

A photograph of a brown dog running through a pond, creating a large splash of water. In the background, there are several ducks swimming in the water and a line of trees on the shore. The text "GARDEN & GUN" is overlaid in a large, white, serif font across the middle of the image.

# GARDEN & GUN

2021 DIGITAL MEDIA KIT



# WEBSITE

## GARDENANDGUN.COM OVERVIEW

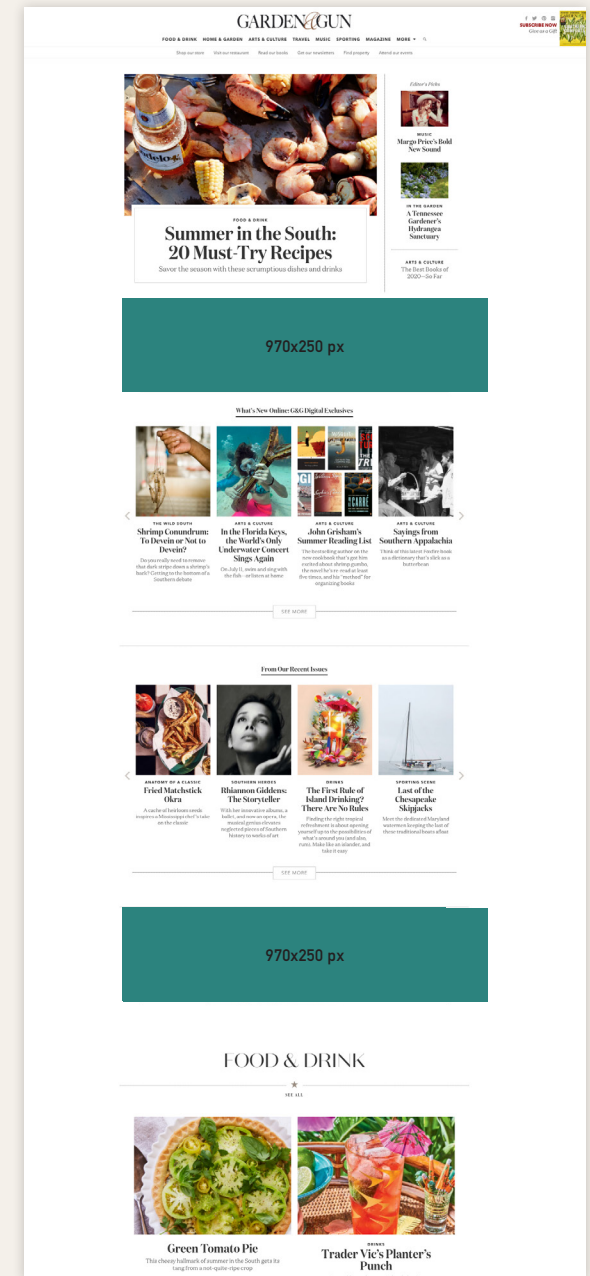
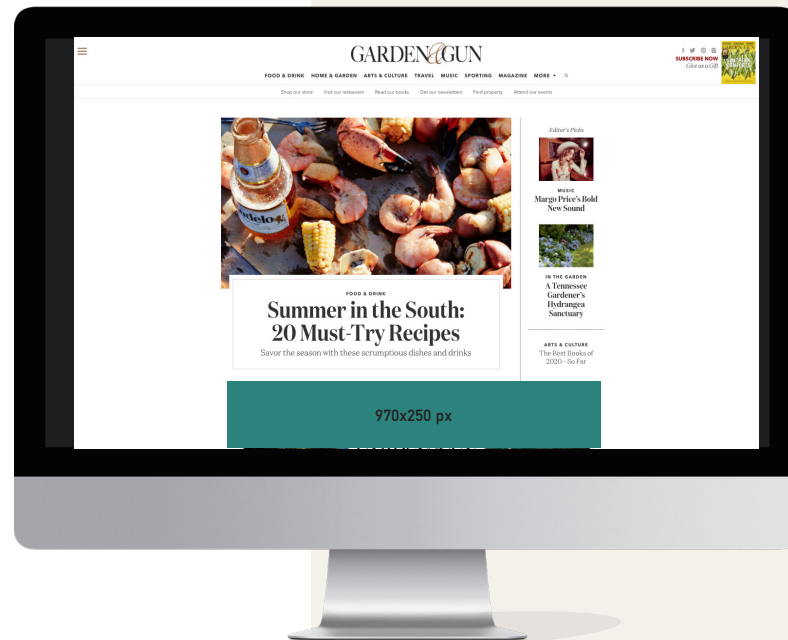
The *Garden & Gun* website is a convenient and resourceful destination for the G&G reader searching for authentic stories from the magazine and beyond, plus products, events, and news from G&G.

