

A full-page photograph of a brown dog running through a pond. The dog is in mid-stride, splashing water, with its reflection visible in the water. In the background, there are several ducks swimming in the pond, and a line of trees with green and yellow foliage on a grassy bank under a bright sky.

GARDEN & GUN

2021 DIGITAL MEDIA KIT

WEBSITE

GARDENANDGUN.COM OVERVIEW

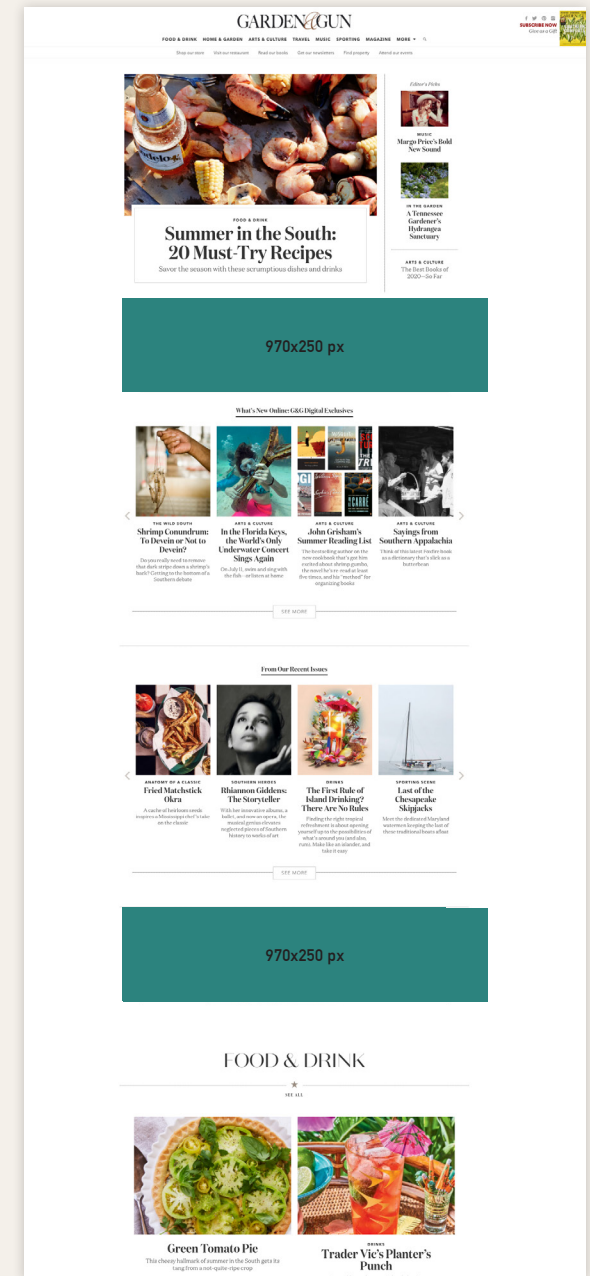
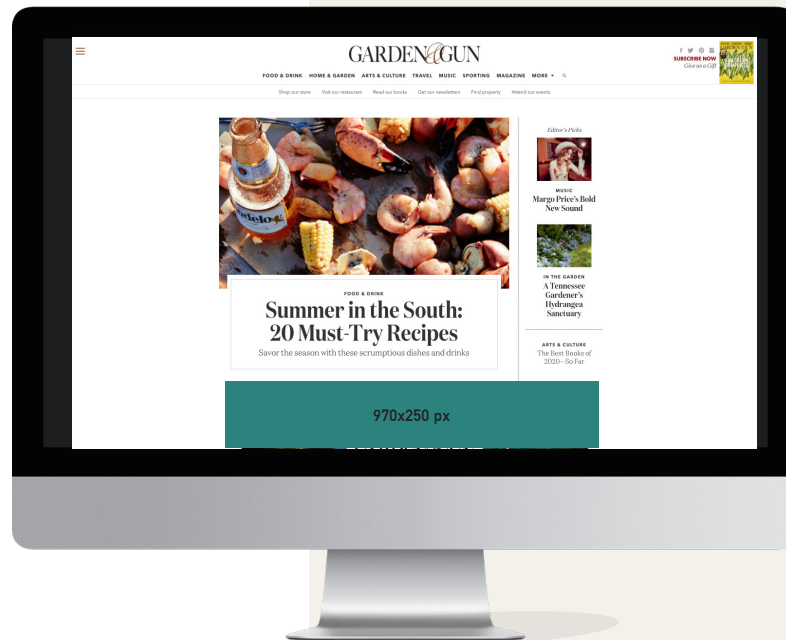
The *Garden & Gun* website is a convenient and resourceful destination for the G&G reader searching for authentic stories from the magazine and beyond, plus products, events, and news from G&G.

