

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

GARDEN & GUN

2024 DIGITAL MEDIA KIT

GARDENANDGUN.COM

OVERVIEW

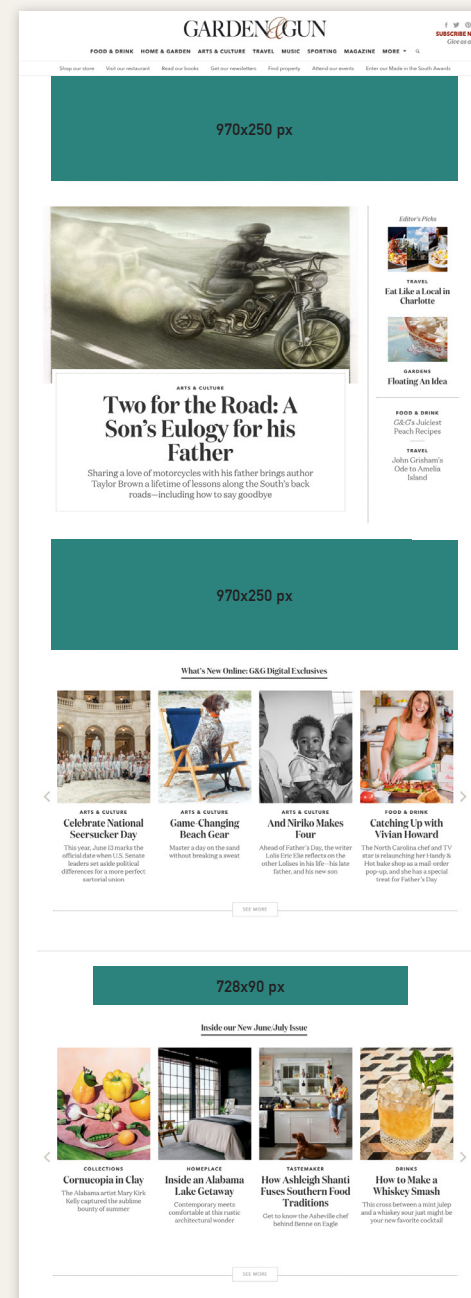
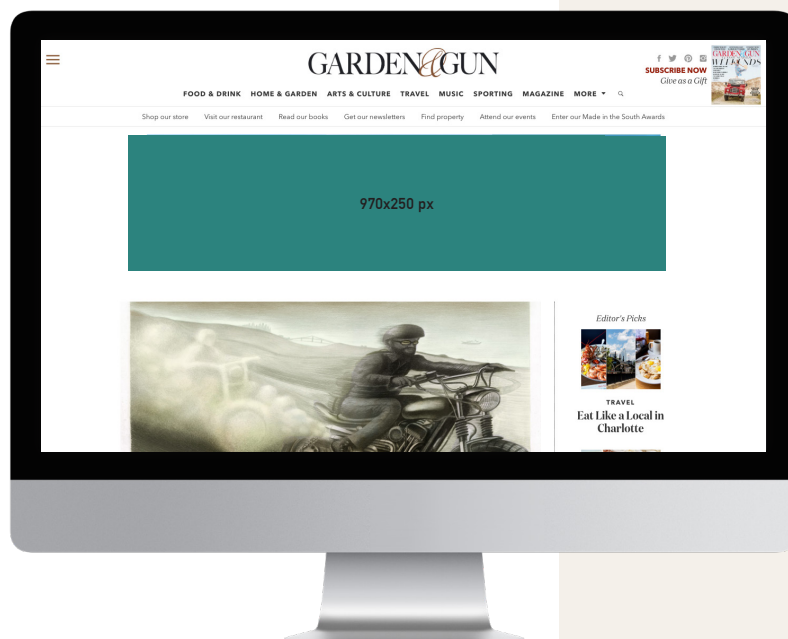
The *Garden & Gun* website is a convenient and resourceful destination for the G&G reader who is searching for authentic stories from the magazine and beyond, plus: products, events, and news from G&G.

