

GARDEN & GUN

THE SOUL OF THE SOUTH

SINCE 2007



DUAL AUDIENCE

1.6 million

TOTAL AUDIENCE

54% / 46%
MALE FEMALE

\$457,750

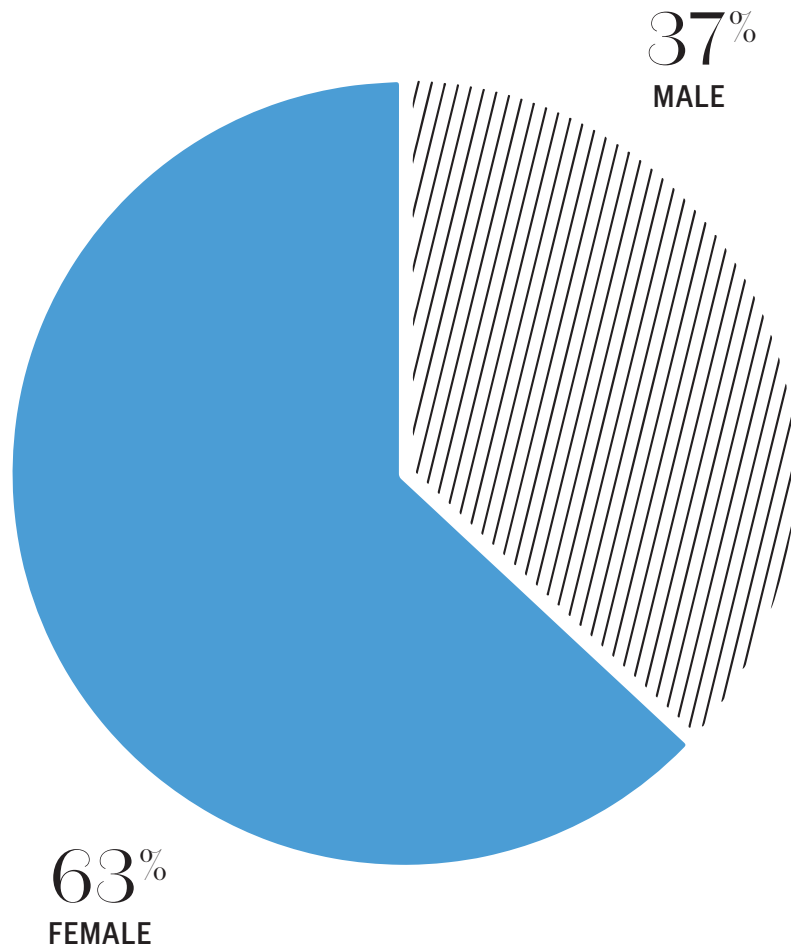
AVERAGE HHI

\$3,353,635

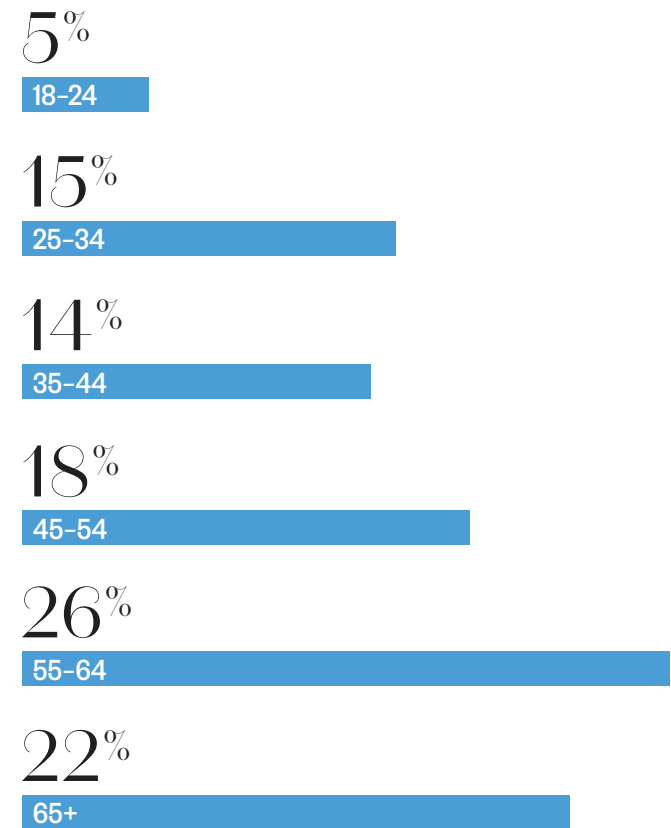
AVERAGE NET WORTH

Source: G&G 2021 Subscriber Study; base HHI: \$100,000+.

A DIGITAL COMMUNITY



AGE BREAKDOWN



Source: G&G internal data, 2021



THE EDIT LINEUP

FEB/MAR

HOME & ENTERTAINING

AD CLOSE: NOVEMBER 18 | ON SALE: JANUARY 18

APR/MAY

15TH ANNIVERSARY ISSUE | 90TH ISSUE

AD CLOSE: JANUARY 20 | ON SALE: MARCH 22

JUN/JUL

TRAVEL: BEAT THE HEAT

AD CLOSE: MARCH 24 | ON SALE: MAY 24

AUG/SEPT

TRAVEL: FOOD WORTH TRAVELING FOR

AD CLOSE: MAY 19 | ON SALE: JULY 19

OCT/NOV

THE SPORTING ISSUE

AD CLOSE: JULY 21 | ON SALE: SEPTEMBER 20

DEC/JAN

THE HOLIDAY ISSUE

AD CLOSE: SEPTEMBER 22 | ON SALE: NOVEMBER 22

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

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

GARDEN & GUN