



2024 MEDIA KIT

THE SOUL OF THE SOUTH

SINCE 2007



DUAL AUDIENCE

.....

1.6 MILLION

TOTAL AUDIENCE

57% / 43%

MALE

FEMALE

TOTAL AUDIENCE

\$472,192

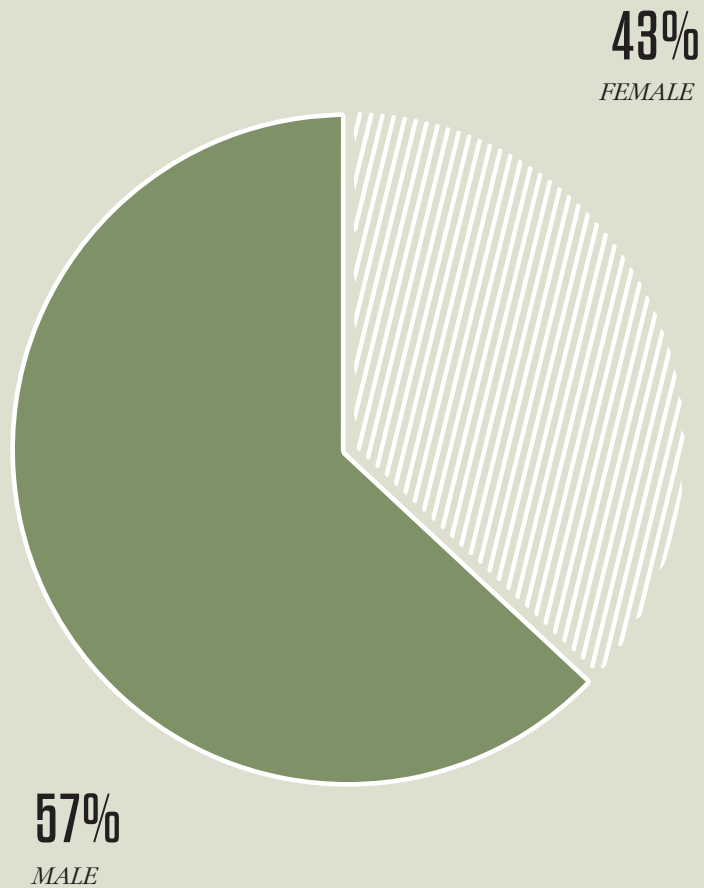
AVERAGE HHI

\$2,987,447

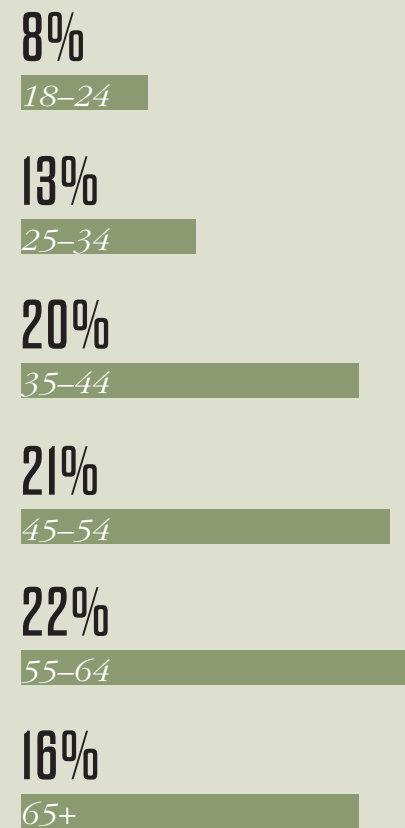
AVERAGE NET WORTH

SOURCE: G&G 2022 SUBSCRIBER STUDY; BASE HHI: \$175,000+.

A DIGITAL COMMUNITY



AGE BREAKDOWN



SOURCE: G&G INTERNAL DATA, 2023



EDIT LINEUP

FEBRUARY/MARCH

BOURBON ISSUE

AD CLOSE: NOVEMBER 16 | ON SALE: JANUARY 16

APRIL/MAY

SOUTHERN ART ISSUE

AD CLOSE: JANUARY 18 | ON SALE: MARCH 19

JUNE/JULY

TRAVEL ISSUE

AD CLOSE: MARCH 21 | ON SALE: MAY 21

AUGUST/SEPTEMBER

FOOD ISSUE

AD CLOSE: MAY 16 | ON SALE: JULY 16

OCTOBER/NOVEMBER

INTERNATIONAL SPORTING ISSUE & CHAMPIONS OF CONSERVATION

AD CLOSE: JULY 18 | ON SALE: SEPTEMBER 17

DECEMBER/JANUARY

HOLIDAY ISSUE

AD CLOSE: SEPTEMBER 19 | ON SALE: NOVEMBER 19

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.Adsbottle.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: 305-858-0090

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, TALK OF THE SOUTH, AND DUE 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
- Main point-of-contact for approvals
- Emails to include with newsletter deployment

SPONSORED SKILLET, TALK OF THE SOUTH, AND DUE 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)
- Main point-of-contact for approvals
- Emails to include with newsletter deployment

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

DIGITAL CONTACTS

Corianna Lehrman clebrman@gardenandgun.com
Jessica Bacon jbacon@gardenandgun.com

Note: Talking points for The Skillet newsletter must include a recipe or food/drink-related content and talking points for the Due South newsletter must include travel-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

GARDEN & GUN