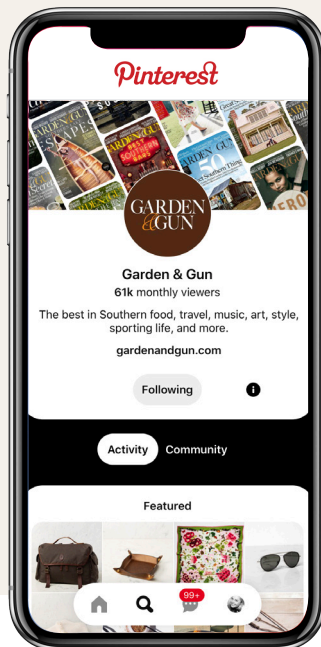
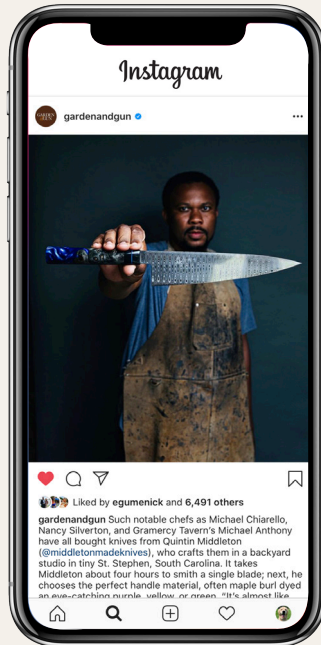
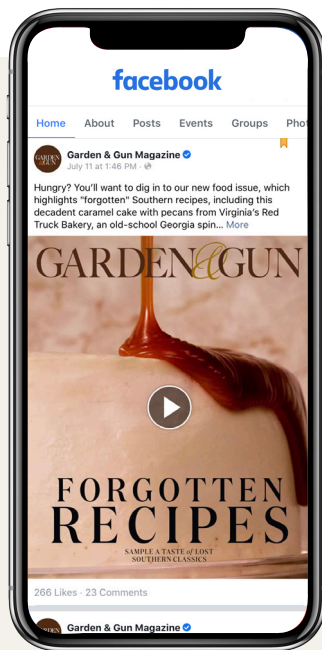
2 million+  
AVERAGE PAGE VIEWS/MONTH

757,000+  
AVERAGE VISITS/MONTH

548,000+  
UNIQUE VISITORS/MONTH

2.4  
PAGE VIEWS/VISIT





# SOCIAL MEDIA

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

441,000+  
FACEBOOK

424,500+  
INSTAGRAM

118,000+  
TWITTER

53,000+  
PINTEREST

1,036,500+  
TOTAL SOCIAL AUDIENCE

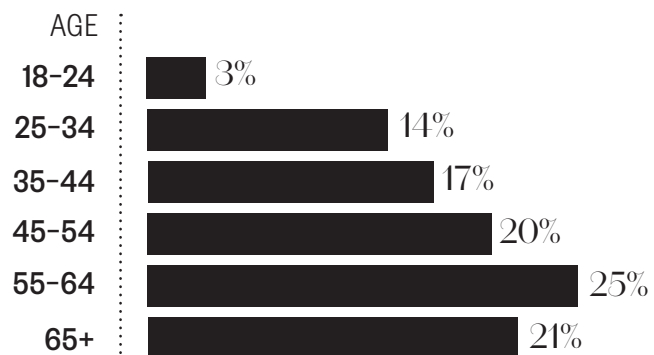
Source: Alliance for Audited Media, May 2020. Social Media as of July 2020.  
Demographics from Google Analytics YTD, March 2019-February 2020.



