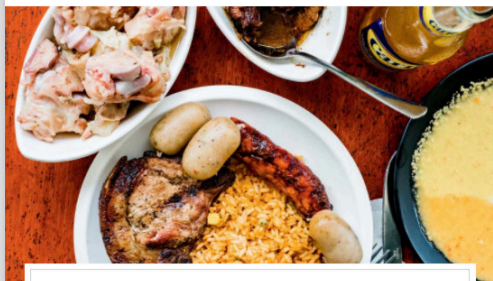




GARDEN & GUN

2019 DIGITAL MEDIA KIT

970 x 250 px



ADVENTURES

Boudin without Borders

Surrounded by cane fields and conch sausage in the French territory of Guadeloupe, New Orleans chef Donald Link dines his way through a Caribbean take on Creole cuisine



Editor's Pick

DRINKS
Julep Season



ARTS & CULTURE
The South's Most Glamorous Socialite

G&G BRACKET
Hardwood Park Wins G&G's Southern Craft Brewery Bracket

FOOD & DRINK
Navigating the New Orleans Po'Boy

970 x 250 px

WHAT'S NEW ONLINE



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DRINKS
A New Orleans Cocktail Checklist
Classic drinks and their native bars
Sponsored Content



ARTS & CULTURE
On the Record
A new exhibit at the New Orleans Museum of Art shows some of the twentieth century's greatest musicians in unguarded moments



DRINKS
Fuss-Free Cocktails
A new book offers cocktail recipes that start with grocery-store ingredients. Just add bourbon, gin, vodka...



G
The Easy
An old-fash preservation



DIGITAL EXCLUSIVE
Southern Cocktails: Make It A Double
Your guide to the South's best cocktails, drink recipes, and bars

300 x 250 px

GARDENANDGUN.COM

OVERVIEW

The *Garden & Gun* website is an incomparable destination for the G&G reader who is searching for the newest products, the most recent events, and the latest news from G&G.

2.5 MILLION+
AVERAGE PAGE VIEWS/MONTH

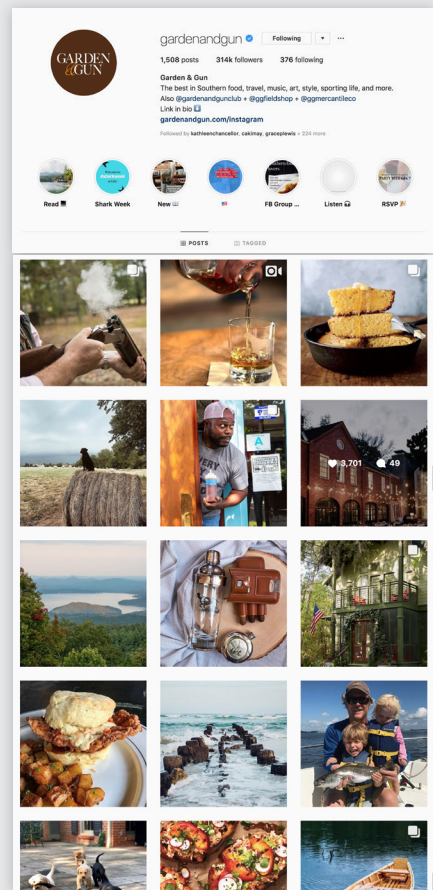
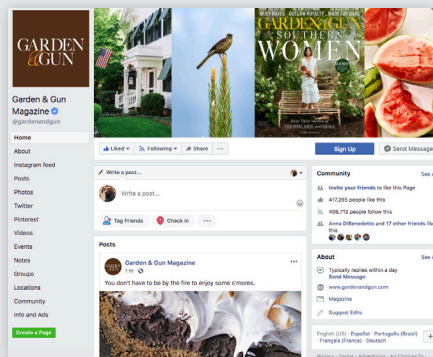
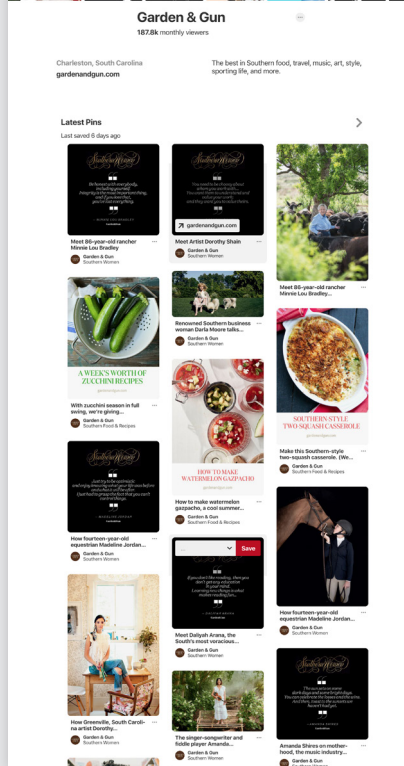
796,000+
AVERAGE VISITS/MONTH

