



# GARDEN@GUN

ARGENTINA APR/MAY 2019

2020 DIGITAL MEDIA KIT



# WEBSITE

## GARDENANDGUN.COM OVERVIEW

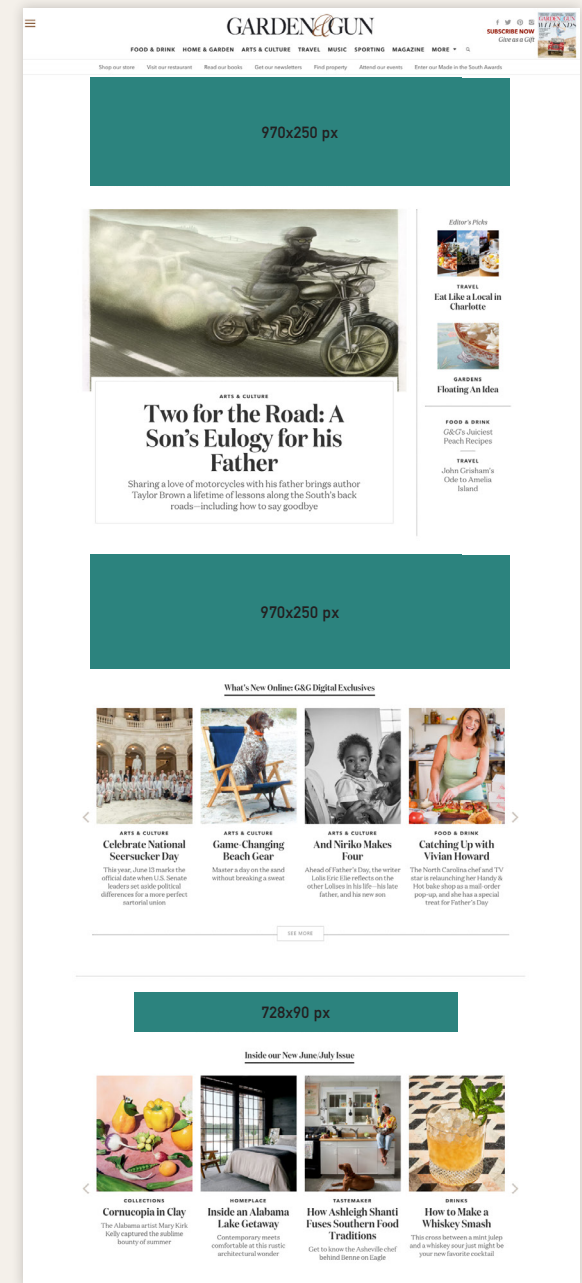
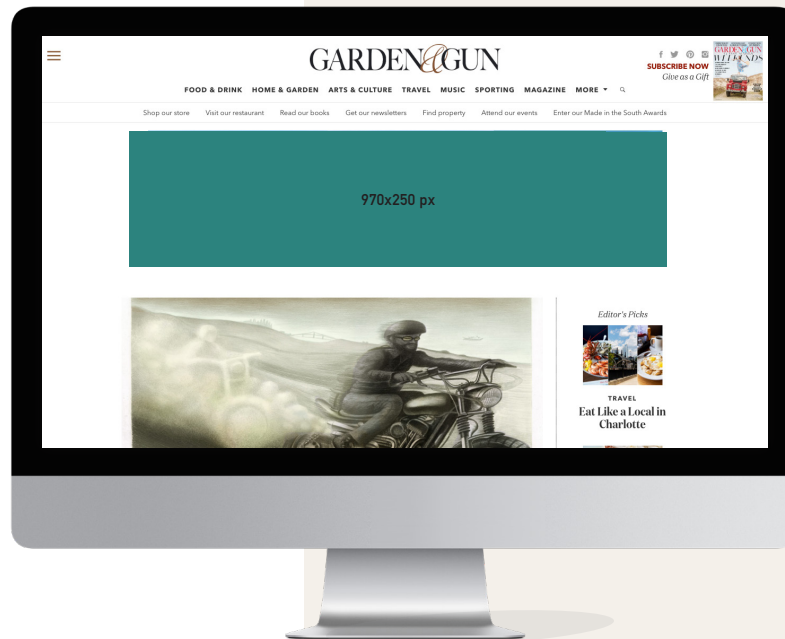
The *Garden & Gun* website is a convenient and resourceful destination for the G&G reader who is searching for authentic stories from the magazine and beyond, plus: products, events, and news from G&G.