# DIGITAL AUDIENCE

A rapidly growing online community looks to *Garden & Gun* for the best of the South, be it sporting, gardening, travel, culinary, or cultural content. *Garden & Gun* is relevant no matter their age.

## VISITOR DEMOGRAPHICS



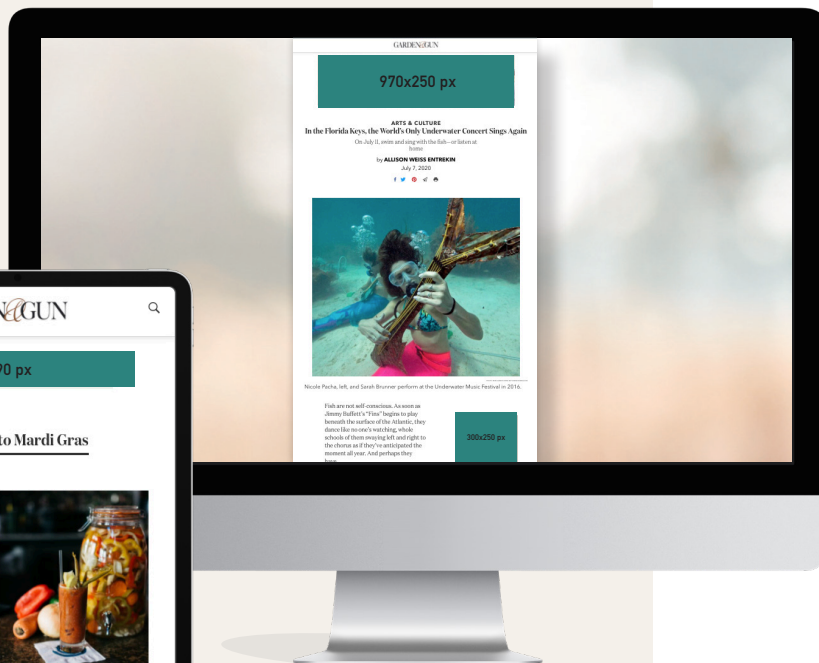
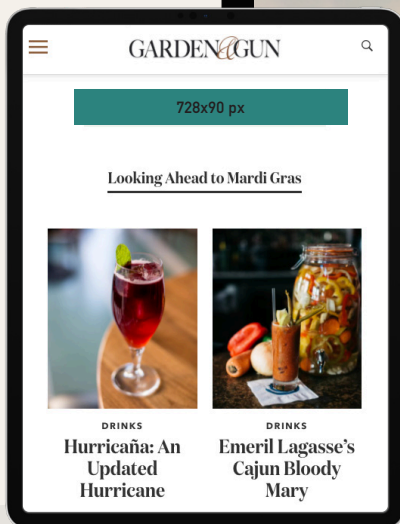
Source: Alliance for Audited Media, May 2020. Social Media as of July 2020.  
Demographics from Google Analytics YTD, March 2019-February 2020.

40%  
MALE

60%  
FEMALE



# 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

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

### HOME PAGE TAKE-OVER

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

### GEO-TARGETING

Align your brand within a  
selected area.



# 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

Position your brand within  
a qualified and highly  
targeted environment.