535,000+
AVERAGE MONTHLY VISITORS

3.2
PAGE VIEWS/VISIT

Source: Alliance for Audited Media May 2018. Social Media as of August 2018.
Demographics from Google Analytics first half 2018.

FOR MORE INFORMATION, CONTACT YOUR SALES REPRESENTATIVE
OR GARDEN & GUN ADVERTISING AT ADVERTISING@GARDENANDGUN.COM | 843.518.5151.



SOCIAL MEDIA

OVERVIEW

Garden & Gun's active social media footprint connects with readers in meaningful ways like never before, with over 896K+ fans across Facebook, Twitter, Instagram, and Pinterest.

417K+
FACEBOOK FANS

317K+
INSTAGRAM FOLLOWERS

116K+
TWITTER FOLLOWERS

46K+
PINTEREST FOLLOWERS

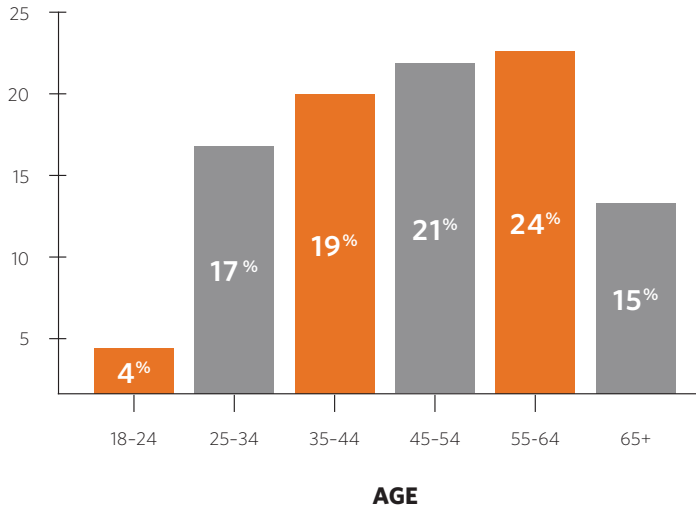
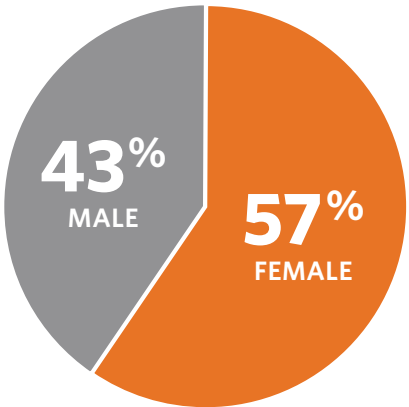
SOCIAL AUDIENCE TOTALING
896K+

Source: Alliance for Audited Media May 2018. Social Media as of August 2018.
Demographics from Google Analytics first half 2018.



AUDIENCE

VISTOR DEMOGRAPHICS



Source: Alliance for Audited Media May 2018, Social Media as of August 2018.
Demographics from Google Analytics first half 2018.