2.4 million+  
AVERAGE PAGE VIEWS/MONTH

885,000+  
AVERAGE VISITS/MONTH

600,000+  
UNIQUE VISITORS/MONTH

2.8  
PAGE VIEWS/VISIT



# SOCIAL MEDIA

Engage with G&G's dynamic social media audience to connect your brand in a targeted, impactful way.

432,000+  
FACEBOOK

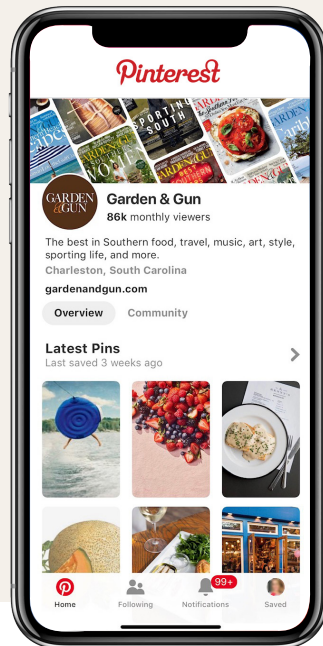
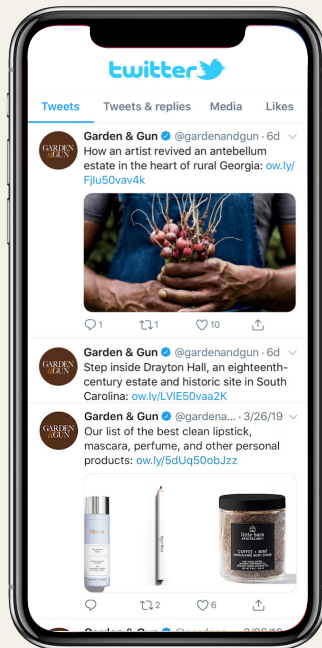
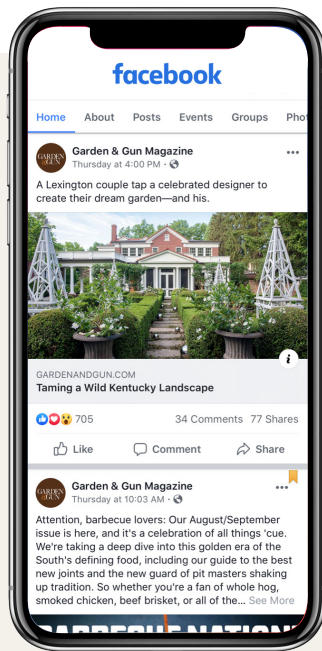
400,000+  
INSTAGRAM

119,000+  
TWITTER

51,000+  
PINTEREST

979,000+  
TOTAL SOCIAL AUDIENCE

Source: Alliance for Audited Media, May 2019. Social Media as of July 2019.  
Demographics from Google Analytics YTD, January–May 2019.

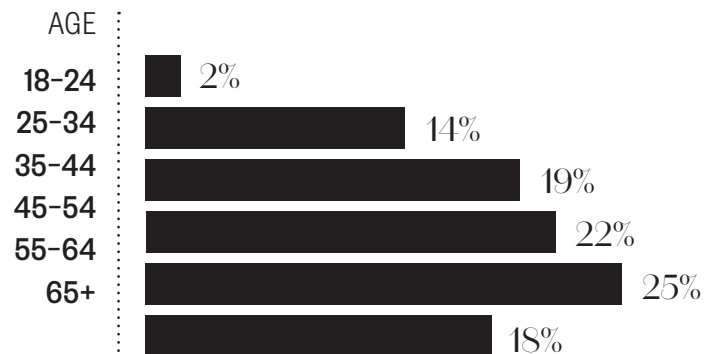




# DIGITAL AUDIENCE

A rapidly growing community of followers 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. *Garden & Gun* is relevant no matter their age.