1.4 Million+
AVERAGE PAGE VIEWS/MONTH

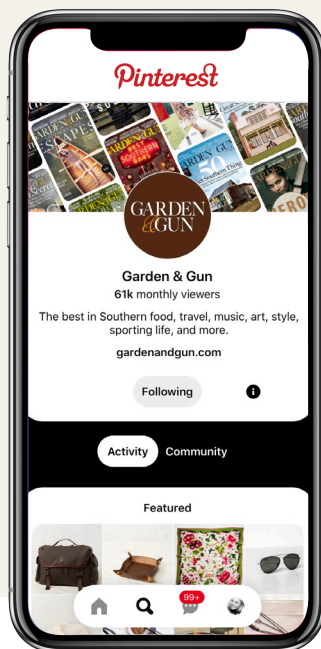
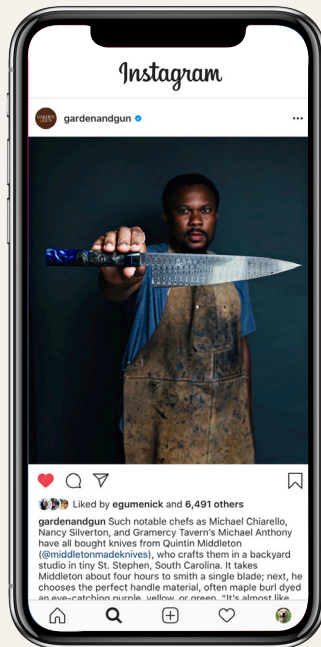
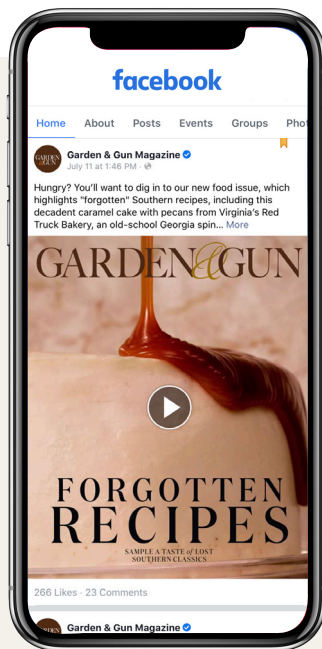
1.08 Million+
AVERAGE VISITS/MONTH

821,000+
UNIQUE VISITORS/MONTH

1.8
PAGE VIEWS PER VISIT



Source: Google Analytics – January 2024



SOCIAL MEDIA

Engage with G&G's dynamic social media audience to promote your brand in a targeted, impactful way

491,000+

FACEBOOK

498,000+

INSTAGRAM

112,800+

X

53,700+

PINTEREST

2,700+

TIKTOK

8,800+

YOUTUBE

50,900+

THREADS

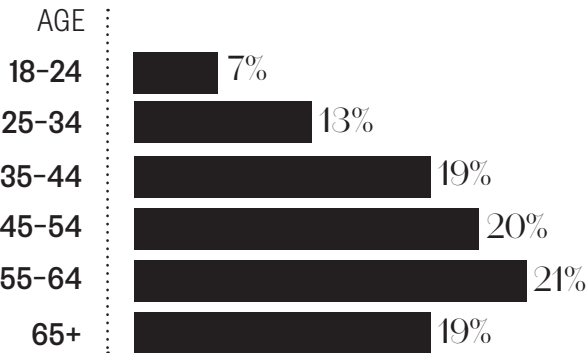
1.2 Million +

TOTAL SOCIAL AUDIENCE

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.

