

An aerial photograph of a woman in a red one-piece swimsuit floating in a pool. She is lying on her back with her arms raised, resting on a dark blue inflatable ring. The water is a deep blue with visible ripples and reflections of light. The overall scene is serene and summery.

GARDEN & GUN

2021 PRINT MEDIA KIT

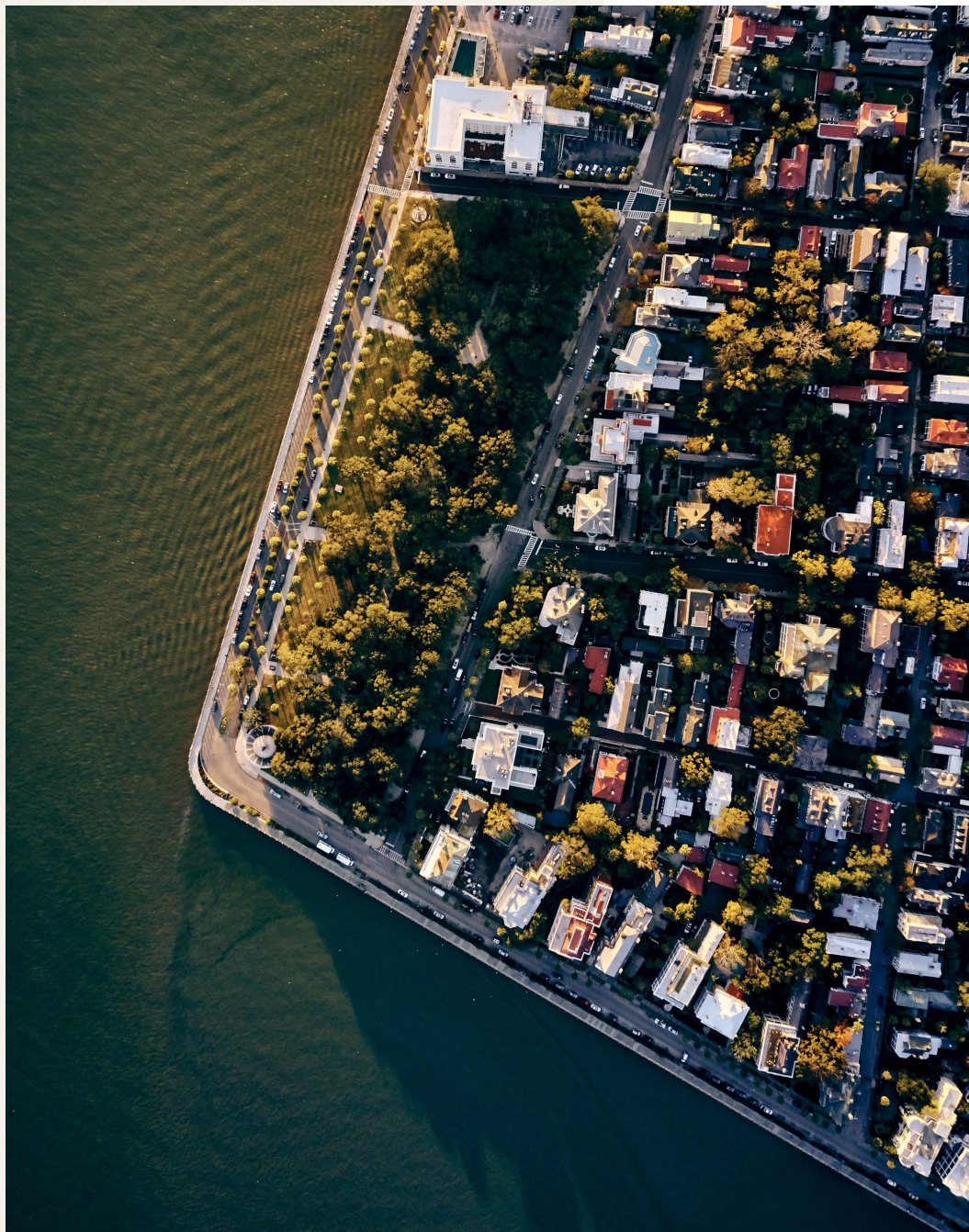
MISSION

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.

It is a field guide to living a life more engaged with the land, literature, music, arts, traditions, and cuisine of the South.

At its heart, G&G is about the richness of the South and the many ways this appreciation can enhance life both within the region's borders and beyond.

IT IS ABOUT A LIFE WELL LIVED.





BRAND PILLARS

THE SPORTING LIFE

Outdoor lifestyle • Boating
Fishing • Hunting

LAND & GARDEN

Beautiful homes and properties
Iconic gardens • Conservation

FOOD & DRINK

Southern food culture • Cocktails
Restaurants • Notable chefs

TRAVEL & ADVENTURE

Hotels • Lodges • City profiles

STYLE & DESIGN

Home decor • Fashion
Shopping • Entertaining

ARTS & CULTURE

Art • Architecture • Craftsmanship
Music • Literature



I look forward to my Garden & Gun—Every. Single.Issue. Thank you for a publication so substantial, so sublime, so....Southern.