### TOPIC CHANNEL ROTATION

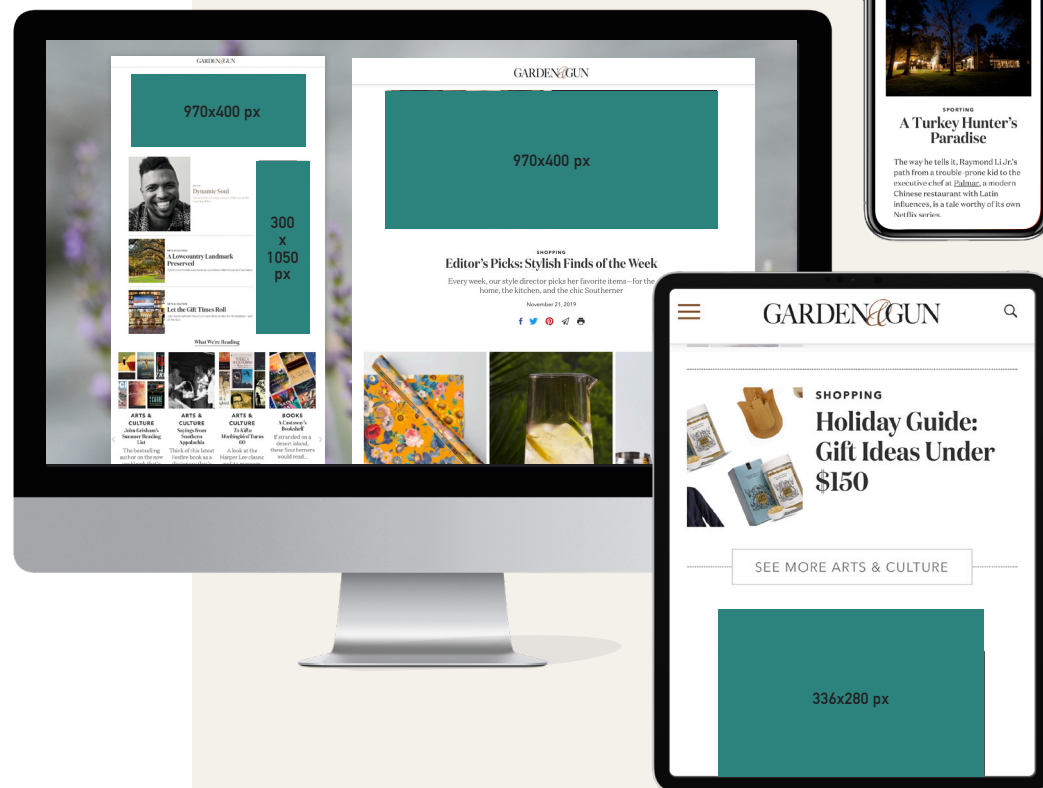
Claim a rotation on  
specific content pages  
that aligns with a topic  
relevant to your brand.

### HOME PAGE TAKE-OVER

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

### GEO-TARGETING

Align your brand within a  
selected area.





ENHANCED AD

GARDEN&GUN

Talk of the South

YOUR WEEKLY GUIDE TO SOUTHERN CULTURE

OVERHEARD

“To know her is to know that she is a natural leader, a talented chef, and someone who will create change. It is her time. This is no longer my kitchen. It belongs to her.”

—Louisville chef **Edward Lee**, in an [interview](#) that he is closing his restaurant MilkWood. The space will now be devoted to the McAtee Community Kitchen, dedicated to helping Louisville families in need and empowering young Black culinary leaders, and will be run by chef **Nikka Rhodes**.

AROUND THE SOUTH



Artist Fletcher Williams III with *Eden*, one of his paintings at the Akers Rhett House in Charleston. (Photo by Jacqueline Seifarth)

A Must-See Exhibition in Charleston

300x250 px

FROM OUR SPONSOR

Alpharetta is Ready When You Are

Just three minutes from the heart of Atlanta, Alpharetta, Georgia, offers an escape with green space, nature, art installations, dining, shopping, and working hospitality at every turn. This summer, the city is welcoming visitors again, and business carefully expects. The building, culinary scene has no shortage of all-in-one settings, from the historic patio at *Cerulean* to the modernist *House of Blues* restaurant. In a kitchen, where diners can enjoy over-the-top seafood and craft cocktails. The two-mile walking trail at *Wild Park* and *Alpharetta* is perfect for a leisurely stroll under a lush canopy of mature trees, while visitors can enjoy a beautiful view of the city from the *Alpharetta* trail. For more ways to enjoy Alpharetta, visit [alpharetta.org/visit](#).

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

FROM THE EDITORS OF GARDEN & GUN MAGAZINE

SPONSORED EDITION



From left: A walk by the boardwalk at Myrtle Beach, downtown Charleston, golf along the water on Hilton Head Island. (Courtesy of South Carolina Department of Parks, Recreation, and Tourism)

South Carolina's Coastal Charms

SPONSORED EDITION

A warm breeze rushing through the shimmering marsh grass. The air, thick and balmy, perfumed by the ocean's salty spray. Plates piled high with crimson tomatoes and garden greens as the day's catch sizzles on a nearby grill. This is summer on the **South Carolina coast**, its sights and sounds as vibrant as the cities and towns along its sandy shores. As the season draws near, it's high time to experience the splendor first-hand; from the boardwalks of Myrtle Beach to Charleston's cobblestone alleys, the state's coastal region is home to beloved destinations and undiscovered gems for every kind of traveler.