## VISITOR DEMOGRAPHICS

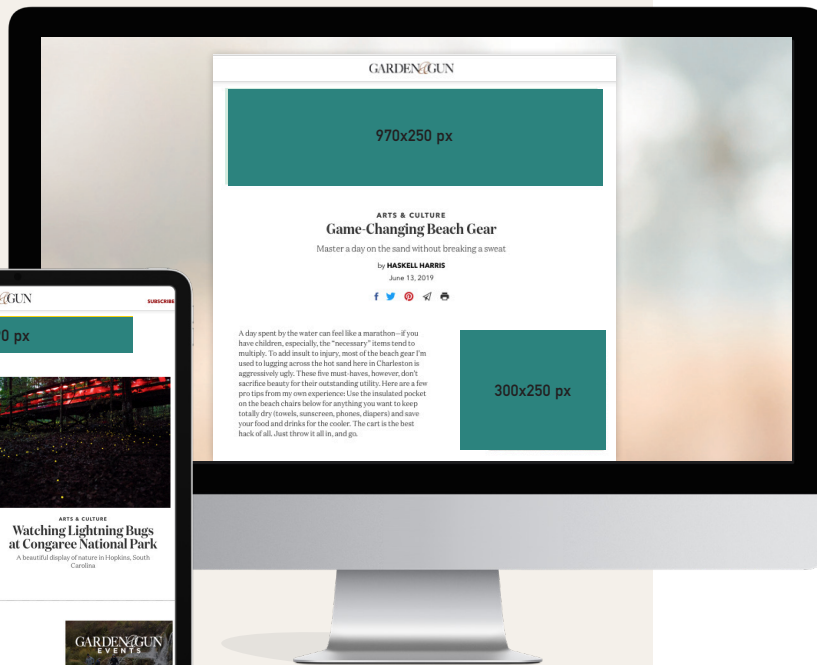
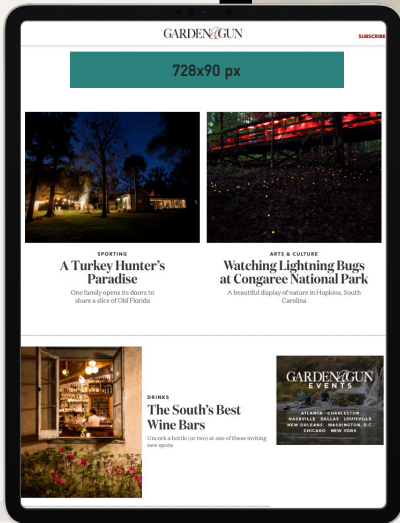
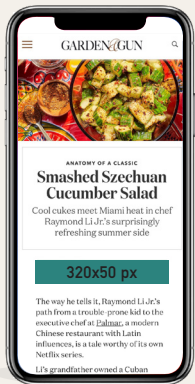


Source: Alliance for Audited Media, May 2019. Social Media as of July 2019. Demographics from Google Analytics YTD, January–May 2019.





# GARDENANDGUN.COM OPPORTUNITIES



## STANDARD ADVERTISING OPPORTUNITIES

### 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.

### HOME PAGE TAKE-OVER

Exclusive ownership of  
all ad positions on home  
page for one week.



