



GARDEN & GUN

2019 PRINT MEDIA KIT



MISSION

Garden & Gun is the only magazine that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor.

Garden & Gun is an idea about how to live a life that is more engaged with the land, the literature, the music, the arts, the traditions, and the food of the South.

It is about appreciating the richness of the South and knowing how that understanding can enrich one's life and translate beyond Southern geography.

It is about a life well lived.



PILLARS

THE SPORTING LIFE

outdoor lifestyle • boating • fishing • hunting

LAND & GARDEN

amazing properties and homes • iconic gardens • conservation

FOOD & DRINK

Southern food culture • cocktails • restaurants • notable chefs

TRAVEL & ADVENTURE

hotels • lodges • city and town profiles

STYLE & DESIGN

home decor • fashion • shopping • entertaining

ARTS & CULTURE

art • architecture • craftsmanship • music • literature



READER

A **rapidly growing community** of readers look to *Garden & Gun* for the magic of the South—whether their passion is the sporting culture, protecting the land, gardening, travel, the arts, or food and drink. Readers **hail from all fifty states** and know that ***Garden & Gun* is relevant no matter where they live.**

TOTAL AUDIENCE:
1,600,000

RATE BASE:
400,000

AGE:
90% are 35+

GENDER:
54% Male / 46% Female

AVERAGE HHI:
\$370,800

AVERAGE NET WORTH:
\$2,615,000

**G&G READERS HAVE THE MEANS
AND MOTIVATION TO LIVE WELL**

- G&G readers take an average of 11 trips per year
- 43% own 2+ residences
- 84% own 2+ vehicles

**THE G&G AUDIENCE IS
PASSIONATELY CONNECTED**

- 83% read 4 out of 4 issues
- 82% read the magazine the day they receive it or within a few days

Source: Audited Media based on proprietary data.
Rate base effective with February/March 2018 issue.
2016 Subscriber Study—Gfk MRI Custom Research Division; base HHI: \$100,000+.



CALENDAR

Every issue, the award-winning editors of *Garden & Gun* deliver a lively mix of sporting, food, travel, design, music, culture, and more.

2019 LINEUP

FEBRUARY/MARCH THE DRINKS ISSUE

Ad Close: November 13 • On Sale: January 22

APRIL/MAY THE HOME & STYLE ISSUE

Ad Close: January 15 • On Sale: March 19

JUNE/JULY THE TRAVEL ISSUE

Ad Close: March 19 • On Sale: May 21

AUGUST/SEPTEMBER THE FOOD ISSUE

Ad Close: May 14 • On Sale: July 16

OCTOBER/NOVEMBER THE SPORTING ISSUE

Ad Close: July 16 • On Sale: September 17

DECEMBER/JANUARY THE OLD FLORIDA ISSUE

Ad Close: September 17 • On Sale: November 19

Materials due exactly one week after ad close. Editorial calendar subject to change.



BUZZ

NATIONAL PRESS

"My experience with *Garden & Gun* goes back six years. It's a funny story. I opened up the magazine and ended up buying a boat," Colicchio said—a sentence every magazine advertiser longs to hear."

— CHEF TOM COLICCHIO, *WWD*, MARCH 2017

"Pressures can be even greater for stand-alone publications such as *Garden & Gun*, yet the glossy pages of aspirational Southern fare have lured affluent readers and helped the title buck industry trends."

— *THE WALL STREET JOURNAL*, FEBRUARY 2016

"For the as-yet uninitiated, *Garden & Gun* celebrates the 'soul of the South.' Think: seersucker, screen porches, sweet tea, sculpted gardens, and other accoutrements that echo with gentility. The gun part? It's more spaniels, setters, and sporting clays than the shaggy beards and shotguns seen on a certain reality-TV series."

— *FAST COMPANY*, JUNE 2015

"*Garden & Gun* is my favorite new magazine. I love it; I guard it with my life because people always take them from me and we have to fight over them over and over again...I love it, I love it."

— NPR 'LIVING AND WRITING THE AMERICAN SOUTH' CALLER QUOTE, JULY 2018

READERS RAVE

"I'd like to just take a second to thank @gardenandgun for existing."

— G&G READER FROM SOUTH CAROLINA VIA TWITTER

"Yes you can still subscribe to @GardenandGun magazine and not own a gun. Or have a garden."

— G&G READER FROM NEW YORK VIA TWITTER

"I've always liked *Garden & Gun*, it's chock full of good Southern snooty, a real homage to the seersucker country club crowd—and I say that with great affection. It reminds me of good times and good people."