On the northern end, the sixty-mile **Grand Strand** includes North Myrtle Beach, Myrtle Beach, Murrells Inlet, and Pawleys Island. A haven for golfers, the area is renowned for its lavish resorts and more than eighty world-class links—including PGA championship greens at the Dunes Beach and Golf Club and TPC Myrtle Beach. Some two hours south, **Charleston** beckons. On the Holy City's downtown peninsula and beyond, decades of preservation have given way to one of the most impressive historic districts in the country, and the celebrated culinary scene is second to none. For a classic beach trip, however, **Hilton Head Island** may be calling. Anglers and landlubbers alike will find bliss along the peaceful coast there, whether casting a fly rod in the grass flats or indulging in a restorative massage at a waterfront resort. So dust off your flip-flops and get packing—an unforgettable summer awaits, from one end of the coast to the other.

PLAN YOUR GETAWAY AT [DISCOVERSOUTHCAROLINA.COM](#)

Popular Online from *Garden & Gun*



THE SOUTHERN ART OF COMFORT-FIRST HOSPITALITY

MAKE THIS NOW: GREEN TOMATO PIE

[READ THE STORY](#)

[GET THE RECIPE](#)



ADVERTISEMENT

300x250 px

# NEWSLETTER

## TALK OF THE SOUTH

Written by G&G editors, the weekly *Talk of the South* newsletter is an opt-in extension of the magazine, featuring an array of original content and fresh perspectives on Southern topics.

108,000+  
OPT-IN SUBSCRIBERS

31%  
OPEN RATE

100%  
SOV OF AN INDIVIDUAL  
NEWSLETTER

## 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 and one (1) accompanied image)
- \$7,500 net

## SPONSORED EDITION

- G&G editors create a custom newsletter with a 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
- \$12,000 net

GARDEN&GUN 2021 DIGITAL MEDIA KIT 7



# NEWSLETTER

## GOOD HUNTING

Inspired by G&G's beloved *Good Hunting* section, the latest newsletter from G&G is fully dedicated to Southern style. *Good Hunting* is a biweekly opt-in newsletter featuring products made in the South and beyond, vetted and loved by G&G editors and staff.

65%  
OPEN RATE

16%  
AVG CTR

100%  
SOV OF AN INDIVIDUAL  
NEWSLETTER

### ENHANCED AD/PRODUCT

- Native sponsorship of one product within the newsletter
- Preferred click through URL to advertiser's website
- 90–120 words of copy written by a G&G editor (advertiser to supply product and copy points and one (1) accompanied image)
- \$3,000 net

### SPONSORED EDITION

- G&G editors create a custom newsletter dedicated to the advertiser and its current products (advertiser to supply products and copy points)
- Advertiser URLs and images included throughout the newsletter
- 300x250 px supplied static ad with preferred click through URL
- 100% SOV
- \$10,000 net


100% SOV for Sponsored Edition only.

Enhanced product may include additional sponsors.


### ENHANCED AD

GARDEN&GUN  
PRODUCTS AND PICKS FROM THE EDITORS OF GARDEN & GUN

## GOOD HUNTING




**Must-Haves for a Day on the Water**  
Welcome to our first *Good Hunting* newsletter, where the editors of *Garden & Gun* will share their favorite gear, gadgets, and goods. This week we're headed out on the water, where I've spent much of my free time since I was old enough to take the family jet boat out side. These days I'm still at it, though the boat is bigger and my "crew" has also increased in size. But the goal remains the same: to make the most out of our time, whether on the boat, at the beach, or chilling by a mountain stream. — David Dillemeider, Editor in Chief  
> Follow me @daviddillemeider



