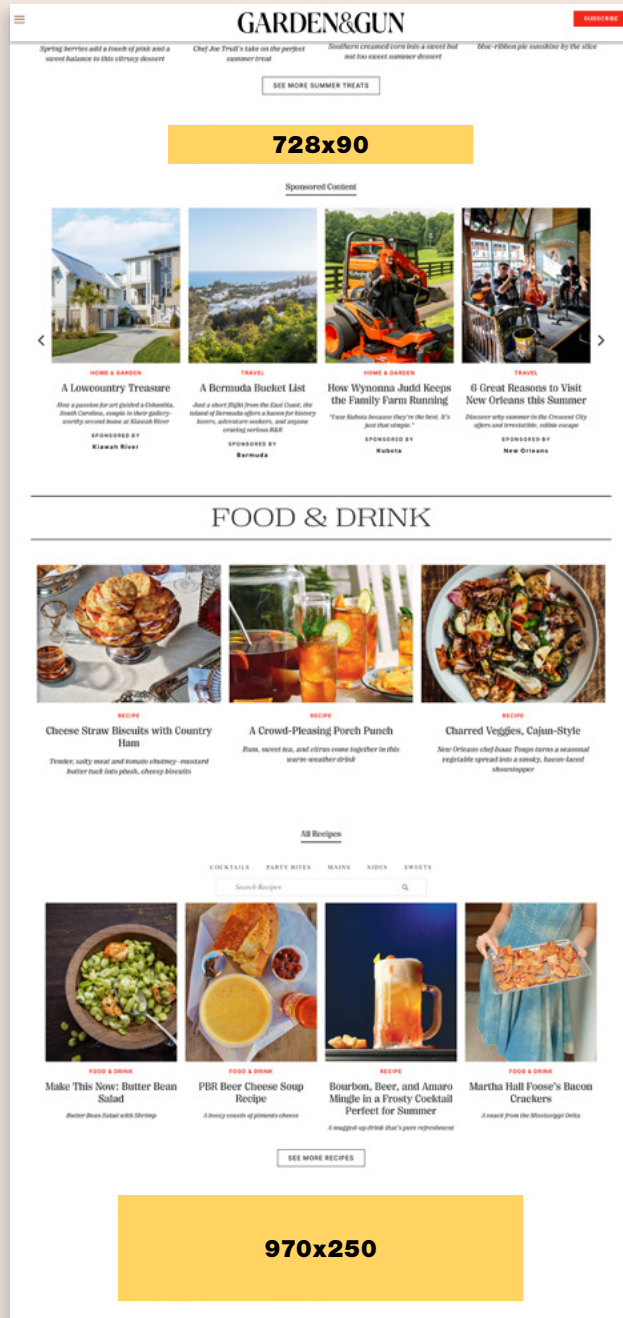

G&G

2026 Digital Media Kit

THE SOUL OF THE SOUTH
SINCE 2007



Gardenandgun.com

The G&G 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.