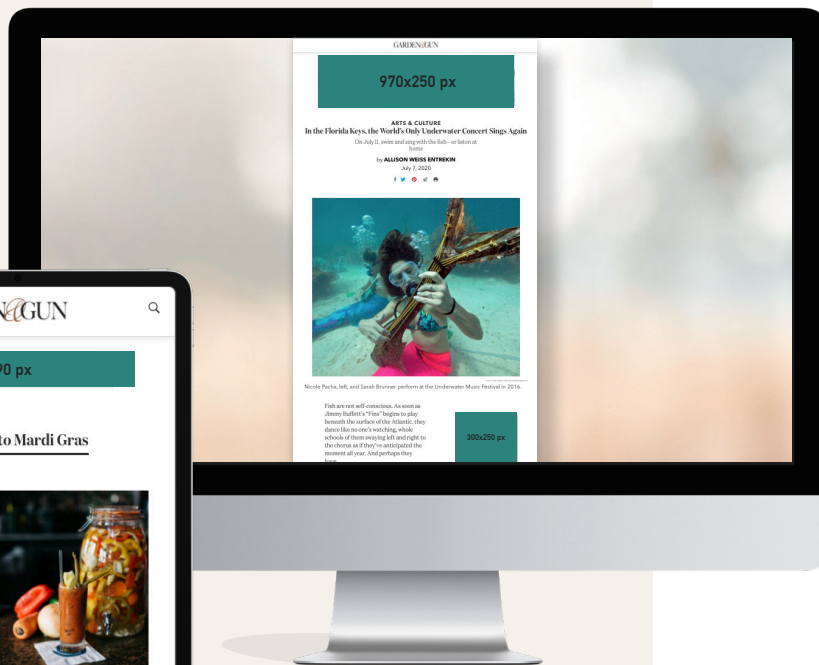
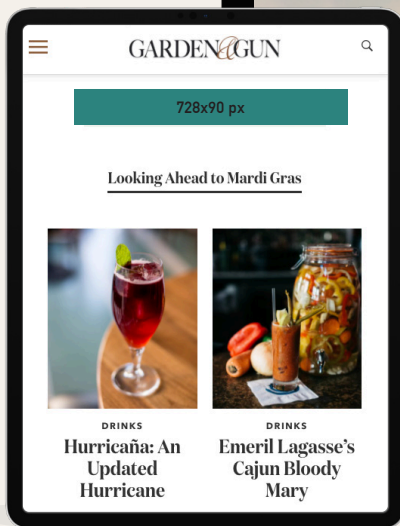
VISITOR DEMOGRAPHICS



57% / 43%
MALE 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

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TOPIC CHANNEL ROTATION

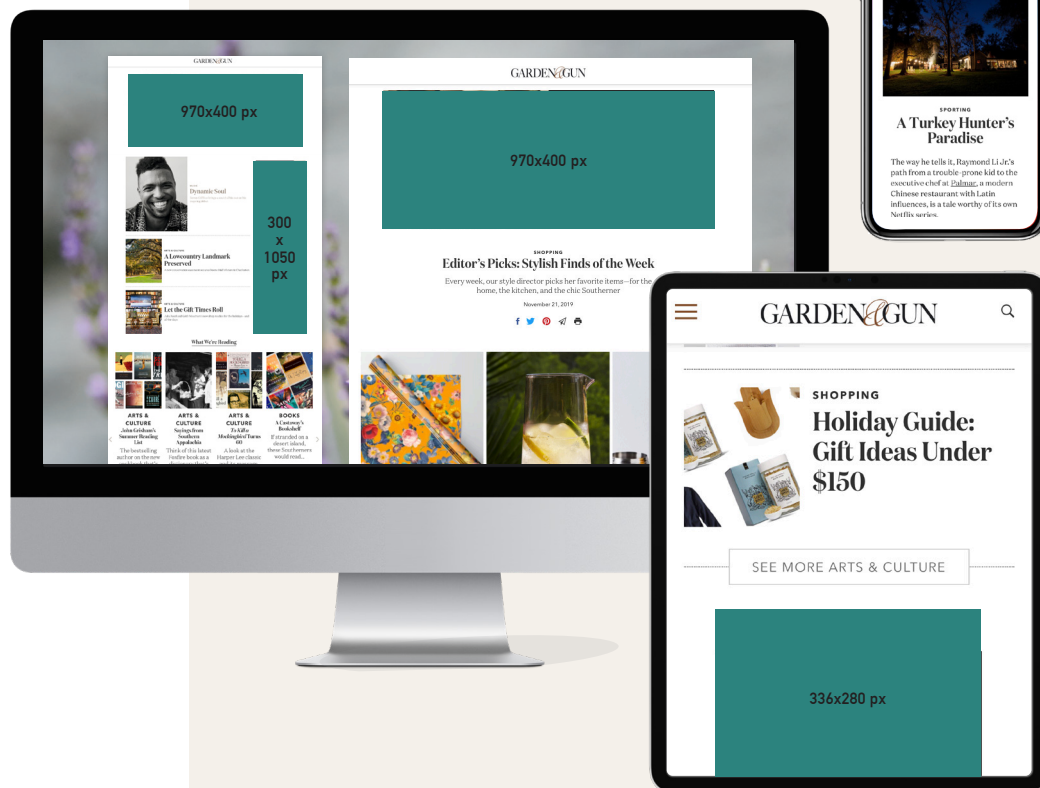
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GEO-TARGETING

Align your brand within a
selected area.