# GARDENANDGUN.COM

# OPPORTUNITIES

## PREMIUM ADVERTISING OPPORTUNITIES

### AD UNITS

#### DESKTOP

970x400 px, 300x1050 px,  
and 336x280 px

#### TABLET

336x280 px and  
320x100 px

#### MOBILE

336x280 px and  
320x100 px

### TOPIC CHANNELS

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

### RUN OF SITE

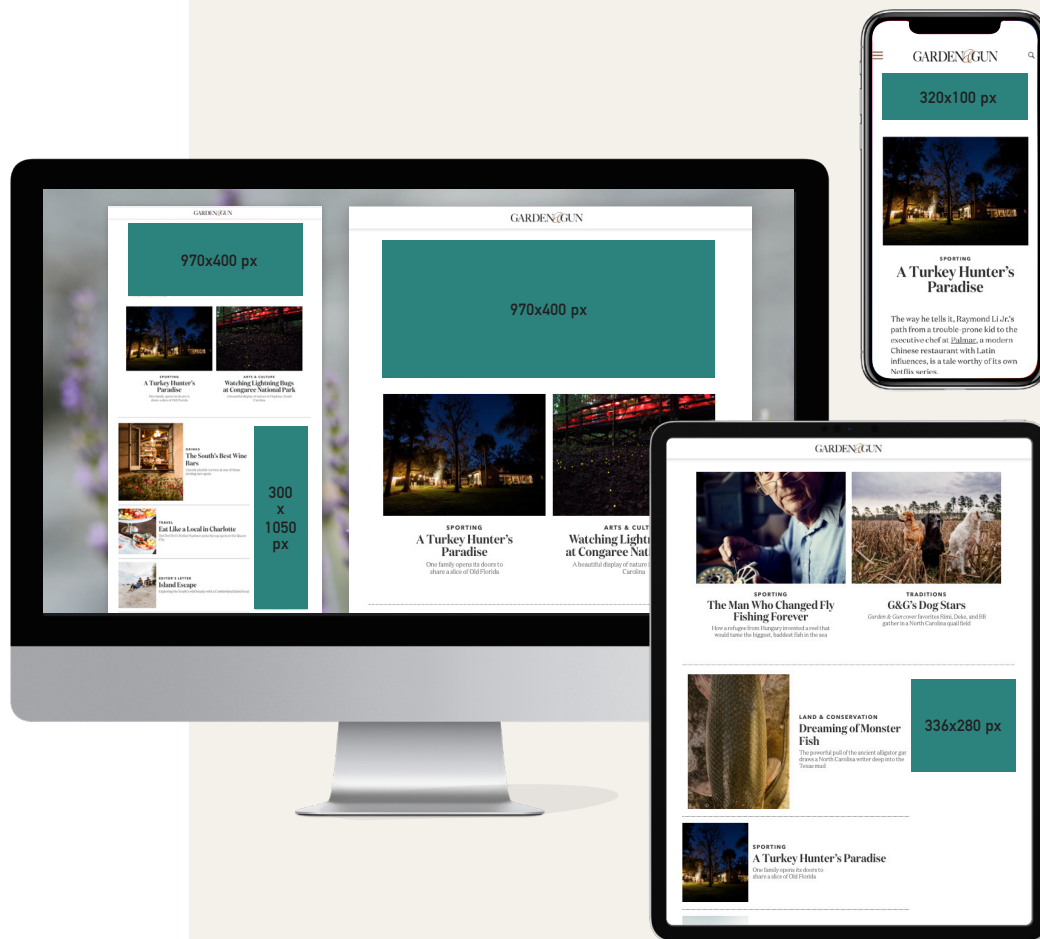
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page for one week.





# NEWSLETTER

ENHANCED AD

GARDEN&GUN

## Talk of the South

YOUR WEEKLY GUIDE TO SOUTHERN CULTURE

OVERHEARD

“His roots are here and he’s considered a Texan even if he doesn’t have the accent.”

—Jim Granato, executive director of the University of Houston’s Hobby School of Public Affairs, on former President George H.W. Bush

★

### AROUND THE SOUTH



George H.W. Bush with his family (from left), George W., Neil, Barbara, Marvin, and Jeb, in 1987. (Photo: Courtesy George H.W. Bush Presidential Library and Museum)

#### Remembering a President

Today the nation says goodbye to the 41st president of the United States, a man who gave a lifetime of service to his country. At a state funeral in Washington National Cathedral, George H.W. Bush was remembered by eulogists including former President George W. Bush, former Canadian Prime Minister Brian Mulroney, and historian Jon Meacham. “George Herbert Walker Bush was America’s last great soldier-statesman, a twentieth-century founding father,” Meacham said. Tomorrow, following a service at St. Martin’s Episcopal Church in Houston, Bush will be laid to rest at his presidential library in College Station, Texas, next to his wife, Barbara, and his daughter Robin.

300x250 px

FROM OUR SPONSOR

#### An Old-Florida Getaway

Franklin County is vintage Florida at its finest. For starters, the area is a nature lover’s dream, with hundreds of miles of rivers, bays, and estuaries to explore around the coastal Ponce de Leon communities of Apalachicola, Carrabelle, Tatapoia, and Alligator Point. Then there are the renowned white-sand beaches. With nine miles of unspoiled shoreline, St. George Island State Park Beach is regularly cited as one of the top beaches in the country. And of course no trip to the Fragrant Coast would be complete without fresh seafood from Apalachicola Bay. Winter is the perfect time for an escape to the area, which is renowned locally from the punch delivered by Hatteras Island in October. Restaurants are open, lodging is available, and natural beauty awaits. Plan a visit to Franklin’s Fragrant Coast and see for yourself.