GARDENANDGUN.COM

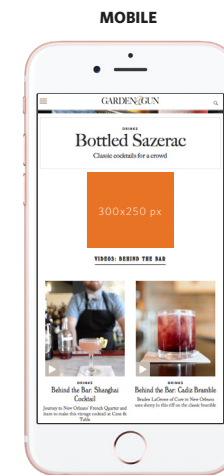
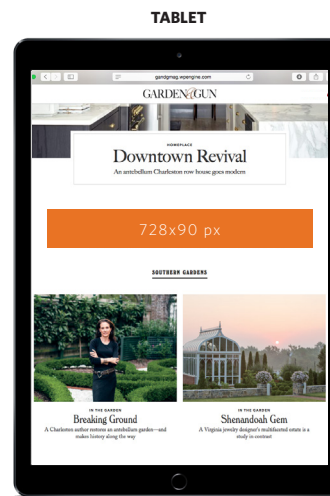
STANDARD ADVERTISING OPPORTUNITIES

Standard opportunities for media placement on GardenandGun.com enable advertisers to position their brands 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 320x50 px



TOPIC CHANNELS

Food & Drink
Home & Garden
Arts & Culture
Travel
Music
Sporting

RUN OF SITE

Position your brand within a qualified and highly targeted environment.

TOPIC CHANNEL ROTATION

Rotation on specific content pages that aligns with a topic relevant to your brand.

HOMEPAGE TAKEOVER

Exclusive ownership of all ad positions on homepage for one week.

TALK OF THE SOUTH

From the Editors of *Garden & Gun* Magazine

JULY 24, 2018

Southern sharks, a cookbook café, and soul food on the road. Welcome to this week's *Talk of the South*.

OVERHEARD

"To this day, I still dream about that house."

—The late author **Tom Wolfe**, in a 1991 letter to the owners of his boyhood home in Richmond, which was listed for sale last week.

AROUND THE SOUTH



A member of the Ocearch team releases a tagged Great White. (Photo courtesy of Ocearch)

Shark Week with a Southern Spin

This year marks the thirtieth anniversary of Discovery Channel's *Shark Week*, which is now broadcast in seventy-two countries and has become the longest-running television event in history. In honor of the landmark, we're putting our own spin on shark mania with a Southern celebration of the sea's apex predators—who play a vital role in the ocean's delicate ecosystem. Warm up by watching what happens when a 500-pound goliath grouper goes head to head with a shark in South Florida, then explore the world of sharks firsthand at these [five Southern aquariums](#). Read about [one Georgia resort's](#) plan to instill a fear in their guests of an ocean *without* sharks, and catch up with Kentucky native **Chris Fischer**, the founding chairman of Ocearch, whose research has turned sharks into bonafide celebrities via [Ocearch's shark tracker](#), including a number of Great Whites tagged in the Lowcountry. "They're the lions of the oceans, the balance keepers," Fischer says. "If we lose our sharks, we're in big trouble." Check back for [more stories](#) this week, including a look at the Bimini Shark Lab and tips from an avid beachcomber for finding sharks' teeth on Southern shores.

A Cookbook Lover's Café

If you love thumbing through cookbooks but don't always have time to actually try out the recipes, the Austin Central Library has the spot for you. The newly opened [Cookbook Bar & Café](#) serves a seasonally changing menu straight from the pages of the library's substantial cookbook collection. Chef **Drew Curren** said he wanted to make the café an extension of the library itself, with a special nod to Southern and Mexican-inspired flavors

While the [breakfast, lunch, and dinner fare](#) includes some old-school favorites (like the PB&J French Toast from *Betty Crocker's New Cookbook*), you'll also find dishes such as the Watermelon Salad with Pickled Shrimp and Jalapeno Vinaigrette from **Sean Brock's** *Heritage* and Pork with Green Tomato and Peach Relish from **Frank Stitt's** *Southern Table*. Check back for more Southern food inspiration and recipes.