SPONSORED EDITION


ENHANCED AD



Talk of the South

YOUR WEEKLY GUIDE TO SOUTHERN CULTURE


AROUND THE SOUTH



>> Fifteen for fifteen: As *Garden & Gun* marks fifteen years, we take a look at fifteen changemakers legging the South of tomorrow. Read about the [151000](#) Nashville eat Jimmy's Sausage, the distilleries called *radio de canela* from a Louisville bakery, a small [civic town](#) that's making a big splash in a Lowcountry [fisherman on the leading edge of conservation and sustainability](#), and more.

SEE ALL FIFTEEN HERE


FROM OUR SPONSOR



Kristin Chambliss at South Seas Island Resort, a water launch at The Palms, and the Old Captiva House restaurant.


>> **Discovering Captiva Island:** Off the coast of Fort Myers, Florida, a chain of barrier islands boasts a fount for the senses, with untouched beaches, mangrove-lined channels, and candy-colored cottages. Captiva Island, a favorite among these Gulf of Mexico gems, has long welcomed travelers in search of a restorative escape, charming visitors with its pristine shores and eclectic village. For a closer look at the island's many delights, *G&G* partnered with the Charleston, South Carolina-based lifestyle blogger Kristin Chambliss, who embarked on a midwinter escape to the palm-studded locale. Read about her stay—and draw some travel inspiration of your own—here.

POPULAR ON G&G




Get an Exclusive Peek at Rancho Lewis in Charleston

SEE PHOTOS OF THE NEW RESTAURANT



Talk of the South

FROM THE EDITORS OF GARDEN & GUN MAGAZINE
SPONSORED EDITION



Kristin Chambliss at South Seas Island Resort, a water launch at The Palms

On Island Time


SPONSORED EDITION

A long beloved destination for sun-seeking travelers, the islands, beaches, and neighborhoods of Fort Myers offer some of Florida's most quintessential delights. Amid this storied region, Captiva Island is a rare beauty, home to pristine beaches, fruitful shell hunting, and eccentric local haunts. Eager to uncover the best of the island, *Garden & Gun* tapped the Charleston, South Carolina-based blogger Kristin Chambliss to experience this Gulf of Mexico gem firsthand. The perfectly timed January trip delivered warm, breezy weather and ample opportunities to soak up some rays—a midwinter miracle no matter from where a visitor hails.

While Chambliss's trip was filled with classic Florida pastimes—taking in the 350-acre wildlife preserve around her South Seas Island Resort hotel, lounging by the waterfront pool, and exploring the quirky village on a rented beach cruiser, included—the highlights of the weekend were overwhelmingly culinary. Among the island's many locally driven restaurants, Old Captiva House, a polished seafood spot listed on the National Register of Historic Places, particularly charmed her. The diner-style Keylime Bistro also stood out ("Any place that serves breakfast until 2 p.m. is my kind of place," Chambliss says), as well as RC Otter's, a lively, rainbow-painted bar where dancing went on well into the evening.


FOR MORE CAPTIVA ADVENTURES, READ THE FULL ARTICLE

Popular Online from Garden & Gun




SURPRISING WAYS TO COOK WITH SOURWEED

READ THE ARTICLE




HOME ON THE ROAD WITH VIVIAN HOWARD

READ THE ARTICLE



A BRIGHT BLUEBERRY LAVENDER TART

GET THE RECIPE



FIVE MUST-TRY SOUTHERN MARTINIS

READ THE ARTICLE

January 2024

TALK OF THE SOUTH

Written by *G&G* editors, weekly *Talk of the South* newsletters are opt-in extensions of the magazine, featuring varying original content with a fresh perspective on Southern topics.

125K+
OPT-IN SUBSCRIBERS

ENHANCED EDITION

- Native sponsorship of one section of the newsletter
- 90–120 words of copy written by *G&G* to support the advertiser's current campaign
- One (1) clickable hi-res image

SPONSORED EDITION

- 200–250 words of copy written by *G&G* to support the advertiser's current campaign
- One (1) clickable hi-res image
- Advertiser links and images included throughout narrative

ENHANCED AD

GARDEN&GUN


DUE SOUTH

TRAVEL AND ADVENTURE FOR THE SOUTHERN SOUL

★

MARCH 27, 2023

Florida Keys




A view of the relaxing palm trees of the Florida Keys.

