

G&G



2025 MEDIA KIT

THE SOUL OF THE SOUTH

SINCE 2007



DUAL AUDIENCE

.....

1.6 MILLION

TOTAL AUDIENCE

61% / 39%

MALE FEMALE

TOTAL AUDIENCE

\$519,239

AVERAGE HHI

\$2,609,352

AVERAGE NET WORTH

SOURCE: G&G 2024 SUBSCRIBER STUDY; BASE HHI: \$200,000+



2025 COVER PACKAGES

FEBRUARY/MARCH

NEW ORLEANS

AD CLOSE: NOVEMBER 20 | ON SALE: JANUARY 21

APRIL/MAY

ENTERTAINING + DUE SOUTH SPECIAL

AD CLOSE: JANUARY 15 | ON SALE: MARCH 18

JUNE/JULY

MOUNTAIN TOWNS

AD CLOSE: MARCH 19 | ON SALE: MAY 20

AUGUST/SEPTEMBER

BEST NEW RESTAURANTS + CHEF'S HOME KITCHENS

AD CLOSE: MAY 21 | ON SALE: JULY 22

OCTOBER/NOVEMBER

SPORTING + CHAMPIONS OF CONSERVATION

AD CLOSE: JULY 23 | ON SALE: SEPTEMBER 23

DECEMBER/JANUARY

BUCKET LIST: 26 MUST-DOS FOR 2026

AD CLOSE: SEPTEMBER 17 | ON SALE: NOVEMBER 18

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*.

1.53 MILLION+

AVERAGE PAGE VIEWS/MONTH

1.16 MILLION+

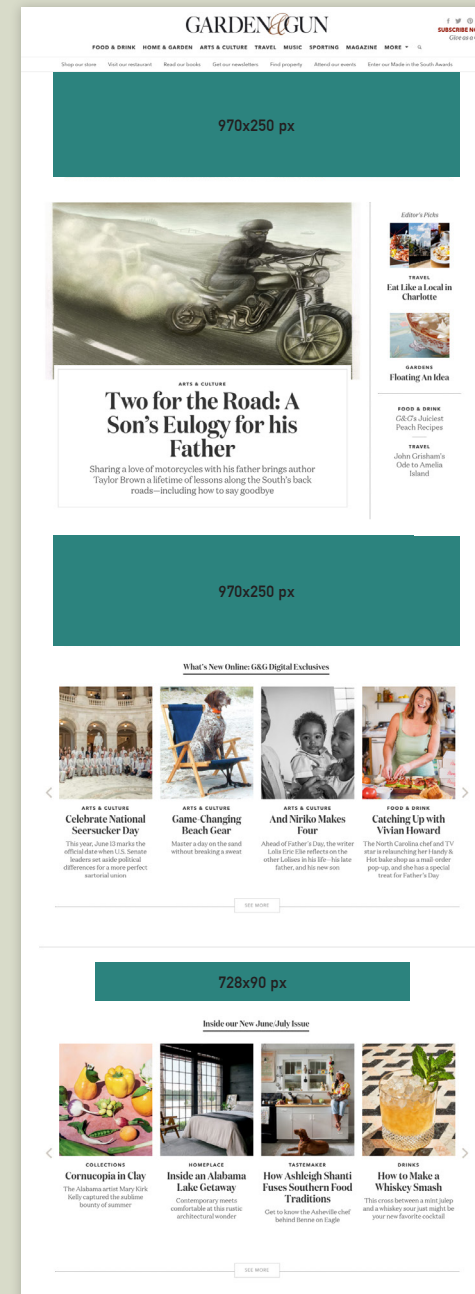
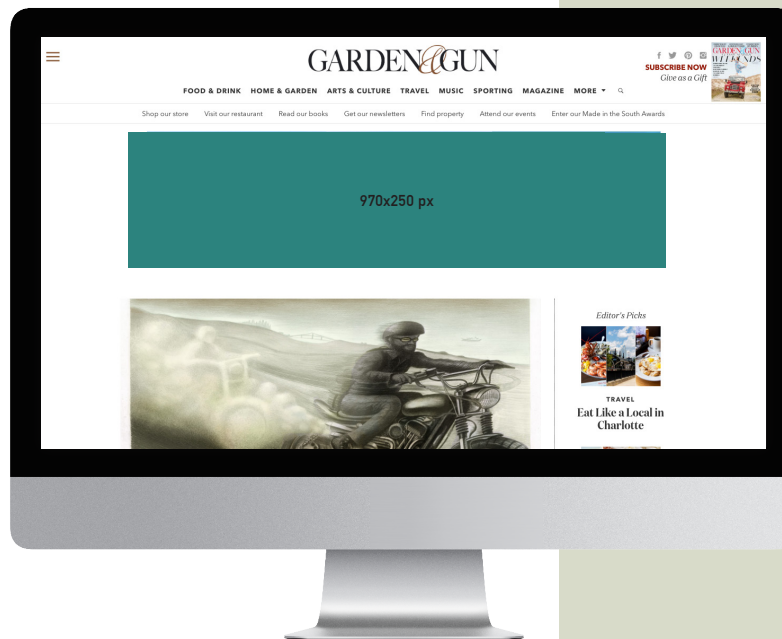
AVERAGE VISITS/MONTH