EMAIL NEWSLETTERS

Written by the editors, *Garden & Gun* email newsletters are opt-in extensions of the magazine, giving brands access to G&G's most engaged readers via email. Featuring a variety of original content, these newsletters are welcome sights in email inboxes across the country.

TALK OF THE SOUTH

100,000+ opt-in subscribers | Open rate: 27%

Varying Southern topics, including the latest news, fashion trends, and events

THE SKILLET

55,000+ opt-in subscribers | Open rate: 45%

Original content on all things Southern food & drink

REGULAR EDITION

- Standard advertising opportunity within the newsletter
- Includes a 300x250 ad with link to advertiser's URL
- *Talk of the South*: Opportunity for native sponsorship of one (1) section of the newsletter

SPONSORED EDITION

- Newsletter written by G&G editors fully dedicated to your brand
- Includes a 300x250 ad
- Qualifying media

TALK OF THE SOUTH + THE SKILLET

GARDEN•GUN

TALK OF THE SOUTH

From the Editors of Garden & Gun Magazine

JULY 24, 2018


Southern sharks, a mushroom oil spill, and food on the road. Welcome to this week's Talk of the South.

OVERHEARD

"To this day, I still dream about that house."

— The late author **Franz Kafka**, in a post letter to the owners of his beloved home in
Pöchlarn, which was listed for sale last week.

AROUND THE SOUTH



A member of the Okeechobee tribe releases a tagged Great White. (Photo courtesy of Oceana)


Shark Week with a Southern Spin

This year marks the thirtieth anniversary of Discovery Channel's *Shark Week*, which is now broadcast in twenty-two countries and has become the longest-running television event in history. In honor of the landmark, we're putting our own spin on shark weeks with a Southern celebration of the sea's apex predators—who play a vital role in the ocean's delicate ecosystem. Warm up by wondering what happens when a national grid outage meets head-on in head with a shark in North Florida, then explore the world's sharks freshwater as they swim Southern aquariums. Read about sea legend guitar player who lured a fleet in their quest of an ocean without sharks, and catch up with Kentucky native **Chris Evert**, the founding chairman of Oceana, whose research has turned sharks into beautiful creatures on Disney's shark tankline, including a crew of Great Whites tagged in the Lowcountry. They're the lions of the ocean, the balance keepers. Finish up, "Be the first one to see sharks in live light trouble." Check back for more activities this week, including a look at the Bristol Shale Lab and tips from an avid beachcomber for finding shark's tooth on Southern shores.


300 x
250 px

SPONSORED

Fueling overboarded by your holiday gift list? We've got you covered. From summer's apparel and accessories, to home decor and travel necessities, this is your one-stop shop for five-star online gear lists.



Show them the Southern spirit:
Suntan Memphis jacket. Kent's 20x6 Neckline.
Rock Clinch, and Empire Baskets from the Mammoth Ranch.



Subscribe today

GET A SUBSCRIPTION _____

GIVE A GIFT _____

RENEW _____

DONATE/LETTER _____

KEEP UP WITH
GARDEN•GUN


f t y i n s

**REGULAR EDITION
WITH NATIVE SPONSORSHIP**

SPONSORED EDITION


[illegible][illegible]

REGULAR EDITION



The Skillet

Serving Up the Best in Southern Food & Drink



Duke's Mayonnaise is the first ingredient in the garden-to-table sausage.

July 11, 2017

Spread the Love with Duke's

SPONSORED ENTRY


Duke's Mayonnaise isn't just a mayonnaise. Richer and tangier than its supermarket rivals, it's served everywhere — at home, somewhere or a touch of chicken salad (rather than anything of homemade Southern charm before that, which is why so many of them serve the good-bought Duke's in their restaurants alongside their home-cooked tomatoes and cucumbers). Even the famed old Sea Duck confessions, I haven't made mayonnaise in ten years "when we moved from about its town of Ocala in 2013."