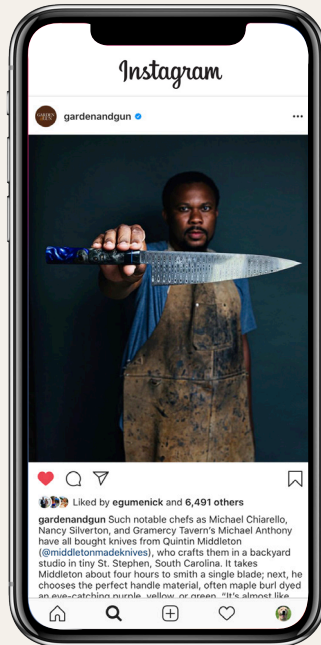
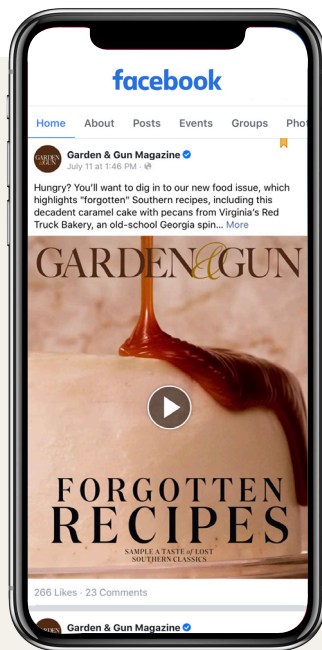
2 million+
AVERAGE PAGE VIEWS/MONTH

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

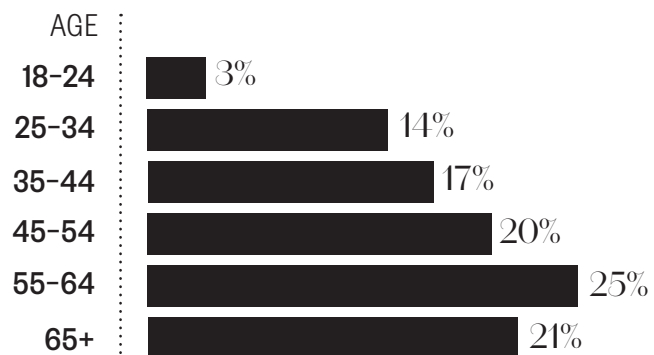
1,036,500+
TOTAL SOCIAL AUDIENCE

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



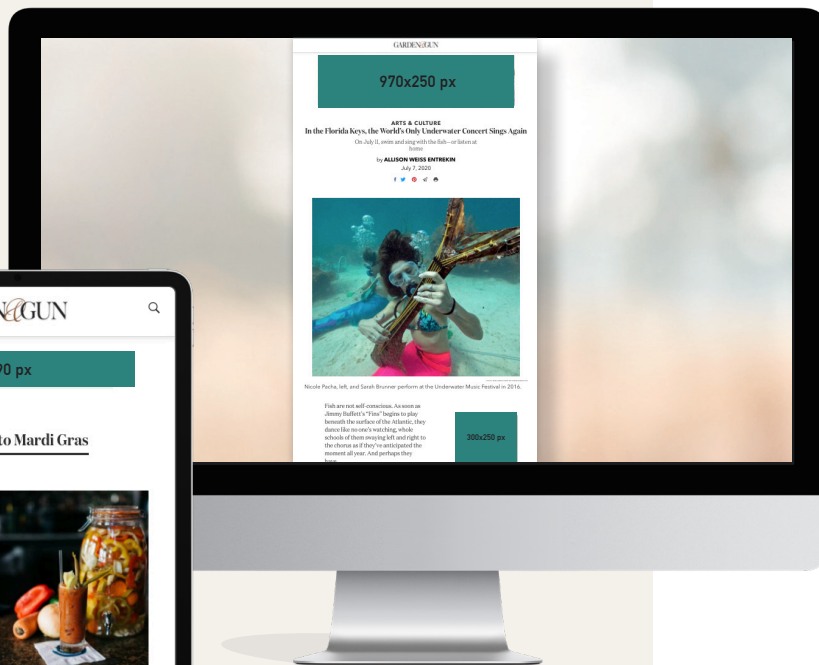
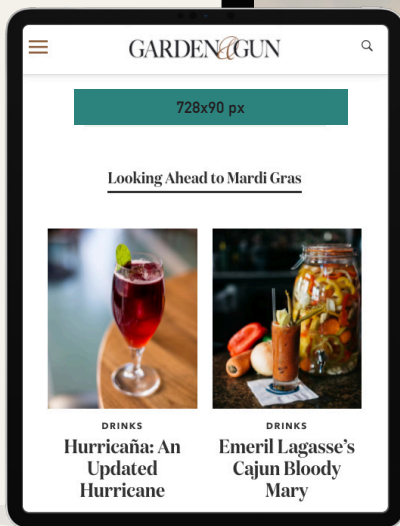
Source: Alliance for Audited Media, May 2020. Social Media as of July 2020.
Demographics from Google Analytics YTD, March 2019-February 2020.