864,000+

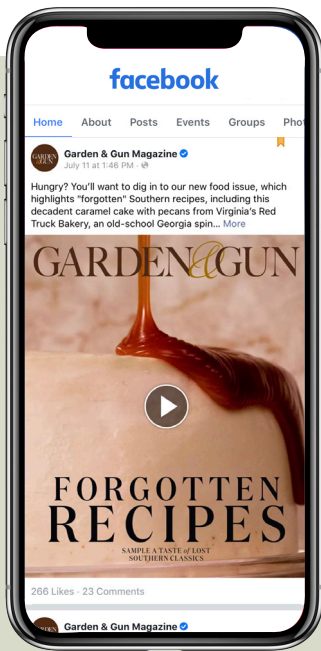
UNIQUE VISITORS/MONTH

1.8

PAGE VIEWS PER VISIT



Source: Google Analytics – July 2024



SOCIAL MEDIA

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

498,000+
FACEBOOK

506,000+
INSTAGRAM

112,500+
X

53,700+
PINTEREST

7,600+
TIKTOK

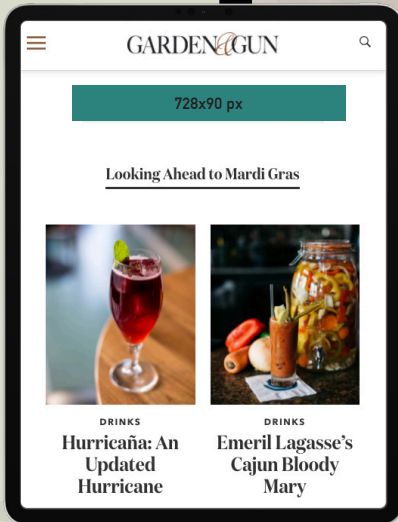
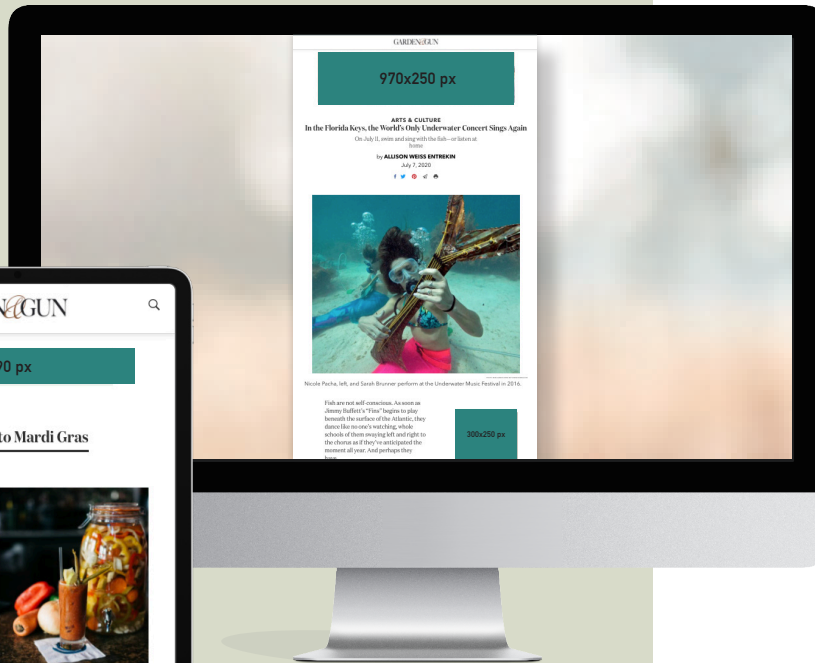
11,900+
YOUTUBE