— G&G READER FROM ALABAMA VIA TWITTER

"@GardenandGun arrived late yesterday. Today has been canceled so I can read it cover to cover."

— G&G READER FROM FLORIDA VIA TWITTER



ACCOLADES

Society of Publication Designers

Gold Medal, Brand of the Year 2018

ASME National Magazine Awards

Finalist, "Best Service & Lifestyle" Cover 2018
 Finalist, Magazine Section, Talk of the South 2016
 Finalist, "Most Delicious" Cover 2016
 Finalist, "Best Sports & Adventure" Cover 2015, 2012
 Finalist, Tablet Edition 2015, 2014
 Winner, General Excellence "Style & Design" 2015, 2014
 Winner, General Excellence "Food, Travel, & Design" 2011
 Winner, "Most Delicious" Cover 2015, 2013
 Finalist, Leisure Interests 2014
 Finalist, General Excellence, Print Lifestyle Magazine 2012
 Finalist, Single Topic Issue, Category "Southern Food" 2012
 Finalist, "Best Sports & Fitness" Cover 2017, 2010
 Finalist, General Excellence, 100,000-250,000 Circulation Category 2010
 Finalist, Best Lifestyle Cover of the Year 2009

Adweek

Reader's Choice Winner, Hot List, Hottest Lifestyle Magazine 2017, 2014
 Reader's Choice Winner, Hot List, Hottest Design/Photography 2016

Advertising Age

Magazine A-List 2011

James Beard Foundation

Nominee, Book Award 2016
 Nominee, Journalism Award 2016, 2014
 Winner, Journalism Award 2011

min Magazine

Winner, Top 30 Magazine Launches of the Past 30 Years 2016
 Best Digital Magazine Edition 2015, 2013
 Winner, Photojournalism Award "The Call of the Hunt" 2012
 Best of the Web 2010
 Top Editorial Team 2007
 2nd Hottest Launch 2007

The New York Times

Best Seller, #13, The Southerner's Cookbook 2015
 Best Seller, #3, Good Dog 2014
 Best Seller, #13, The Southerner's Handbook 2013



RATES

2018 RATE BASE
400,000

ISSUE FREQUENCY
6X per year

FREQUENCY DISCOUNTS

4-COLOR	1X GROSS	3X GROSS	6X GROSS
Full Page	\$60,298	\$59,092	\$57,886
2/3 Page	\$45,223	\$44,319	\$43,414
1/2 Page	\$34,671	\$33,978	\$33,284
1/3 Page	\$23,106	\$22,643	\$22,181

COVERS	1X GROSS	3X GROSS	6X GROSS
2nd	\$72,357	\$70,910	\$69,463
3rd	\$63,313	\$62,046	\$60,780
4th	\$75,372	\$73,865	\$72,357

Rates are gross. No additional charge for bleed.

FOR MORE INFORMATION,
please contact your sales representative or advertising@gardenandgun.com.



AUDIENCE

Garden & Gun magazine delivers **a national audience of 1,600,000** educated and passionate readers. It gives them a place to connect and engage in their interests while providing a brand experience that offers a unique sense of travel, adventure, style, and sophistication.

TOTAL AUDIENCE

1,600,000

RATE BASE

400,000

Southeast: 56%

Southwest: 11%

Mid-Atlantic: 9%

Midwest: 9.9%

West: 7%

Northeast: 6.5%

Source: Audited Media based on proprietary data.



CONTENT

TALK OF THE SOUTH

What's hot in Southern culture—music, books, architecture, gardens, food, events

- Arts
- Ask G&G
- Books
- Conservation
- The G&G Interview
- Music
- Openings
- Sporting Scene
- Style

GOOD HUNTING

The ultimate style guide; modern artisans; great rooms

- Architecture
- Collections
- Homeplace
- In the Garden
- Made in the South
- Southern Style

COLUMNS

Favorite dog stories and witty dispatches from acclaimed writers including Julia Reed and Roy Blount Jr.

- End of the Line
- Good Dog
- The High & The Low

DUE SOUTH

Travel and adventure for the Southern soul

- Adventures
- City Portrait
- Our Kind of Place
- Road Trips
- The Southern Agenda
- Weekends

JUBILEE

Celebrating the best of Southern food & drink

- Anatomy of a Classic
- Drinks
- Fork in the Road
- What's in Season
- Harvest



CONTRIBUTORS

“Overall, between long reads by Southern voices like Roy Blount and Rick Bragg and evocative photography, *Garden & Gun* is decidedly upper-crust.”