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

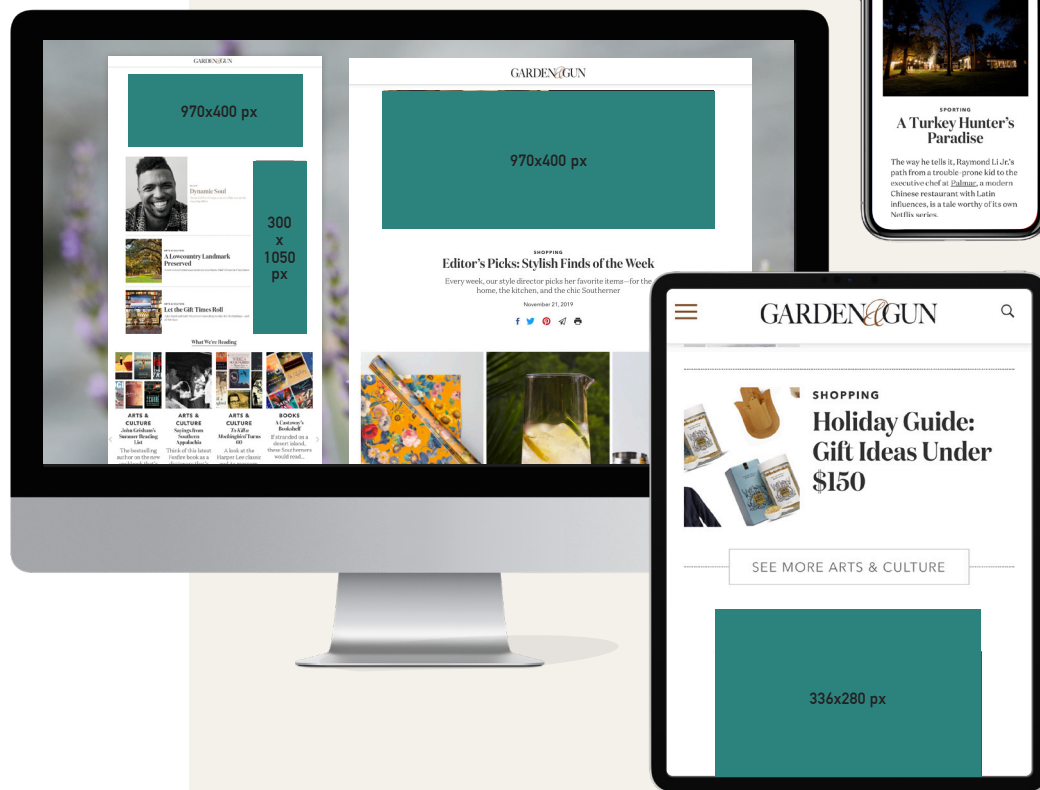
Claim a rotation on
specific content pages
that aligns with a topic
relevant to your brand.

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 Akens Elbert House in Charleston. (Photo by Jacqueline Infante)

A Must-See Exhibition in Charleston

FROM OUR SPONSOR

A Southern Leather Legacy

Since 1933, when shoemaker Donald Casner Moore founded **Moore & Giles** in Lynchburg, Virginia, the leather company has exemplified Southern craftsmanship. Classic beauty shines in Moore & Giles's luxury home furnishings and accessories, whether it's a sofa's buttery leather and hardwood accents or the Belgian linen adorning a robe. A Virginia-based team designs each signature chair, sofa, or ottoman before craftsmen in Hickory, North Carolina, build the pieces by hand. Clients can choose from among fabric and leather swatches to customize furniture like the **Reynold Side Chair** comes in fifteen finishes). Beyond the home, portable goods deliver timeless appeal on the go, including the lightweight and versatile **Alton Travel Bag**. Moore & Giles has always valued tradition, which is why their artisans build each heirloom piece to last—and pass on. Shop all the fine leather goods at [mooreandgiles.com](#).