Bush’s biographer (and a G&G contributor), Meacham knows well the story of how Bush, born into a family with deep New England roots, became a son of


SPONSORED EDITION

GARDEN&GUN

## Talk of the South

YOUR WEEKLY GUIDE TO SOUTHERN CULTURE

Sponsored Edition



Taking off on The Cliffs at Mountain Park across a scenic view of Lake Keowee and down to the beach at The Cliffs at Keowee Cove (Courtesy of The Cliffs).

#### At Home in the Carolinas


SPONSORED EDITION

Splashing in crystalline waterfalls, teeing off at award-winning links, skimming over the surface of a cool mountain lake—come warm weather, Southerners can find themselves torn between escapes such as these. But at **The Cliffs**, a family of seven private communities in the foothills of the Carolinas, you don’t have to choose. Three of the neighborhoods promise dips in Lake Keowee and stylish sunset boat rides. Those in the Blue Ridge take advantage of the terrain with the likes of cycling and hiking. And each features a stellar golf course, designed especially for its landscape by some of the biggest names in the sport, as well as a bright future for homeowners—the communities were recently acquired by South Street Partners, the team behind Kiawah Island’s developments.

Take **The Cliffs at Mountain Park**, for instance, where residents enjoy a rolling, links-style course by Gary Player along the banks of the North Saluda River, near Greenville, South Carolina. Or **The Cliffs at Walnut Cove**, a property just outside of Asheville that boasts an on-site sixty-acre farm that provides residents (and the Walnut Cove tavern and clubhouse restaurant) with fresh bounty. **The Cliffs at Keowee Springs**, on the other hand, calls to aquaphiles with its lakeside Beach Club’s pools and water slide, just down the road from Clemson. Ready to choose your own adventure? **Book a discovery** visit to stay at the community of your choice, and then tailor your time to include any of the amenities the seven properties have to offer. Think of it as three (or more) getaways in one.

Plan Your Discovery Visit to The Cliffs

#### Popular Online from Garden & Gun




NOW ENROLLING: THE WENDELL BERRY FARM SCHOOL

SOUTHERN CHIEFS SHAKE THEIR GO-TO ROAD TRIP SNACKS

READ THE STORY

SEE THEIR PICKS

ADVERTISEMENT



300x250 px

## TALK OF THE SOUTH

Written by G&G editors, weekly *Talk of the South* newsletters are opt-in extensions of the magazine, featuring varying original content with a fresh perspective on Southern topics.

110,000+  
OPT-IN SUBSCRIBERS

25%  
OPEN RATE

100%  
SOV OF AN INDIVIDUAL  
NEWSLETTER

### STANDARD AD

- 300x250 px supplied ad with link to preferred URL
- \$6,000 net

### ENHANCED AD

- Native sponsorship of one section of the newsletter
- 300x250 px supplied ad with link to preferred URL
- 90–120 words of copy written by G&G to support the advertiser’s current campaign (advertiser to supply copy points)
- \$7,500 net

### SPONSORED EDITION

- G&G editors create a custom newsletter with the story dedicated to the advertiser and its current campaign (advertiser to supply brand messaging and copy points)
- 300x250 px supplied ad with link to preferred URL
- Advertiser links and images included throughout narrative
- \$10,000 net



# NEWSLETTER

## THE SKILLET

Written by G&G editors, *The Skillet* is a biweekly newsletter dedicated to all things Southern food and drink, from seasonal ingredients and restaurant openings to dining events and new favorite recipes.

60,000+  
OPT-IN SUBSCRIBERS

37%  
OPEN RATE

100%  
SOV OF AN INDIVIDUAL  
NEWSLETTER

### STANDARD AD

- 300x250 px supplied ad with link to preferred URL
- \$4,000 net


### ENHANCED AD

- Native sponsorship of one section of the newsletter
- 300x250 px supplied ad with link to preferred URL
- 90–120 words of copy written by G&G to support the advertiser's current campaign (advertiser to supply copy points)
- \$5,500 net