**Made in the Shade**  
If you haven't seen a *Shibumi Shade* in your local beach this season, it shouldn't be long. Made in North Carolina, the sunshade turns a typical beach umbrella's no-nonsense wind-into support. With just one pole, a small weighted bag of sand, and a guideline, it stays aloft in as little as three mph of breeze, providing ample relief from the rays for up to six adults, a few kids and, of course, a couple of dogs. \$290. [shibumishade.com](http://shibumishade.com)

SPONSORED PRODUCT



**A Sportsman's Second Skin**  
Outdoor adventures call for gear that goes the extra mile, and this new bamboo hoodie from *Deck Camp* will take you from the boat to the blind with ease. The dual-transmission type, it's soft, breathable, and equipped with UPF50+ for days casing from the bow, while the state-of-the-art early season camo blends perfectly with coastal marshes and flooded fields. The hoodie is available in a range of other patterns and solid colors, and in sizes S–XL. \$99. \$69. [deckcamp.com](http://deckcamp.com)

### SPONSORED EDITION

GARDEN&GUN


## GOOD HUNTING

SPONSORED EDITION



Ovidem iusam eles dit aute labo. Nemquam, te paribus netureium facerum in cuptaqi nonet int, quant.

**Angler Shorts**  
Ovidem iusam eles dit aute labo. Nemquam, te paribus netureium facerum in cuptaqi nonet int, quant. Omnim quaectu riorestia quisimin et aborum aut eat eatemqu iaepera erspedi con praeper sperfero odia doluptat od expellaborit et alit hilit la. \$55.99. [coastapparel.com](http://coastapparel.com)



**Lightweight Quarter Zip**  
Ovidem iusam eles dit aute labo. Nemquam, te paribus netureium facerum in cuptaqi nonet int, quant. Omnim quaectu riorestia quisimin et aborum aut eat eatemqu iaepera erspedi con praeper sperfero odia doluptat od expellaborit et alit. \$55.99. [coastapparel.com](http://coastapparel.com)



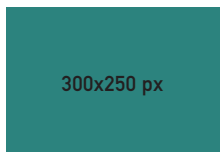
**Trucker Hat**  
Ovidem iusam eles dit aute labo. Nemquam, te paribus netureium facerum in cuptaqi nonet int, quant. Omnim quaectu riorestia quisimin et aborum aut eat eatemqu iaepera erspedi con praeper sperfero odia doluptat od expellaborit et alit. \$25. [coastapparel.com](http://coastapparel.com)



**Button Down Shirt**  
Ovidem iusam eles dit aute labo. Nemquam, te paribus netureium facerum in cuptaqi nonet int, quant. Omnim quaectu riorestia quisimin et aborum aut eat eatemqu iaepera erspedi con praeper sperfero odia doluptat od expellaborit et alit. \$55.99. [coastapparel.com](http://coastapparel.com)



ADVERTISEMENT



300x250 px



# NEWSLETTER

ENHANCED AD

GARDEN&GUN

## The Skillet

Serving up the Best in Southern Food & Drink



March 12, 2020

### Southern Chefs Pick Their Favorite Hot Sauces

Each March, the Charleston Wine + Food Festival draws some of the region's top culinary stars to the Holy City for a long weekend of fantasy league-level dining and drinking. For *G&G*, the fest is a great opportunity to pick the brains of some of the South's most talented epicureans. Last year, we asked visiting chefs to taste-test mayonnaise and bourbon. This year, we brought the heat, inviting twenty chefs to rank their favorite grocery-store hot sauces, from Southern stalwarts like Crystal, Tabasco, and Texas Pete to international-aisle favorites like Huy Fong Sriracha, El Yucateco, and Valentina, and to talk shop about how they use them in their homes and restaurants. Hot sauce, we learned, does much more than add heat—it contributes brightness, acidity, sweetness, and salt, all of which help compound the other flavors in a dish. So which sauces do the culinary pros reach for again and again?

