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

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

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

<table>
<thead>
<tr>
<th>AGE</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–24</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>25–34</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>35–44</td>
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<td>20%</td>
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<tr>
<td>45–54</td>
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<tr>
<td>55–64</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td>21%</td>
</tr>
</tbody>
</table>

OPPORTUNITIES

STANDARD ADVERTISING OPPORTUNITIES

AD UNITS

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.

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
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

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GEO-TARGETING
Align your brand within a selected area.
The Enchanted Forest

A Must-See Exhibition in Charleston

“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)"

PLAN YOUR GETAWAY AT DISCOVERSOUTHCAROLINA.COM

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
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.

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.
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-dine-even-dragging-and-drinking. For lady chefs, the hot-ticket item is a plant-based spin on the town’s most belovedénamed snacks. Last year, we asked visiting chefs to taste-test and rate them. This year, we brought the heat, cooking twenty dishes to rank their favorite grocery-store hot sauces, from Southern stalwarts like Crystal, Frank’s, and Texas Pete to international favorites like Yeo Yeo Chili, S&B Yacuteno, and Valentina, and talking 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, to which sauces do the culinary pros reach for again and again?

**A Chef’s Secret Weapon**

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 McCrady’s and McCrady’s Too now makes his home in Nashville, where he’s preparing for the opening of his latest concept, Hot Box and Hot Box—a pair of restaurants paying homage to the Appalachian cuisine of his Tennessee youth. “We are so young as a country, there are so many traditions ahead of us,” he says. “We haven’t even drawn 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 to one kitchen tool to aid in this mission of skill and honor—his trusty cast-iron wok.

Perhaps this pensive heirloom tool to Brock’s grandparents’ kitchen, whose home was scattered with pots and pans forged in iron, “wasn’t as big as the one she bought me my first cast-iron skillet and taught me how to take care of,” Brock says. “These days, it’s how I look just about everything.” Cooking with cast iron is an art in itself, he says. “They’re close 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 to that perfect temperature. Of course, the quality of the pan has to do with it.” Brock’s favored Butter Pat Industries’ Butter Pat International wok is perfect for Brock’s stated goal—getting the closest to the nineteenth and early twentieth centuries were thin all the way around, which can cut through spirits, which is not good for cooking, says Brock. “But the Butter Pat’s are thick where they need to be, a detail that was closely paid attention to, that stellar gets overlooked.”

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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.

**TABLET EDITION**

**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-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
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
- Half-Page Ad: 300x600
- Tablet Leaderboard: 728x90
- Mobile Leaderboard: 320x60

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
- 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

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

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)

PLEASE SEND ALL MATERIALS TO DIGITAL@GARDENANDGUN.COM