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

[READ THE STORY](#)

MAKE THIS NOW: GREEN TOMATO PIE

[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
- 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-related 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
- 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 jay boat out solo. 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 Dillendorn, Editor in Chief
> Follow me @dillendorn



Made in the Shade
If you haven't seen a *Shibumi* Shade at your local beach this season, it shouldn't be long. Made in North Carolina, the sunshade turns a typical beach umbrella's no-man's-land into its 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](#)

SPONSORED



The Perfect Bar. Anywhere
For many seasonal sportsmen and women, the good hunt toast is essential after a day in the field. Produced at Louisville's Shiraz-Weller Distillery, *Blade and Bow Kentucky Straight Bourbon Whiskey* has long been a favorite in the sporting realm, and now, the brand's exclusive *Field Bar* makes it easy to bring bartending essentials along on your next adventure. Designed by the team at G&G and Blade and Bow, the exclusive cherrywood treasure is handmade by Louie Furniture Makers in York, South Carolina, and comes with four crystal rocks glasses, a bar set by North Carolina's Lost Cove Jewelry, and a custom theme and set of custom napkins in Blade and Bow plaid, ensuring a lodge-quality sip wherever you are. \$4,000 [gardenandgun.com](#)

SPONSORED EDITION

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



Trim the Holiday Table

When it comes to holiday hosting, the magic is in the details, and be it special-occasion china or a set of shimmering glassware, a home's thoughtful elements truly set the scene. At Replacements, Ltd., creating meaningful moments is a labor of love. Since 1980, the McLeanville, North Carolina, company's team of expert treasure hunters has collected more than eleven million history-tinged pieces—everything you might need to recreate the warmth of your grandmother's table or bring your own vision to life. Here are just a few of the endless array of one-of-a-kind objects—worthy of festive gatherings and everyday celebrations alike—that Replacements offers.



Laden with Luxury

Make a statement by setting each place with striking *discreet* in unexpected designs. Bold colors, swirling patterns, and a healthy dose of gold trim make these heirloom-quality wares the star of the show.
> [See the collection](#)



Dig In, in Style

Essential place settings need *lagniappe* to match—take it up a notch with a collection of antiques, sterling silver forks, knives, and spoons, each a handmade work of art.
> [See the collection](#)



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, Chetline Roman, and Elliott Moss. (Photos by Jacqueline Storlack)

FROM OUR SPONSOR



A New Holiday Tradition

Tradition is a powerful force in Southern kitchens, whether cooks are preparing a roasted bird, making a tried-and-true mac and cheese recipe, or using a deviled egg method that's been passed down for generations. That's one reason why home cooks (and award-winning chefs) swear by *Duke's Mayonnaise*, with roots in Greenville, South Carolina; the condiment has been a Southern staple for more than a century, gracing countless family dishes along the way. This year, *G&G* partnered with Duke's for the first ever *Coastal Kitchen* edition, a chance to crown the season's most beloved, mayo-tinged recipes. The result? One fan favorite and a slew of punchy runners-up, each a welcome addition to the holiday table. [Read the winning recipes and more inspiration here.](#)

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
- 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

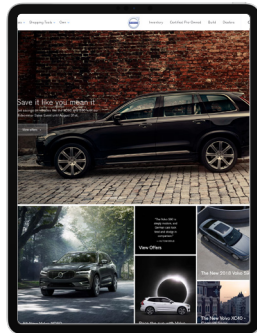
- *G&G* editors create a custom newsletter with a food & drink story dedicated to the advertiser and its current campaign (advertiser to supply brand messaging and copy points)
- 300x250 px supplied ad with link to preferred URL
- Advertiser links and images included throughout narrative
- \$6,000 net

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)