1.46 MILLION+
Average page views/month

874,000
Unique visitors/month

1.13 MILLION+
Average visits/month

1.8
Page views per visit



Advertising Opportunities, Standard

Ad Units

Desktop

970x250 px
300x600 px
300x250 px

Tablet

728x90 px
300x250 px

Mobile

300x250 px
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

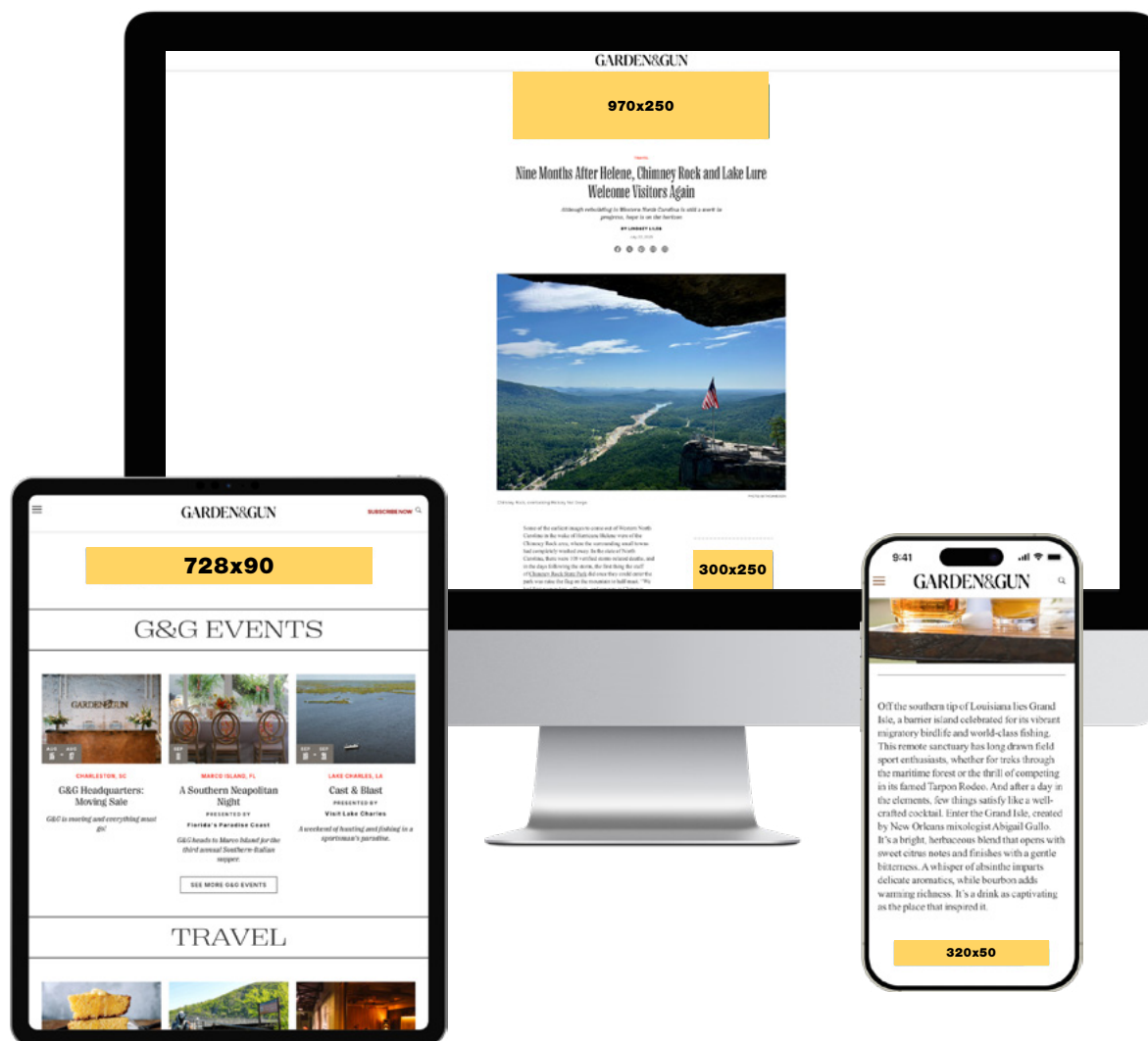
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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.