This year, this December, South Carolina's home company celebrates its twentieth anniversary, and to mark the occasion, we asked three of those Duke's-loving chefs to combine their insight with that of the mayo for three party-worthy recipes. **Red's** brings a crowd-pleaser, **David** (Duke's barbeque addict) and **John** (Duke's pimento cheese hunk puppy). And with the release of this special [offer](#), you're available in stores, and a handsome gain per exclusively available online — you'll want plenty of reasons to stick up for the second ingredient

[Get the recipe](#)

ADVERTISEMENT

300 x
250 px



Subscribe today

GET A SUBSCRIPTION

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NAME _____

ADDRESS _____

CITY _____

ZIP _____

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EMAIL _____

ADDITIONAL _____

KEEP UP WITH GARDEN OF EATIN'

f t p i g +

SPONSORED EDITION

TABLET EDITION

G&G's 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 photograph and increased functionality that truly brings the magazine to life. Editorial enhancements include videos, music, and additional content.

CLICKABLE WEB LINK



ONE-PAGE CREATIVE

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

TWO-VERTICAL SWIPE *(one piece of creative)*



TWO-PAGE CREATIVE

- Portrait PNG file 3072 x 2048 px (left to right)
- Portrait PNG file 1536 x 4096 px (up & down)
- Appropriate URL for web link (site, social media page, and streaming video/audio from your site are permitted; all links open in app browser)
- Each link should include prominent call to action
- Clickable web link



SPORTING
Retreats on the Fly

Whether you want to stalk a stream or fold a pheasant, these five far-flung lodges are already among the country's best outdoor escapes. Now Nicholas Air makes getting to them easier than ever

June 20, 2018



From left: Fishing the Rio Brazos; a Nicholas Air Citation Latitude; wingshooting in north-central Idaho.

Commercial airlines aren't designed for sportsmen. Most every hunter or angler has a story about touching down in a remote locale for an outing only to discover that a checked rod, a side-by-side, or a duffel of gear was lost in transit—a headache that can derail a trip. Since 1997, however, **Nicholas Air**, a private-jet membership club, has provided outdoorsmen a remedy to such anxiety-inducing travel with its fleet of luxury planes designed to ensure safe and reliable transportation (Pilatus PC-12s, Phenom 100, Citation CJ3, Phenom 300, and Citation Latitude), available through its jet-card and jet-lease programs. Headquartered in Columbus, Mississippi, with offices throughout the United States, the family-oriented company affords you and your companions the chance to travel in comfort and, best yet, to keep your dogs, gear, and guns together on board. That way, you can go from flight to field in no time—and with no hassle.



BRANDED CONTENT ON GARDENANDGUN.COM

NICHOLAS AIR, July 2018

BRANDED CONTENT

GARDENANDGUN.COM

Written by the G&G creative studios team, branded content on GardenandGun.com engages users within the editorial framework of the site. In conjunction with traditional display media, sponsored content leads to higher click-through rates and greater engagement.

SPONSORSHIP

100% SOV of display ad units surrounding branded content

Logo included

PROMOTION

High visibility native site placements

Sponsored edition email newsletters

Paid social media plan

OPPORTUNITIES

City Guides • Recipes • Custom Articles • Content Collections • Video

Pricing TBD depending on scope of package

BRANDED CONTENT

SOCIAL MEDIA

Access *Garden & Gun*'s powerful and passionate audience through a custom social post on its editorial Instagram handle. Written by the G&G editors, the sponsored Instagram campaign is dedicated to an advertiser and its current brand efforts. This first-to-market social alignment drives awareness and visitation among G&G's most engaged readers.