### SPONSORED EDITION

- G&G editors create a custom newsletter with a food & drink story dedicated to the advertiser and its current campaign (advertiser to supply brand messaging and copy points)
- 300x250 px supplied ad with link to preferred URL
- Advertiser links and images included throughout narrative
- \$7,000 net

### ENHANCED AD



**GARDEN&GUN**  
**The Skillet**  
Serving up the best in Southern Food & Drink

From left: A Frosty Deluxe, an ice cream treat, and a chili stew dog from Frosty's Griddle & Shake (Photos by The Catalyst)

May 23, 2019

#### Old-School Cool on St. Simons Island

Big news from coastal Georgia. Griffin Bulkin and Harrison Sapp, the team behind St. Simons Island's acclaimed Southern Soul Barbeque, will officially debut their latest project on June 15. **Frosty's Griddle & Shake**, an old-school burger joint, located on Mallory Street in the St. Simons village. "Frosty's is a take on old South Georgia small town fast food joints," Bulkin says. The spot will serve the likes of Frosty Burgers and Frosty Deluxes—that's \$5 smashed cheeseburgers—chili dogs, pickle-brined fried and grilled chicken sandwiches, onion rings, crinkle fries, shrimp baskets, Southern Soul pulled pork sandwiches, and plenty of soft-serve ice cream, floats, milkshakes, and sundaes, made in-house with ingredients from a dairy farm in Moultrie, Georgia. Passing through St. Simons before mid-June? You can still get a sample. The Southern Soul food truck—now serving Frosty's food—is parked in the lot of the new restaurant's location, with frozen treats being doled out of the walk-up window while the punch list is finished. —Caroline Sanders

[READ MORE](#)

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**FROM OUR SPONSOR**

#### The Ultimate Florida Seafood Road Trip


Whether you crave a no-fills combo of smoked mullet and saltines or James Beard-worthy baled scallops, planning a **culinary journey along Florida's west coast** will prove unforgettable. Let this twelve-stop itinerary for the ultimate Florida seafood road trip be your guide. You'll kick things off in Clearwater with a fried grouper sandwich—the unofficial state sandwich—at local favorite Frenchy's Original Café. As you travel south, you'll hit Indigenous in Sarasota, where the inventive chef Steve Phelps elevates sustainable seafood such as wrencfish and cobia into works of art. Then you'll wander all the way down to Marco Island to sample the likes of hamachi and other crudo from the gleaming raw bar, pisco sour in hand. From high-brow to hole-in-the-wall, these must-stop restaurants and more will give you a quintessential taste of the Sunshine State. [Plan your trip today.](#)

#### On the Front Burner...

1. The South lost a culinary light on Sunday with the passing of **Lewis Osteen**, the South Carolina chef who came to prominence in the 1980s proselytizing Lowcountry cuisine. Learn more about Osteen—and his incredible influence—[here and here.](#)
2. Pick up a copy of **Nathalie Dupree's *Mastering the Art of Southern Cooking*** (if you don't own one already), and you'll see exactly why the author was honored with

300x250 px

### SPONSORED EDITION



**GARDEN&GUN**  
**The Skillet**  
Serving up the best in Southern Food & Drink

From left: Chef Stephanie Tyson of Sweet Potatoes Restaurant, dining outdoors in Winston-Salem's Arts District, and home-made Krispy Kreme bread-pudding from Spring House Restaurant, Ditch & Bar. (Photos courtesy of The Winston-Salem)

March 16, 2019


#### The Women Powering Winston-Salem's Food Scene

**SPONSORED EDITION**

From Krispy Kreme doughnuts to Texas Pete hot sauce, **Winston-Salem, North Carolina's** food contributions have won worldwide acclaim for themselves. To truly appreciate the city's culinary scene, though, look no further than the long tradition of female chefs, bakers, and entrepreneurs making their mark closer to home. You likely know of Old Salem's Moravian spice cookies and sugar cakes, for instance, but those treats are just a small, albeit inimitable, piece of the legacy of the Single Sisters, the unmarried Moravian women who led the charge for gender equality shortly after helping settle the town of Salem in the mid-eighteenth century. In the 250 years since, the city's dining options have flourished thanks to its continued support of female leadership.