For years, the five islands of the Florida Keys have been a popular destination for worldwide travelers, drawn to the area's rich history, laidback vibe, and abundant fresh seafood. Whether your idea of a dreamy vacation entails relaxing waterside amongst the swaying palms with an umbrella drink or sunbathing along the coastline, there's something for everyone. We've compiled a [travel guide](#) to help you get to know the area better and plan the groundwork for an epic vacation. Find out where the locals eat, the best places to explore off the beaten path, and must-see destinations during your visit.

CONTINUE READING


EXPLORE THE KEYS

STORIES TO INSPIRE WANDERLUST



Into the Heart of the Everglades

READ THE ARTICLE




A Novelist's Florida Odyssey

READ THE ARTICLE

PREMIUM SPONSORED EDITION

THE PALM BEACHES



The picturesque view of Delray Beach.

>> A grand getaway: Along the coast of South Florida, there's a place where the golden age of travel still exists: **The Palm Beaches**. In the late 1800s, railroad tycoon Henry Flagler unlocked the doors of America's most opulent hotels and created the country's sort destination. An air of Gilded Age glamour still pervades the scenic cities stretching from Jupiter to Boca Raton, where visitors will find renowned outdoor shopping destinations, including Palm Beach's Worth Avenue, and notable cultural attractions such as the Morikami Museum and Japanese Gardens in Delray Beach—plus world-class restaurants, spas, and accommodations. Pristine beaches, warm ocean waters, and stellar snorkeling sites also await. [Plan your trip at ThePalmBeaches.com](#).

ELSEWHERE AROUND THE SOUTH

SPONSORED EDITION

GARDEN&GUN


DUE SOUTH

TRAVEL AND ADVENTURE FOR THE SOUTHERN SOUL

★

SPONSORED EDITION

MARCH 27, 2023




Visitors enjoy the white sands of Palm Beach.

A Grand Getaway


Along the coast of South Florida, there's a place where the golden age of travel still exists: **The Palm Beaches**. In the late 1800s, railroad tycoon Henry Flagler unlocked the doors of America's most opulent hotels and created the country's sort destination. An air of Gilded Age glamour still pervades the scenic cities stretching from Jupiter to Boca Raton, where visitors will find renowned outdoor shopping destinations, including Palm Beach's Worth Avenue, and notable cultural attractions such as the Morikami Museum and Japanese Gardens in Delray Beach—plus world-class restaurants, spas, and accommodations. Pristine beaches, warm ocean waters, and stellar snorkeling sites also await.

PLAN YOUR TRIP


POPULAR TRAVEL STORIES FROM G&G




Seven Places on the Editors' Bucket Lists



Where to Get Away in the South this Spring




25 Outstanding Restaurants Worth the Drive



Small Towns with Big Art Scenes in the South

SUBSCRIBE TODAY AND SAVE!



GARDEN&GUN
THE BEST OF TEXAS
Supporting Women-Owned and Minority-Owned Businesses
Visit Garden & Gun Today!

DUE SOUTH

Inspired by *Garden & Gun's* love for adventure, "Due South" highlights places to travel in the South. Each weekly newsletter will have a single focus/theme (ex: The Southern Seven, Editor's Pick, city guides, etc) while also including editorial travel articles and stories from the magazine.

57K+
OPT-IN SUBSCRIBERS

ENHANCED EDITION

- Available in all Wednesday newsletters (minus fully sponsored editions)
- Mid-page inclusion
- 90-120 words of copy written by G&G to support brand's current campaign (brand to supply copy points)
- One (1) clickable hi-res image

SPONSORED EDITION

- Two sponsored editions each month
- 180-200 words of copy written by G&G to support brand's current campaign (brand to supply copy points)
- One (1) clickable hi-res image
- Brand links and images included throughout narrative

ENHANCED AD

SPONSORED EDITION

The Skillet
Serving Up the Best in Southern Food & Drink

GULLAH GEECHEE HOME COOKING
EMILY MEGGETT

May 18, 2022

Treasured Recipes from a Gullah Geechee Cook

"I don't ever cook by a recipe—all of it is in my brain, my heart, and my hands," says **Emily Meggett**, an eighty-nine-year-old grandmother and much-respected Gullah Geechee cook on Edisto Island, South Carolina. This created a little challenge when she started to write her beautiful new cookbook, *Gullah Geechee Home Cooking: Recipes from the Heart of Edisto Island*. "I never measured anything. So when I got to the place where I had to measure, I had to think about it in my brain—should I use a half a teaspoon or a tablespoon? It took a long time, but we did 123 recipes total." The result is a generous collection of Lowcountry classics such as red rice, shrimp and grits, and she crab soup, plus personal stories about her family's connection to Edisto Island dating back centuries.