READ THE STORY



From left: Chefs Steven Satterfield, Christie Kuman, and Elliott Moss. (Photos by Jacqueline Starback)

### FROM OUR SPONSOR Worth Every Bite

This spring, a flourishing Texas food town hosts a culinary festival Southern foodies won't want to miss: The seventh annual **Fort Worth Food + Wine Fest**, held April 2-5, will showcase Lone Star takes on the likes of tacos and tequila, local brews, game dishes, and more. Fort Worth's pioneering spirit permeates its food and beverage scene, evident in the diverse offerings of Saturday's Culinary Corral and the creative riffs on classic Texas barbecue at Sunday's Ring of Fire. Each bite does good, too: Festival proceeds benefit the Fort Worth Food + Wine Foundation, a nonprofit that raises funds for local grant programs and culinary scholarships. [Learn more and purchase your tickets today.](#)

300x250 px

SPONSORED EDITION

GARDEN&GUN

Sponsored Edition

## The Skillet

Serving Up the Best in Southern Food & Drink



Chef Sean Brock in the kitchen. (Photo: Peter Frank Edwards)

December 3, 2019

### A Chef's Secret Weapon

SPONSORED EDITION

Throughout his career, chef Sean Brock has blended his passion for preserving Southern foodways with his gift for innovation. The James Beard Award recipient, two-time cookbook author, *Chef's Table* subject, and former helm of the acclaimed Charleston restaurants Husk and McCrady's now makes his home in Nashville, where he's preparing for the opening of his latest concept: Red Bird and Audrey, a pair of restaurants paying homage to the Appalachian cuisine of his Virginia youth. "We are so young as a country, there are so many traditions ahead of us that we haven't even dreamt up yet," says Brock. "If I want to contribute, which is my goal, I have to leave things just the tiniest bit better than I found them." And like generations before him, Brock turns time and again to one kitchen tool to aid in this marriage of old and new—a trusty cast-iron skillet.

Perhaps this penchant harkens back to Brock's grandmother, whose home was scattered with pots and pans forged in iron. "When I was about twelve, she bought me my first cast-iron wok and taught me how to take care of it," Brock says. "These days, it's how I cook just about everything." Cooking with cast iron is an art in itself, the chef notes. "They're slow to heat up, and hard to cool down, which I think scares a lot of people," says Brock, "but now that I understand its thermal dynamics from a scientific standpoint, I know how to get it to that perfect temperature. Of course, the quality of the pan has to do with it." Brock's secret? **Butter Pat Industries**—he's stocked his home and restaurants with the Maryland-based company's lighter-weight, ultra-smooth skillets. "The pans that we romanticize from the nineteenth and early twentieth centuries were thin all the way around, which can cause hot spots, which is not good for cooking," says Brock. "But the Butter Pats are thick where they need to be, a detail that was closely paid attention to, that often gets overlooked."

LEARN MORE ABOUT BROCK'S CAST-IRON SCIENCE

300x250 px

## 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

39%  
OPEN RATE

100%  
SOV OF AN INDIVIDUAL  
NEWSLETTER

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 and one (1) accompanied image)
- \$4,000 net

SPONSORED EDITION

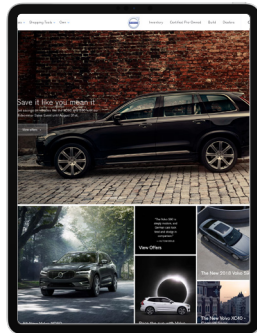
- *G&G* editors create a custom newsletter with a food & drink story dedicated to the advertiser and its current campaign (advertiser to supply brand messaging and copy points)
- 300x250 px supplied ad with link to preferred URL
- Advertiser links and images included throughout narrative
- \$6,000 net

# TABLET EDITION

G&G's digital edition is a beautiful translation of each print issue accompanied by bonus digital content. With vivid photography and increased functionality, the magazine's visual splendor jumps off the page and onto tablet screens, paired with editorial enhancements such as videos, music, and more.