— G&G READER, CARLSBAD, CALIFORNIA

MAGAZINE

A unique community of readers look to *Garden & Gun* to experience the magic of the South—whether their passion lies with the sporting culture, protecting the land, gardening, travel, the arts, or the food and drink realm. 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

2021 EDITORIAL

FEB/MAR

SOUTHERN ESCAPES

AD CLOSE: November 23 *ON SALE:* January 19

APR/MAY

SOUTHERN HOMES

AD CLOSE: January 13 *ON SALE:* March 16

JUN/JUL

THE TRAVEL ISSUE

AD CLOSE: March 17 *ON SALE:* May 18

AUG/SEP

THE DRINKS ISSUE

AD CLOSE: May 12 *ON SALE:* July 13

OCT/NOV

THE SPORTING ISSUE

AD CLOSE: July 14 *ON SALE:* September 14

DEC/JAN

THE HOLIDAY ISSUE

AD CLOSE: September 15 *ON SALE:* November 16

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, "Most Delicious" Cover 2019, 2016
 Finalist, "Best Service & Lifestyle" Cover 2019, 2018
 Finalist, "Magazine of the Year" 2017
 Finalist, "Best Sports & Fitness" Cover 2017, 2010
 Finalist, Magazine Section, Talk of the South 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 NET	3X NET	6X NET
Full Page	\$54,374	\$53,287	\$52,199
2/3 Page	\$40,781	\$39,965	\$39,150
1/2 Page	\$31,265	\$30,640	\$30,015
1/3 Page	\$20,836	\$20,419	\$20,002

COVERS	1X NET	3X NET	6X NET
2nd	\$65,249	\$63,944	\$62,639
3rd	\$57,093	\$55,951	\$54,809
4th	\$67,968	\$66,609	\$65,249

Rates are net. 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 caters to 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 adventure, style, and sophistication.

56%
SOUTHEAST

9%
MID-ATLANTIC

7%
WEST

11%
SOUTHWEST

9.9%
MIDWEST

7%
NORTHEAST

CONTENT

TALK OF THE SOUTH

What's hot in Southern culture—music, books, architecture, gardens, food, and events

- Arts
- Ask G&G
- Books
- Conservation
- The G&G Interview
- Music
- Openings
- Southern Focus
- Sporting Scene
- Style

GOOD HUNTING

The ultimate style guide featuring modern artisans and great rooms

- Architecture
- Collections
- Homeplace
- In the Garden
- Made in the South
- Southern Accent
- Southern Style

COLUMNS

Beloved 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





*I write about the South for the same reason I
respire. It's innate and essential.*

— JON MEACHAM, WRITER

CONTRIBUTORS

CONTRIBUTING EDITORS

Roy Blount Jr.	Clyde Edgerton	Russell Worth Parker
Rick Bragg	Charles Gaines	Guy Martin
Jon Meacham	Allison Glock	Latria Graham
Monte Burke	John Grisham	Jonathan Miles
Marshall Chapman	Frances Mayes	T. Edward Nickens
John Currence	Mike Grudowski	Julia Reed
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



When driving Southern back roads, I google 'Garden & Gun'. Best tour guide around.

—G&G READER, PONTE VEDRA BEACH, FLORIDA

Garden & Gun's digital properties provide additional touchpoints for passionate readers to connect with the brand.

GARDENANDGUN.COM

2 million+
PAGE VIEWS/MONTH

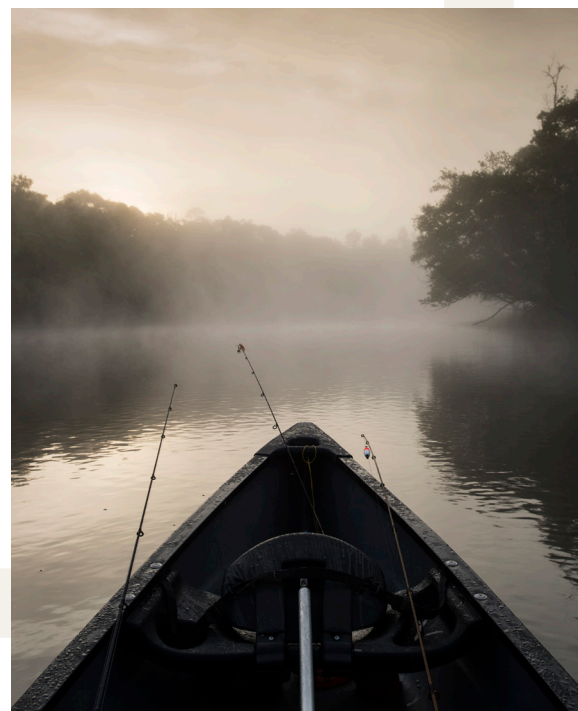
548,000+
UNIQUE
VISITORS/MONTH

757,000+
AVERAGE VISITS/MONTH

2.4
AVERAGE PAGE VIEWS/VISIT

G&G TABLET 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 Apple App Store
- Interactive and Premium Enhanced ad placements available for the iPad edition
- G&G issues also available on Apple News+, Amazon Kindle, Barnes & Noble Nook, Zinio, Readly





SOCIAL MEDIA

Garden & Gun's active social media presence connects readers to the brand in more meaningful ways than ever before.

441,000+
FACEBOOK

424,500+
INSTAGRAM

118,000+
TWITTER

53,000+
PINTEREST

1,036,500+
TOTAL SOCIAL AUDIENCE



Source: Social Media
as of July 2020.

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

Quad Graphics
Attention: Pete Gallipoli
N64W23110 Main Street
SUSSEX, WI 53089

*When sending a hard proof, please also email Vanessa.Coppola@pubworx.com with the date the proof was sent.

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