GARDENEGUN 2020 PRINT MEDIA KIT

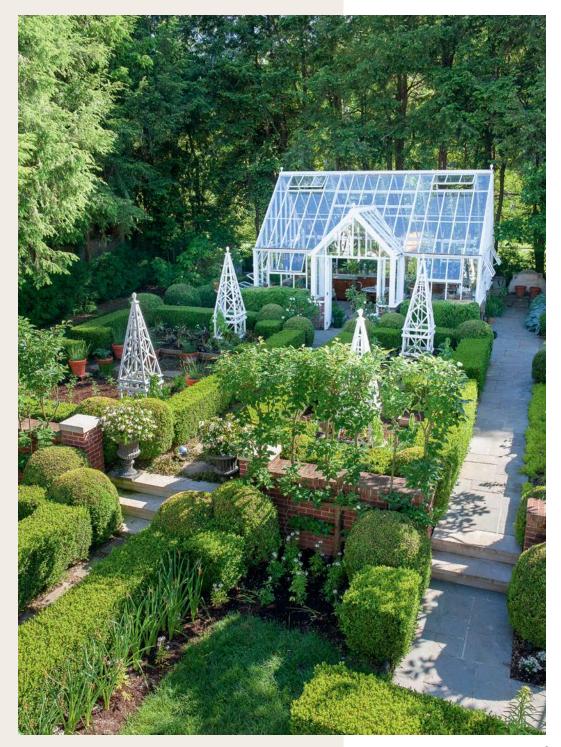
MISSION

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.



READER

90% ARE 35+

54% / 46%

\$370,800

\$2,615,000
AVERAGE NET WORTH

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

1

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 LINEUF

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

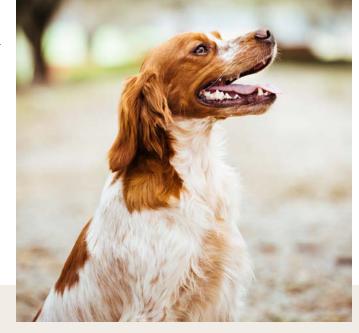
AD CLOSE: September 16 ON SALE: November 17





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 **ASME NATIONAL MAGAZINE AWARDS** Finalist, General Excellence, 100,000–250,000 Circulation Category 2010 **ADWEEK** Reader's Choice Winner, Hot List, Hottest Lifestyle Magazine 2017, 2014 AD AGE

JAMES BEARD FOUNDATION

Nominee, Journalism Award	5, 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	5, 2013
Winner, Photojournalism Award, "The Call of the Hunt"	. 2012
Best of the Web	. 2010
Top Editorial Team	. 2007
2nd Hottest Launch	
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
 ⅔ Page	\$46,580	\$45,648	\$44,717
 ½ Page	\$35,711	\$34,997	\$34,283
 ⅓ 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%	9%	7%
SOUTHEAST	MID-ATLANTIC	WEST
11%	9.9%	6.5%
SOUTHWEST	MIDWEST	NORTHEAST

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
- Southern Focus
- Sporting Scene
- Style

GOOD HUNTING

The ultimate style guide; modern artisans; great rooms

- Architecture
- Collections
- Homeplace
- In the Garden
- Made in the South
- Southern Accent
- 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
- 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
- Harvest
- Tools
- · What's in Season







CONTRIBUTORS



CONTRIBUTING EDITORS

Roy Blount Jr. Clyde Edgerton Jack Hitt Rick Bragg **Charles Gaines Guy Martin** John Meroney **Dominique Browning** Allison Glock Monte Burke Jonathan Miles John Grisham Marshall Chapman Winston Groom T. Edward Nickens John Currence Mike Grudowski Julia Reed Wayne Curtis Jessica B. Harris Daniel Wallace John T. Edge Logan Ward Matt Hendrickson

CONTRIBUTING PHOTOGRAPHERS

Eric Kiel Caroline Allison Squire Fox 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+

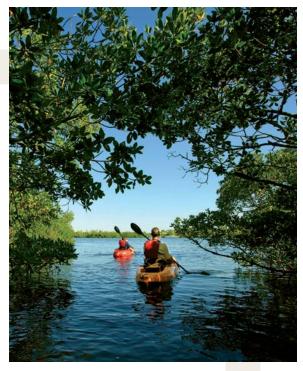
 $600,\!000+ \\ {\scriptstyle \text{UNIQUE}} \\ {\scriptstyle \text{VISITORS/MONTH}}$

2.8

885,000+

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.



 $428,\!000 + \\ _{\text{FACEBOOK}}$

 $383,\!000 + \\ \text{INSTAGRAM}$

119,000+

49,000+ PINTEREST 979,000+



Source: Social Media as of July 2019.

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" × 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
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^{*}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 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 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