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

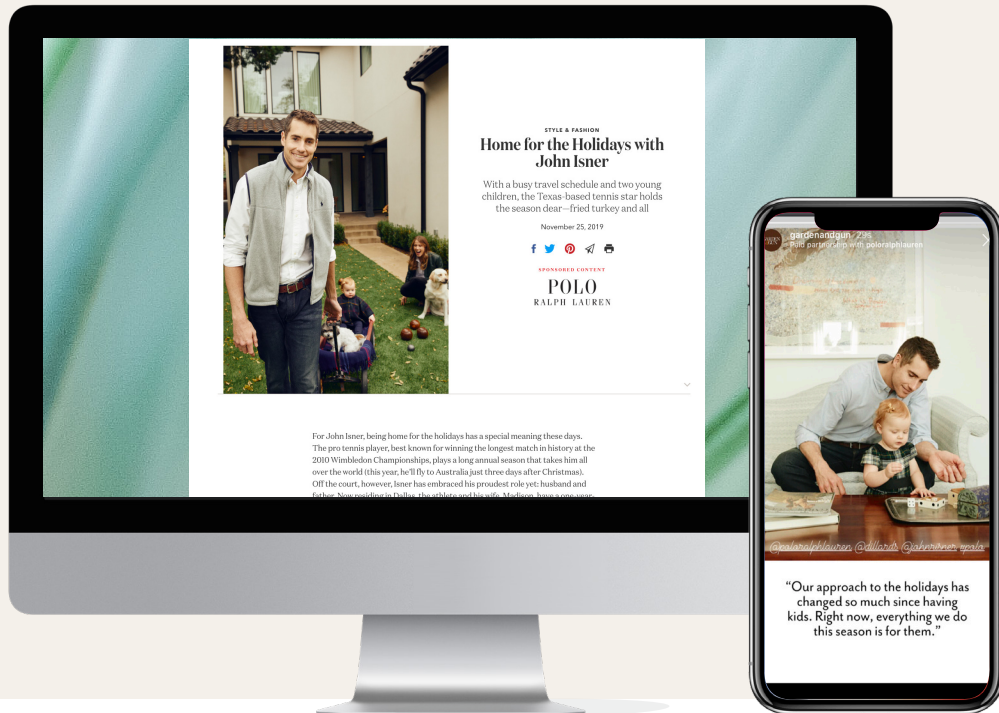
- Portrait PNG file 3072x2048 px (left to right)
- Portrait PNG file 1536x4096 px (up & down)
- Appropriate URL for web link (site, social media page, and streaming video/audio from your site are permitted; all links open in app browser)
- Each link should include prominent call to action



# BRANDED CONTENT



BRANDED CONTENT, RALPH LAUREN + DILLARD'S, HOLIDAY 2019



Written by G&G, branded content on GardenandGun.com engages with users via 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.**

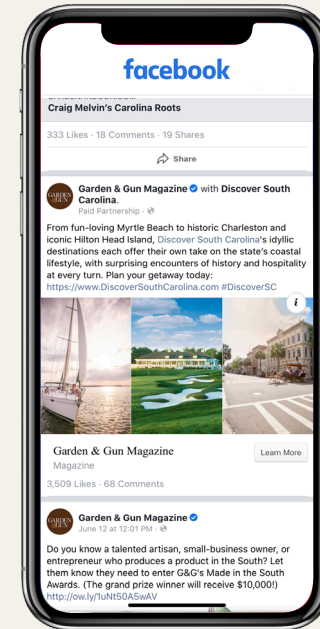
# SPONSORED SOCIAL MEDIA

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

## OPPORTUNITIES AVAILABLE ACROSS PLATFORMS

- Paid promotional plan to boost engagement
- Platforms include: Facebook, Instagram, Instagram Story, Twitter
- 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
- Opportunity for geotargeting

Geotargeting subject to availability and campaign objectives.





# DIGITAL AD SPECIFICATIONS

## GENERAL GUIDELINES

- Google Ad Manager is used to serve all *Garden & Gun* site ad units
- No PSA ads are allowed
- 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
- 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, Max file sizes of 1MG/RGB format
- 40k max GIF/JPEG; up to 3 loops with 15 seconds max animation (loops combined, 50k max)
- Standard banners should be built with responsive capabilities

### MOBILE SPECIFICATIONS

Your ad is shared across all platforms in our responsive site.

## 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

## SOCIAL MEDIA SPECIFICATIONS

- 2-3 talking points + Call to Action and KPIs
- 6-10 hi resolution images (vertical and horizontal in orientation)
- Handles, Hashtag and Click redirect
- URL(s)

## EMAIL NEWSLETTERS

### 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)