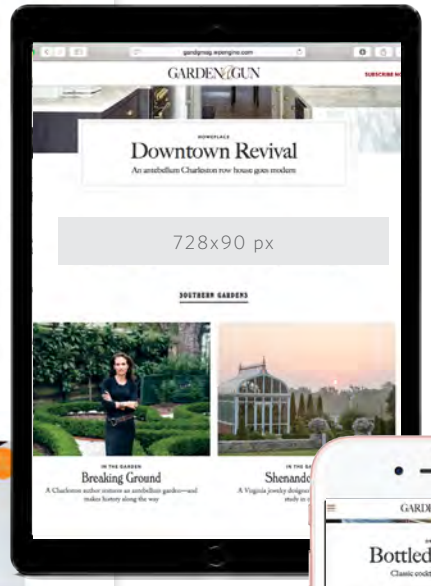
A homepage takeover on gardenandgun.com allows advertising partners the opportunity to fully engage the online *G&G* audience. The home page is more dynamic than ever before with a greater focus on original and new *Garden & Gun* content. These targeted programs will capture an active audience and increase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

- Exclusive ownership for one week
- Own all ad positions on homepage
- Ad units
    - **— Desktop:** 970x250 px, 300x600 px, and 300x250 px
    - **— Tablet:** 728x90 px and 300x250 px
    - **— Mobile:** 300x250 px and 300x50 px

DESKTOP



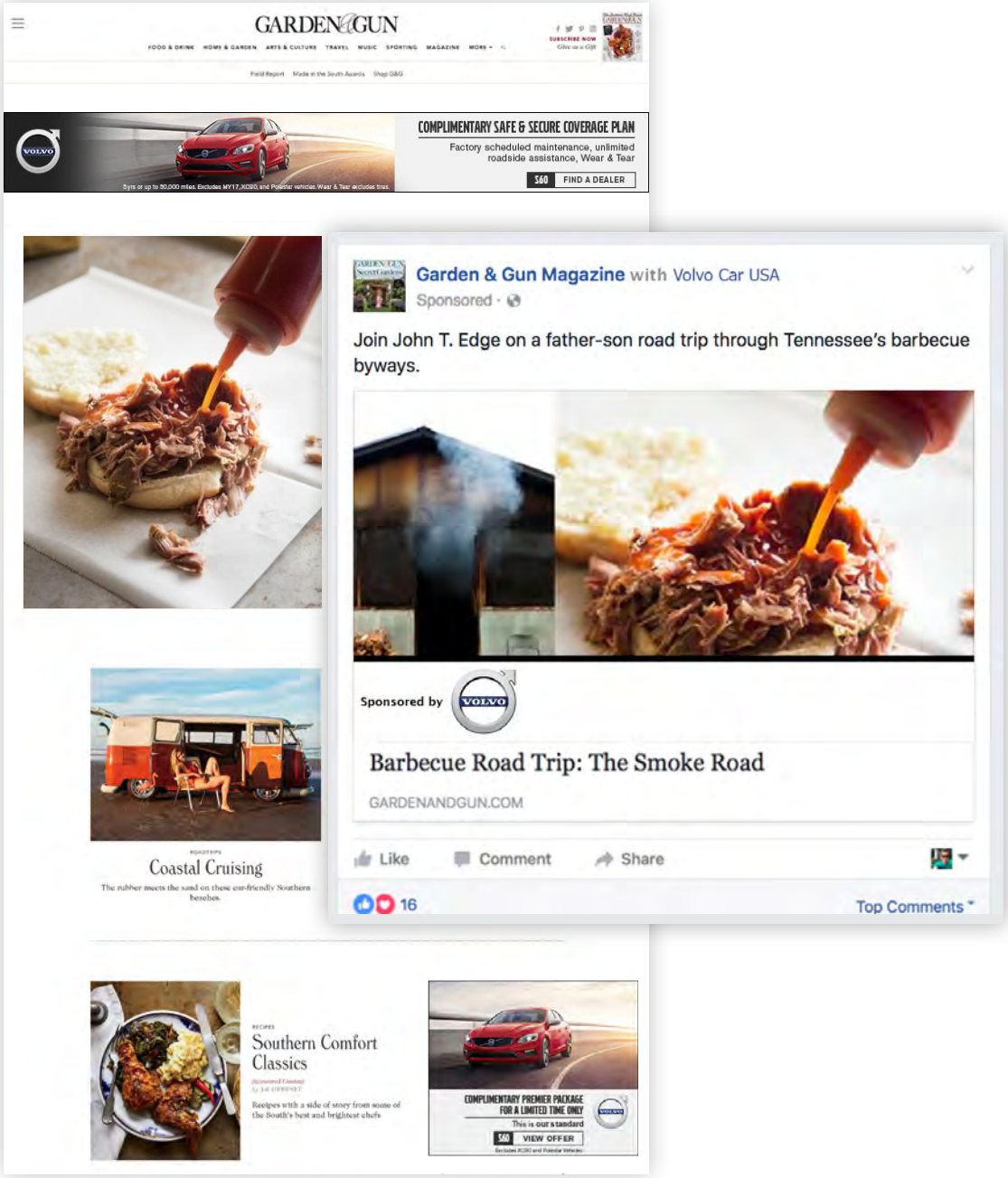
TABLET



MOBILE

RUN OF SITE

- Standard opportunity to position brand within a qualified and highly targeted environment
- Ad units
  - **Desktop:** 970x250 px, 300x600 px, and 300x250 px
  - **Tablet:** 728x90 px and 300x250 px
  - **Mobile:** 300x250 px and 300x50 px



FACEBOOK ADVERTISING

OVERVIEW

Partners gain access to *Garden & Gun*'s coveted social fans and followers through a new-to-market sponsorship of its highest-performing tweets and Facebook posts. These co-branded social posts drive higher click-through rates, as well as increased engagement and sharing of brand partner messaging.

SPONSORSHIP DETAILS

- Co-branded sponsorship of top *G&G* social posts and corresponding gardenandgun.com content
- Includes brand mention and linked logo on social
- As well as 100% SOV of display ads on associated content