On a trip to Winston-Salem today, you can experience this bounty firsthand. For lunch, stop by Ashley and Virginia Hardesty's **Foreyth Seafood Café**, which has been dishing out fried shrimp and hushpuppies for nearly thirty-five years. Later, snag a pre-dinner cucumber gimlet made with locally distilled gin at Lynette Matthews-Murphy's **Spring House Restaurant & Bar**. Then head over to the Arts District's **Sweet Potatoes Restaurant**, co-owned by Vivian Joiner and Stephanie Tyson, for smothered yard bird and their namesake sweet potato pie—a taste of Winston-Salem's sweetness you can bring into your own kitchen with Tyson's recipe below. You might just find yourself inspired to plan a trip to sample the real thing.

[Click Here to Start Planning Your Trip to Winston-Salem](#)



#### Stephanie Tyson's Sweet Potato Pie

(Yields 1 pie)

**Ingredients**

- 2-4 small sweet potatoes (to yield 2 cups)
- 1 cup sugar
- 1 tsp. flour
- 3 eggs, beaten

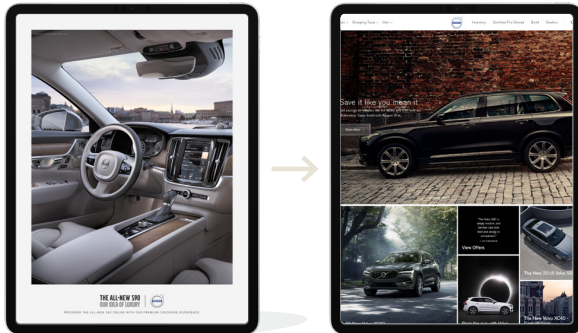
300x250 px



# 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 photography and increased functionality that truly bring the magazine to life.

Editorial enhancements include videos, music, and additional content.



CLICKABLE WEB LINK

## ONE-PAGE CREATIVE

- Portrait PNG file 1536x2048 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)



TWO-VERTICAL SWIPE (ONE PIECE OF CREATIVE)

## TWO-PAGE CREATIVE

- Portrait PNG file 3072x2048 px (left to right)
- Portrait PNG file 1536x4096 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

# BRANDED CONTENT

Written by G&G, 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 DETAILS

- 100% SOV of display ad units surrounding branded content
- Logo included
- Drives audience to advertiser's page
- Advertiser's handle is included in post
- "Presented by" language

## OPPORTUNITIES INCLUDE

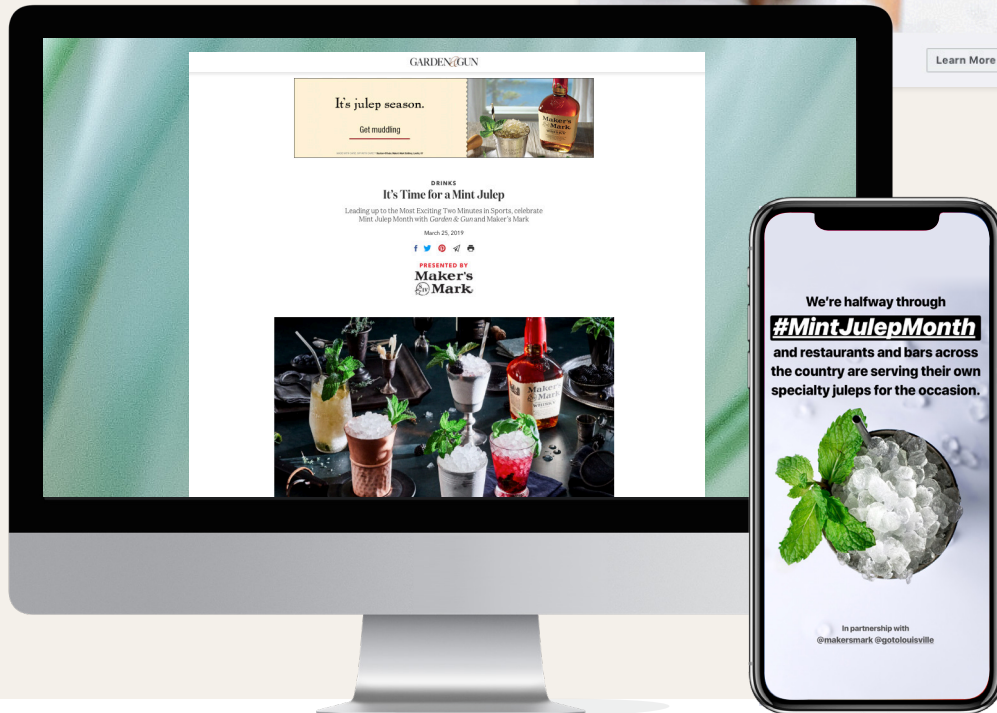
- City guides, recipes, custom articles
- Content collections, video
- Sponsored social media, influencer programs
- Giveaway contests

