

An aerial photograph of a small white motorboat moving through a narrow waterway in a dense mangrove forest. The boat is leaving a white wake behind it. The water is dark, and the surrounding trees are a vibrant green. The title 'GARDEN & GUN' is overlaid in white serif font across the center of the image.

GARDEN & GUN

THE FLORIDA EVERGLADES APR/MAY 2018

2020 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, literature, music, arts, traditions, and food of the South.

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

IT IS ABOUT A LIFE WELL LIVED.





BRAND 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





Never thought a magazine about the South would enrapture me. I marvel at how you capture not only the best of the South, but what may be the best of our country. Stories we can all relate to.

— G&G READER, BROOKLYN, NEW YORK

MAGAZINE

A unique 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.

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+.

1.6 million

TOTAL AUDIENCE

400,000

RATE BASE

6x per year

ISSUE FREQUENCY



READER

90%
ARE 35+

54% / 46%
MALE / FEMALE

\$370,800
AVERAGE HHI

\$2,615,000
AVERAGE NET WORTH

G&G READERS ARE
PASSIONATE AND HAVE THE
MEANS TO LIVE WELL

11
AVERAGE TRIPS PER YEAR

43%
OWN 2+ RESIDENCES

84%
OWN 2+ VEHICLES

83%
READ 4 OUT OF 4 ISSUES

82%
READ THE MAGAZINE THE DAY RECEIVED
OR WITHIN A FEW DAYS

2020 EDITORIAL

FEB/MAR

SOUTHERN HOT SPOTS

AD CLOSE: November 8 *ON SALE:* January 11

APR/MAY

SAVING THE SOUTH

AD CLOSE: January 15 *ON SALE:* March 17

JUN/JUL

THE TRAVEL ISSUE

AD CLOSE: March 18 *ON SALE:* May 19

AUG/SEP

THE FOOD ISSUE

AD CLOSE: May 12 *ON SALE:* July 14

OCT/NOV

THE SPORTING ISSUE

AD CLOSE: July 15 *ON SALE:* September 15

DEC/JAN

THE HOLIDAY ISSUE

AD CLOSE: September 16 *ON SALE:* November 17

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

LINEUP





Garden & Gun has become a living case study for a successful magazine in the digital age, offering rich, textured, carefully focused stories, lush layouts and striking photography on Southern culture—touching on travel, music, food, upscale hunting, literature, home, lifestyle and more...

— TONY SILBER, FORBES, NOVEMBER 2018



ACCOLADES

SOCIETY OF PUBLICATION DESIGNERS

Gold Medal, Brand of the Year 2018

ASME NATIONAL MAGAZINE AWARDS

Finalist, “Best Service & Lifestyle” Cover 2018
 Finalist, “Best Sports & Fitness” Cover 2017, 2010
 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, “Most Delicious” Cover 2015, 2013
 Finalist, Leisure Interests 2014
 Finalist, General Excellence, Print Lifestyle Magazine 2012
 Finalist, Single Topic Issue, Category “Southern Food” 2012
 Winner, General Excellence, “Food, Travel & Design” 2011
 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

AD AGE

Magazine A-List 2011

JAMES BEARD FOUNDATION

Nominee, Journalism Award 2019, 2016, 2015, 2014
 Nominee, Book Award 2016
 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

FREQUENCY DISCOUNTS

4-COLOR	1X GROSS	3X GROSS	6X GROSS
Full Page	\$62,107	\$60,865	\$59,622
2/3 Page	\$46,580	\$45,648	\$44,717
1/2 Page	\$35,711	\$34,997	\$34,283
1/3 Page	\$23,799	\$23,323	\$22,847

COVERS	1X GROSS	3X GROSS	6X GROSS
2nd	\$74,528	\$73,037	\$71,547
3rd	\$65,212	\$63,908	\$62,603
4th	\$77,633	\$76,081	\$74,528

Rates are gross. No additional charge for bleed.

**FOR MORE INFORMATION,
PLEASE CONTACT YOUR SALES REPRESENTATIVE OR
ADVERTISING@GARDENANDGUN.COM.**





“

If you don't think the South is changing, read Garden & Gun. Bravo for representing the beauty and diversity of the South on every page, and for showing the region we all know is real.

— G&G READER, AUSTIN, TEXAS

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.

56%
SOUTHEAST

9%
MID-ATLANTIC

7%
WEST

11%
SOUTHWEST

9.9%
MIDWEST

6.5%
NORTHEAST



CONTRIBUTORS

CONTRIBUTING EDITORS

Roy Blount Jr.	Clyde Edgerton	Jack Hitt
Rick Bragg	Charles Gaines	Guy Martin
Dominique Browning	Allison Glock	John Meroney
Monte Burke	John Grisham	Jonathan Miles
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Wayne Curtis	Jessica B. Harris	Daniel Wallace
John T. Edge	Matt Hendrickson	Logan Ward

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 touchpoints for passionate readers to connect with the brand.

GARDENANDGUN.COM

2.4 million+
PAGE VIEWS/MONTH

600,000+
UNIQUE
VISITORS/MONTH

2.8
AVERAGE PAGE VIEWS/VISIT

885,000+
AVERAGE VISITS/MONTH

G&G DIGITAL EDITION

- 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 in the App Store
- Interactive and Premium Enhanced ad placements available for the iPad edition
- Also available through Google Play, Barnes & Noble's Nook, Readly, and Amazon's Kindle





SOCIAL MEDIA

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

428,000+
FACEBOOK

383,000+
INSTAGRAM

119,000+
TWITTER

49,000+
PINTEREST

979,000+
TOTAL SOCIAL AUDIENCE

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"	5.875" x 11.125"	5.125" x 10.375"	5.625" 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"	3.125" x 11.125"	2.375" x 10.375"	2.875" x 10.875"
1/3 SQUARE	5.375" x 4.6875"	N/A	N/A	N/A

*For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.

AD DELIVERY

We require that ads be uploaded to our simple and secure ad portal, which will ensure that they meet our specifications before going on press. <https://www.Adshuttle.com/gardenandgun>

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.

PROOFS

Ads submitted without a SWOP 3-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
 Attention: Vanessa Coppola
 8240 NW 52nd Terrace, Suite 505
 DORAL, FL 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.

PRODUCTION CONTACT

Vanessa Coppola, Premedia Specialist
 Email • Vanessa.coppola@pubworx.com
 Phone • 305-859-0090