SPONSORSHIP

Drives audience to advertisers page
Advertisers handle is included in post

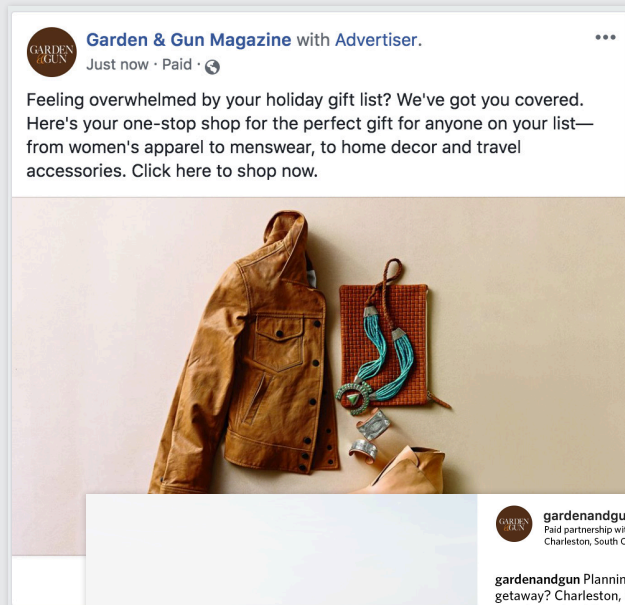
"Presented by" language

Paid promotional plan

OPPORTUNITIES

Sponsored Instagram Post • Influencer Programs
Giveaway Contests • Custom Video

*Pricing TBD depending on
scope of package*



DIGITAL AD SPECIFICATIONS

GENERAL GUIDELINES

All materials due five business days prior to start. Email newsletter sponsored edition materials due two weeks prior to deployment.

- The lead time for standard creative is five business days
- All Flash files must contain a blank ClickTag command, and linking URLs should be listed separately
- Units must launch a new browser window when clicked
- 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
- Emma is used to serve all newsletter placements
- Email newsletter banner ads must be static only
- Garden & Gun reserves the right to terminate any campaign according to our discretion
- No geotargeting
- Best practice: provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- All Third Party Tags should be submitted containing all necessary pre-inserted macros.

STANDARD BANNERS

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 250
- Medium Rectangle: 300 x 250 (also serves mobile and tablet)
- Half-Page Ad: 300 x 600
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50

SPECIFICATIONS

- Formats: GIF, Image, HTML5
- 40k max GIF/JPEG; up to 3 loops with 15 seconds max animation (loops combined)
- Standard banners should be built with responsive capabilities

MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site. Rich media units need to support HTML5 or a backup GIF

- 15k max file size GIF/JPEG
- Host max animation seconds: 10-15 seconds max; GIF animation or HTML5—no flash

**PLEASE SEND ALL MATERIALS TO
DIGITAL@GARDENANDGUN.COM**

RICH MEDIA

IN-BANNER VIDEO ADS

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 250
- Medium Rectangle: 300 x 250 (also serves mobile and tablet)
- Half-Page Ad: 300 x 600
- Tablet Leaderboard: 728 x 90
- Mobile Leaderboard: 320 x 50 (no flash)

SPECIFICATIONS

- In-banner video ads must be user initiated
- 40k max initial load / 100k subsequent polite load / 2.2MB max for file-loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 seconds total animation

THIRD-PARTY ADS

WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS

- | | | | |
|--------------|--------------------|-------------|--------------|
| • Atlas | • DoubleClick Rich | • Klipmart | • Trueeffect |
| • Arrivalist | • Media | • MediaMind | • Unicast/ |
| • Bluestreak | • EyeWonder | • Mediaplex | Viewpoint |
| • Conversant | • Falk Realtime | • Motif | • United |
| • Eyeblaster | • Flashtalking | • PointRoll | Virtualities |

EMAIL NEWSLETTERS

SPONSORSHIPS

PRODUCT DIMENSIONS

- 300 x 250
- Click redirect URL

SPECIFICATIONS

- 40k max file size
- NOTE: third-party impression or click tracking pixels are not accepted
- Formats: GIF, JPEG

SPONSORED EDITION

PRODUCT DIMENSIONS

- 300 x 250
- Click redirect URL
- 2-3 high-resolution photo options
- Talking points

SPECIFICATIONS

- 40k max file size
- NOTE: third-party impression or click tracking pixels are not accepted