

# GARDEN & GUN

THE SOUL OF THE SOUTH

*SINCE 2007*



# DUAL AUDIENCE

1.6 million

TOTAL AUDIENCE

57% / 43%  
MALE FEMALE

\$472,192

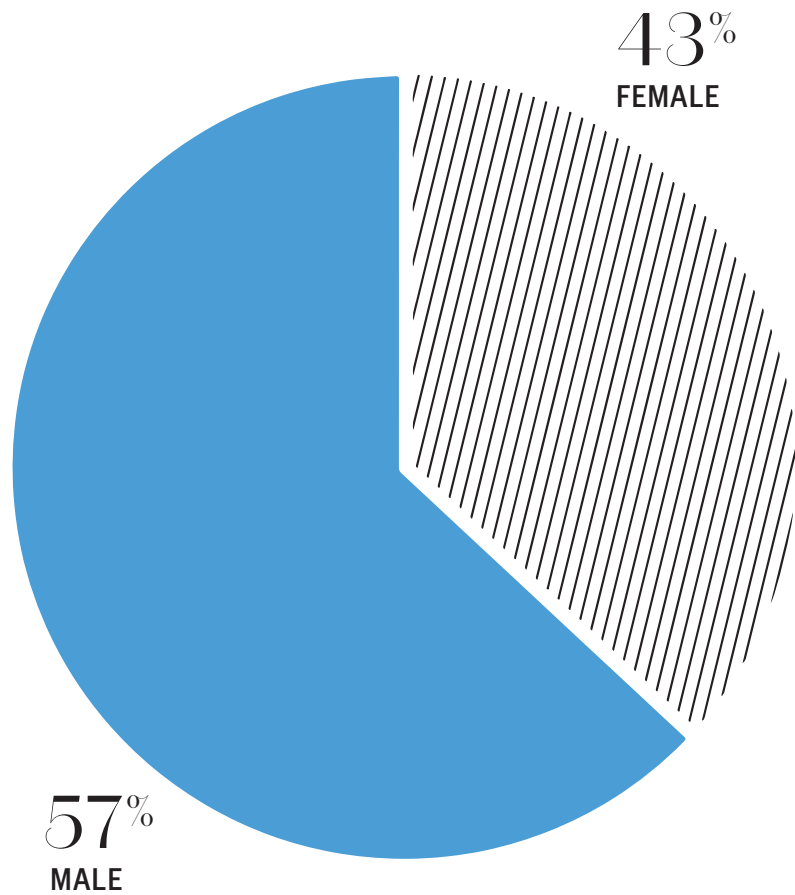
AVERAGE HHI

\$2,987,447

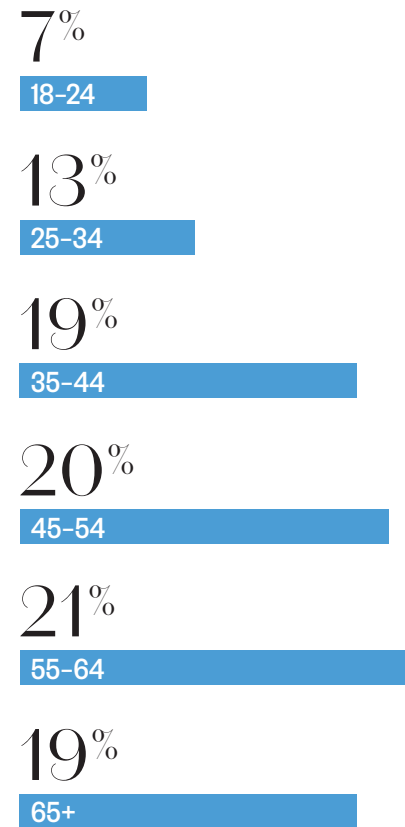
AVERAGE NET WORTH

Source: G&G 2022 Subscriber Study; base HHI: \$175,000+.

# A DIGITAL COMMUNITY



## AGE BREAKDOWN



Source: G&G internal data, 2022



# THE EDIT LINEUP

## FEBRUARY/MARCH

### TEXAS ISSUE

AD CLOSE: NOVEMBER 17 | ON SALE: JANUARY 17

## APRIL/MAY

### MUSIC ISSUE

AD CLOSE: JANUARY 19 | ON SALE: MARCH 21

## JUNE/JULY

### TRAVEL ISSUE

AD CLOSE: MARCH 23 | ON SALE: MAY 23

## AUGUST/SEPTEMBER

### FOOD ISSUE

AD CLOSE: MAY 19 | ON SALE: JULY 18

## OCTOBER/NOVEMBER

### SPORTING ISSUE

& CHAMPIONS OF CONSERVATION

AD CLOSE: JULY 21 | ON SALE: SEPTEMBER 19

## DECEMBER/JANUARY

### HOLIDAY ISSUE

& 14TH ANNUAL MADE IN THE SOUTH AWARDS

AD CLOSE: SEPTEMBER 22 | ON SALE: NOVEMBER 21



# 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@pwxolutions.com](mailto:Vanessa.Coppola@pwxolutions.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 Mezzetti, Premedia Specialist  
 Email • [Vanessa.Coppola@pwxolutions.com](mailto:Vanessa.Coppola@pwxolutions.com)  
 Phone • 305-859-0090

8/22/22

# DIGITAL AD SPECIFICATIONS

## BANNER ADVERTISEMENTS

### BANNER ADS FORM

#### 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

### EMAIL NEWSLETTER FORM

#### ENHANCED 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 a call-to-action and URL

#### SPONSORED SKILLET OR TALK OF THE SOUTH SPECIFICATIONS

- 4-6 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)\*
- 3-5 talking points with call-to-action and URL(s)

#### ENHANCED GOOD HUNTING SPECIFICATIONS

- 1 product featured in the newsletter
- Hi-res product images on white background (2-3 options)
- 2-3 talking points with a call-to-action and URL

#### SPONSORED GOOD HUNTING SPECIFICATIONS

- 6-8 products featured in the newsletter
- Hi-res product images shot on white background (2-3 options for each product)
- 2-3 copy points + URL(s) for the products

## SOCIAL MEDIA SPONSORSHIP

### SOCIAL MEDIA FORM

#### SPECIFICATIONS

- 2-3 talking points with a call-to-action and a URL
- 6-10 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)\*
- Brand handles and hashtags
- Facebook/Instagram partnership approval

## DIGITAL BRANDED CONTENT

### DBC MATERIALS FORM

#### SPECIFICATIONS

- Overall theme/pillar to focus on
- Copy points, key brand messaging, contact(s) for interviews
- Suggested POIs to highlight and URLs (if applicable)
- 10+ hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)\*
- Call-to-action, URL(s), brand logo, and KPIs
- 100% SOV Banner ads with URLs or tags
- Social media handles, hashtags and Facebook/Instagram partnership approval
- Preferred way G&G to handle negative feedback on platforms (if applicable)
- Main point of contact for approvals
- Emails to include with newsletter deployment

Note: Talking points for *The Skillet* newsletter must include a recipe or food/drink-related content

Note: Images submitted for sponsored social media and email newsletters must be hi-res, professional shots and may not have any filters or text overlay

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