The Charleston writer **Jal Jones** chatted with Meggett to learn more about the process of putting together her cookbook, why family is so important to her, and how traveling from the coast of South Carolina to her home island makes her feel so at peace. "When you cross the bridge, you are in the middle of heaven," she says. "And they say heaven is a beautiful place." [Read their conversation here](#), and try Meggett's recipes for fried shrimp, she crab soup, and benne cookies for yourself.

Southern Benne Cookies

GET THE RECIPE

FROM OUR SPONSOR

A Tasteful Tennessee Inn

Less than twenty miles south of Nashville lies a new inn of gastronomic dreams. Appealing to modern-day epicures, **Southern**, the fifty-two-room resort in Franklin, Tennessee, features its own apicary, a sprawling kitchen garden, a five-thousand-square-foot propagation greenhouse, and an orchard overflowing with more than forty apple varieties. The working farm set on 325 acres fuels two onsite dining destinations featuring dishes and drinks that highlight the path from seed to plate. Everything else available at the inn for guests also links back to a reverence for the land, be it mushroom foraging classes, Lake Mishkin water sports, or spa services based on the healing powers of nature. In this way, the rustic sanctuary, debuting this summer, celebrates the unspoiled natural beauty of Tennessee—providing an opportunity to nourish both the body and the soul.

LEARN MORE AT [SOUTHERNLLTN.COM](https://southernlltn.com)

The Skillet
Serving Up the Best in Southern Food & Drink

July 8, 2022

Calling Culinary Adventurers

SPONSORED EDITION

At Brush Creek Ranch, a working cattle homestead and all-inclusive resort in Saratoga, Wyoming, culinary experiences channel the resourcefulness and adventurous spirit of the pioneers who pushed westward two centuries ago. A trip to the **Farm at Brush Creek** might include a lesson in seed-to-plate planting at the organic greenhouse, a tutorial on crafting breads and pastries at the bakery, a cheese-making class at the creamery, or all of the above. (The farm's Alpine goats, who supply the creamery with milk, moonlight as yoga companions.) Reward your hard work with a visit to Brush Creek Distillery, where the farm produces gin, vodka, bourbon, and rye, or to the Spirit Vault to taste exceptionally rare small-batch whiskeys and boursbons.

Guests who appreciate a good glass of wine and a perfectly marbled steak should make a reservation at the **Cheyenne Club**, which showcases the farm's own world-class Wagyu beef. Select your favorite vintage from more than 30,000 bottles in the Brush Creek Cellar, then bring it to the ruggedly elegant restaurant, a tribute to the exclusive nineteenth-century cattlemen's clubhouse of the same name. The Cheyenne Club doubles as a culinary education space, offering frequent seminars with acclaimed winemakers and chefs and, any day of the week, awe-inspiring views of the surrounding prairie and mountains.

BOOK YOUR FOOD AND WINE WEEKEND AT BRUSH CREEK RANCH

Popular Recipes from G&G

A Negroni with a Green-Tea Twist

Peach Frybread with Bourbon Bacon Jam

Summer Tomato and Corn Pie

Refreshing Ambrosia Salad

THE SKILLET

Written by G&G editors, *The Skillet* is a weekly newsletter dedicated to all things Southern food and drink, from seasonal ingredients and restaurant openings to dining events and new favorite recipes.

87K+
OPT-IN SUBSCRIBERS

ENHANCED EDITION

- Native sponsorship of one section of the newsletter
- One (1) clickable hi-res image
- 90–120 words of copy written by G&G to support the advertiser's current campaign (advertiser to supply copy points)

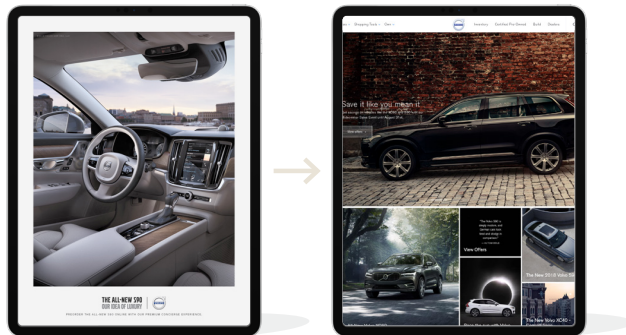
SPONSORED EDITION

- 200-250 words of copy written by G&G to support the advertiser's current campaign (advertiser to supply copy points)
- One (1) clickable hi-res image
- Advertiser links and images included throughout narrative