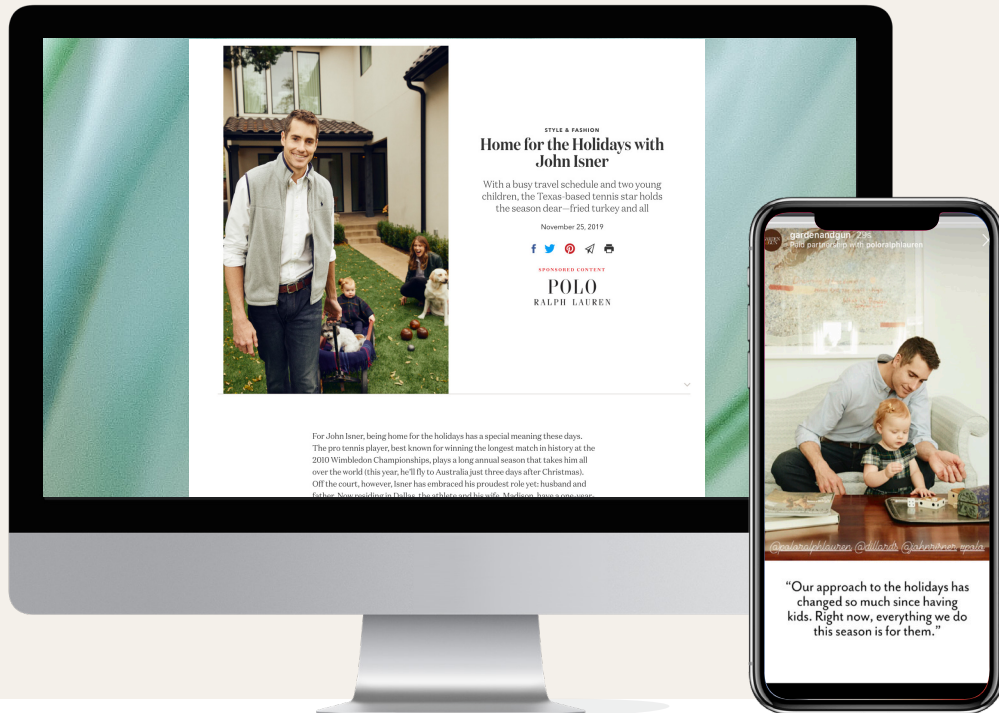
TWO-PAGE CREATIVE

- 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.**

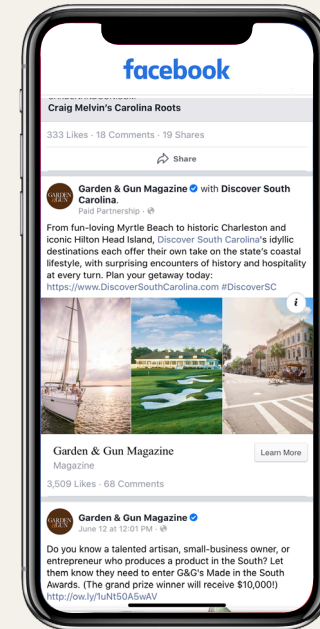
SPONSORED SOCIAL MEDIA

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 third-party tags should be submitted containing all necessary pre-inserted macros
- *Garden & Gun* reserves the right to terminate any campaign at the magazine's discretion

SOCIAL MEDIA

SPECIFICATIONS

- 2-3 talking points + Call to Action and KPIs
- 6-10 hi resolution images (vertical and horizontal in orientation)
- Handles, Hashtags and Redirect URL(s)
- Audience targets to include in addition to the G&G audience
- Facebook / Instagram partnership approval
- Contact for creative approvals

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
- Video: 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

ENHANCED EDITION SKILLET OR TALK OF THE SOUTH

SPECIFICATIONS

- 2-3 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)
- 2-3 talking points with call to action and a click through URL
- Main point of contact for approvals
- Emails to include with deployment
- **Word Count: 90-120 written in the G&G voice using copy/talking points provided

ENHANCED GOOD HUNTING

SPECIFICATIONS

- (1) product to be featured in the newsletter
- Product photography shot on white background (1-2 options)
- Description / 2-3 copy points for the product for editors to work into the copy
- Preferred URL
- Main point of contact for approvals
- Emails to include with deployment

SPONSORED EDITION SKILLET OR TALK OF THE SOUTH

SPECIFICATIONS

- Overall message / **overarching theme** or **call-to-action** for newsletter
- Copy points: 3-4 main **talking points and any URLs for the G&G writer to work into the story**
- 4-6 hi-res images (mix of horizontal and vertical) with brief captions
- 300x250 banner ad (static only)
- Click through URL
- Main point of contact for approvals
- Emails to include with deployment
- **Word Count: 200-250 written in the G&G voice using copy/talking points provided

SPONSORED GOOD HUNTING

SPECIFICATIONS

- Products: 4-6 products to be featured in the newsletter
- Product photography shot on white background (1-2 options for each product)
- Description / 2-3 copy points for the product for editors to work into the copy
- Preferred URL for each product
- Main point of contact for approvals
- Emails to include with deployment

PLEASE SEND ALL MATERIALS TO EMILY DEAL AT EDEAL@GARDENANDGUN.COM
AND JESSICA BACON AT JBACON@GARDENANDGUN.COM