— *FAST COMPANY*, JUNE 2015

CONTRIBUTING EDITORS

Roy Blount, Jr.	Charles Gaines	John Meroney
Rick Bragg	Allison Glock	Jonathan Miles
Dominique Browning	Winston Groom	Julia Reed
Monte Burke	Mike Grudowski	Daniel Wallace
Marshall Chapman	Matt Hendrickson	Logan Ward
John Currence	Jack Hitt	T. Edward Nickens
John T. Edge	Hunter Kennedy	Elizabeth Hutchison
Clyde Edgerton	Guy Martin	

CONTRIBUTING PHOTOGRAPHERS

Caroline Allison	Squire Fox	Eric Kiel
Cedric Angeles	Jim Herrington	Patricia Lyons
Peter Frank Edwards	Rob Howard	David McClister



DIGITAL

Garden & Gun's digital properties provide additional touch points for **passionate readers** to connect with the brand. **GardenandGun.com** is a **go-to destination** for the *G&G* reader searching for the **latest products, events, and news** from *G&G*, while the digital edition provides readers with **interactive and in-depth** coverage including everything in the magazine and more.

GARDENANDGUN.COM

GardenandGun.com continues to attract readers, keeping them engaged and interested in exploring more of the new digital platform

- 2.5 million+ page views/month
- 540,000+ unique visitors/month
- 3.2 average page views/visit
- Average monthly visits totaling 796,000+

Source:
Google Analytics first half 2018.
Social media as of August 2018.

G&G DIGITAL EDITION

The award-winning *G&G* digital edition provides readers with a fully designed version for tablets, plus exciting bonus content including photos, music, and behind-the-scenes videos

- Six issues per year, coinciding with magazine on-sale dates
- Single copies and subscriptions sold on the App Store
- Interactive and Premium Enhanced ad placements available on the iPad edition
- Also available through Google Play, Barnes & Noble's Nook, Readly, Amazon Kindle, and Texture

SOCIAL MEDIA

Garden & Gun's active social media presence connects the brand with readers in meaningful ways as never before

- Facebook: 417K+
- Instagram: 317K+
- Twitter: 116K+
- Pinterest: 46K+
- Social Audience total: 896K+

PRINT AD SPECIFICATIONS

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
SPREAD*	16.75" x 9.875"	18.25" x 11.125"	17.25" x 10.375"	18" x 10.875"
PAGE	8" x 9.875"	9.25" x 11.125"	8.5" x 10.375"	9" x 10.875"
2/3 VERTICAL	5.125" x 9.875"	5.6389" x 11.125"	5.125" x 10.375"	5.3889" x 10.875"
1/2 HORIZONTAL	8" x 4.75"	9.25" x 5.5"	8.5" x 5"	9" x 5.25"
1/3 VERTICAL	2.375" x 9.875"	3.1111" x 11.125"	2.375" x 10.375"	2.8611" x 10.875"
1/3 SQUARE	5.375" x 4.6875"	N/A	N/A	N/A

*Spread specifications include gutter allowance. If the ad displays an image crossing over the gutter, our pre-press can apply an 1/8" image repeat on each side of the gutter to achieve optimal crossover.

AD DELIVERY

We require that ads be uploaded to our simple and secure ad portal which will ensure that it meets our specifications before going on press. GardenandGun.sendmyad.com

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 9" x 10.875"

SAFETY: 0.25" from trim on all sides

BLEED: 0.125" beyond trim on all sides

BINDING METHOD: Perfect Bound; jogs to foot

IMAGE RESOLUTION: 300 dpi

LINE SCREEN: 150 dpi

COLOR SPACE: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF/X-1A: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

PRODUCTION CONTACT

Diego Aguilar, Premedia Specialist
phone • 305.859.0106
e-mail • diego.aguilar@pubworx.com

PROOFS

Ads submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$65 to your invoice.

We also accept supplied Epson, color managed SWOP 3 profiles that include the IDEAlliance Color Control Bar. To download the control strip, visit the downloads section at <http://idealliance.org>

PROOF DELIVERY:

Garden & Gun
c/o PubWorx
attn: Diego Aguilar
8240 NW 52nd Terrace - Suite 505
Doral, Florida 33166

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

COMMON AD PROBLEMS TO AVOID:

Please check your ad for these errors before uploading.

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

CHANGING YOUR AD: Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

DISCLAIMER: *Garden & Gun* is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.