January 2024

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)

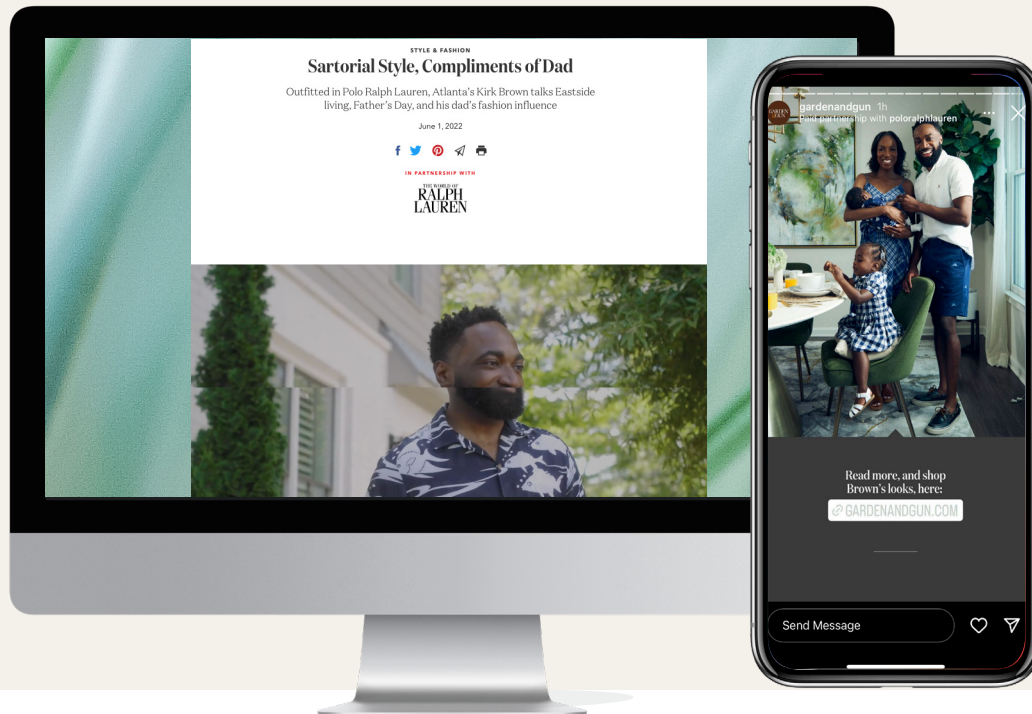
TWO-PAGE CREATIVE

- 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,
FATHER'S DAY 2022



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

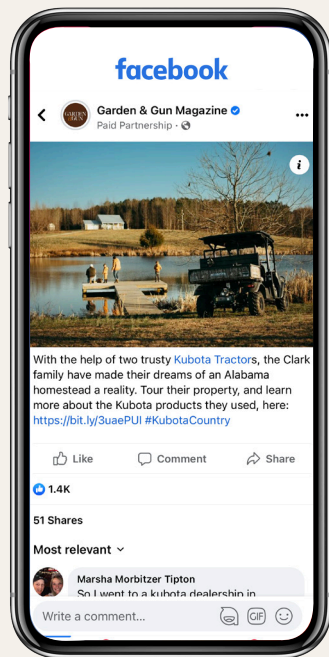
- 100% SOV of display ad units surrounding branded content
- Logo included
- Drives audience to advertiser's page
- Advertiser's handle is included in post
- "Presented by" language

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.**



DIGITAL BRANDED CONTENT SPONSORED SOCIAL MEDIA

Written by the G&G editors, the sponsored social media campaign is dedicated to the advertiser and promoting its digital article on GardenandGun.com.

OPPORTUNITIES AVAILABLE ACROSS PLATFORMS

- Paid promotional plan to boost engagement
- Posts promoted with “paid partnership” language
- Captions written by G&G editors to support the advertiser’s current campaign and brand messaging
- Preferred hashtags and handles included
- Geo-targeting to key markets
- Image assets and copy points provided by the advertiser
- Opportunity for the post to link directly to the advertiser’s preferred website
- Campaigns include posts on Instagram (in-feed + Story), Facebook, and Twitter

TOTAL SOCIAL AUDIENCE

1.2+ MILLION

January 2024

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

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)

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

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

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

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