72,600+
THREADS

1.26 MILLION+

TOTAL SOCIAL AUDIENCE

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

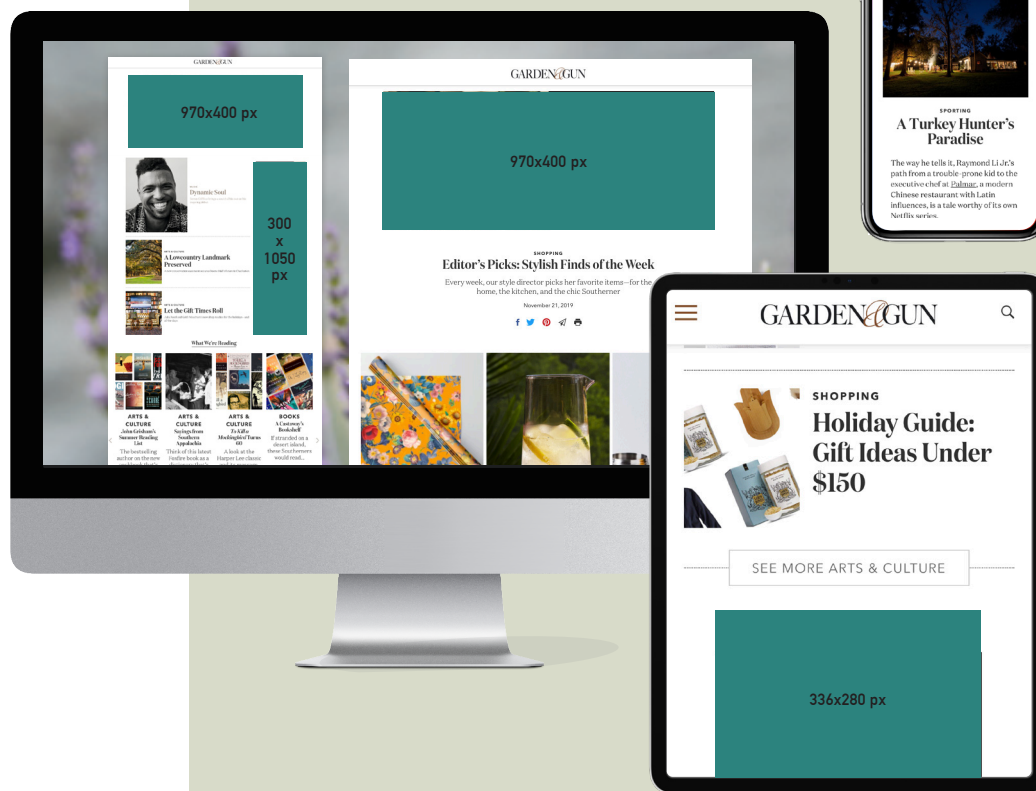
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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.



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

Madeline Houliban
mhouliban@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

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"
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

Ed Masson, Production Operations Manager
 Email / Edward.Masson@puxsolutions.com
 Phone: 978-771-8135

2025 RATES

Frequency Discounts

4-COLOR	1X NET	3X NET	6X NET
Full Page	\$68,634	\$67,261	\$65,887
1/3 Page	\$26,301	\$25,774	\$25,248

COVERS	1X NET
2nd	\$82,361
3rd	\$72,066
4th	\$85,792

Rates are net. No additional charge for bleed.



**FOR MORE INFORMATION,
PLEASE CONTACT YOUR SALES REPRESENTATIVE OR
ADVERTISING@GARDENANDGUN.COM.**

GARDEN&GUN