Pricing TBD depending on scope of package

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



BRANDED CONTENT ON GARDENANDGUN.COM  
MAKER'S MARK, APRIL 2019



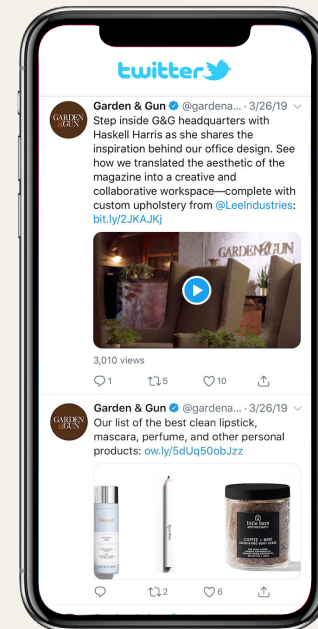
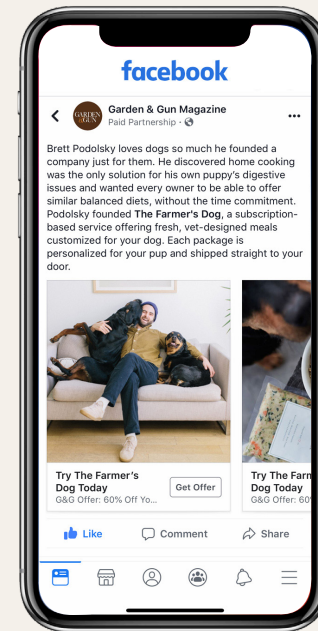


# SPONSORED SOCIAL MEDIA

Written by the G&G editors, the sponsored social media campaign is dedicated to the advertiser and its current brand efforts.

## OPPORTUNITIES AVAILABLE ACROSS PLATFORMS

- Paid promotional plan to boost engagement
- Posts promoted with “paid partnership” language
- Captions written by G&G editors to support the advertiser’s current campaign and brand messaging
- Preferred hashtag and handle included
- Photography assets provided by the advertiser
- Opportunity for the post to link directly to the advertiser’s preferred website



# 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.

- Google Ad Manager is used to serve all *Garden & Gun* site ad units
- No PSA ads are allowed
- No geotargeting
- All rich media ads must have an alternate GIF/JPEG version of creative
- Units must launch a new browser window when clicked
- All third-party tags should be submitted containing all necessary pre-inserted macros
- All Flash files must contain a blank clickTag command, and linking URLs should be listed separately
- Best practice: Provide a standard image file as backup for times when the user's browser does not support creative functionality (e.g., HTML5)
- 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 at the magazine's discretion

## BANNER ADVERTISEMENTS

### STANDARD BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250
- Medium Rectangle: 300x250 (also serves mobile and tablet)
- Half-Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 320x50

### PREMIUM BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x400
- Medium Rectangle: 336x280
- Half-Page Ad: 300x1050
- Tablet Leaderboard: 336x280
- Mobile Leaderboard: 320x100

### 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

## RICH MEDIA

### IN-BANNER VIDEO ADS PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250
- Medium Rectangle: 300x250 (also serves mobile and tablet)
- Half-Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 320x50 (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 (APPLICABLE TO BANNER ADS ONLY)

### WE ACCEPT RICH MEDIA ADS FROM THE FOLLOWING VENDORS

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

## EMAIL NEWSLETTERS

### SPONSORSHIPS PRODUCT DIMENSIONS

- 300x250
- Click redirect URL

### SPECIFICATIONS

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

### SPONSORED EDITION PRODUCT DIMENSIONS

- 300x250
- Click redirect URL
- 2–3 high-resolution photo options
- Talking points

### SPECIFICATIONS

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

PLEASE SEND ALL MATERIALS TO [DIGITAL@GARDENANDGUN.COM](mailto:DIGITAL@GARDENANDGUN.COM)