Advertising Opportunities, Premium

Ad Units

Desktop

970x400 px
300x1050 px
336x280 px

Tablet

336x280 px
320x100 px

Mobile

336x280 px
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

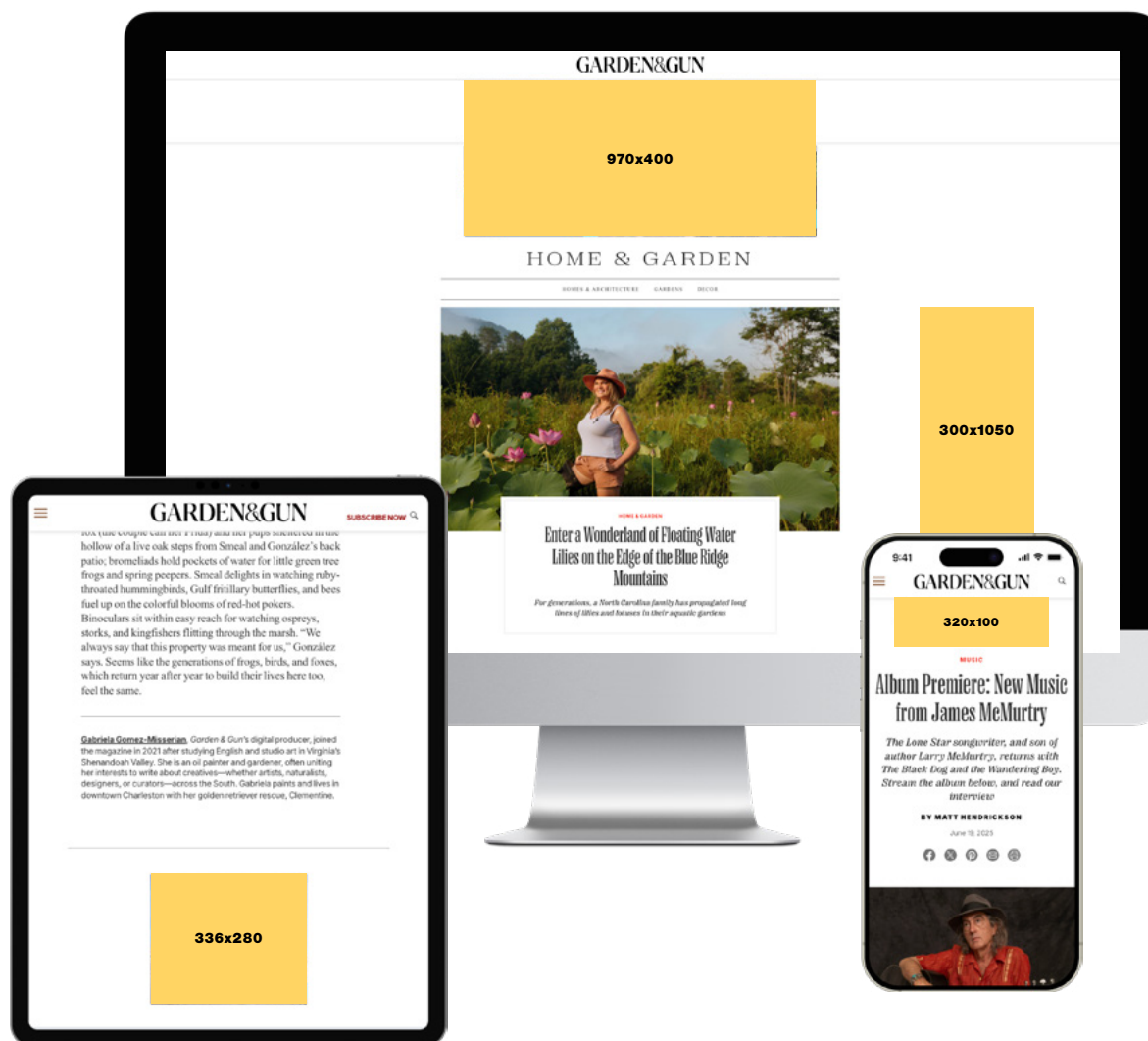
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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.

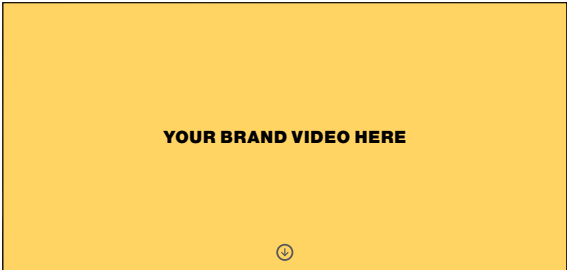


High-Impact Ad Units



HPTO

Landing

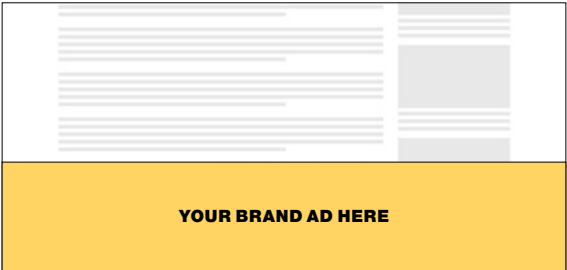


Scroll

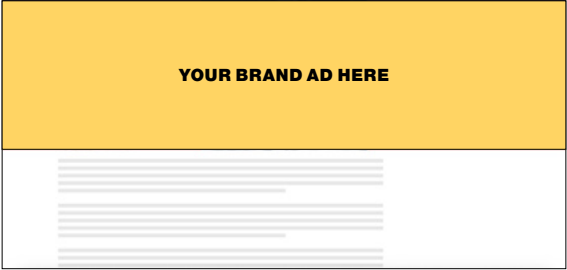


Adaptive Social Media Roller

Scroll 1 (Top half of ad)

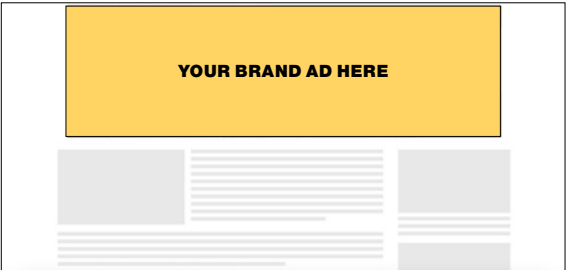


Scroll 2 (Bottom half of ad)



Podcast Promotion

Landing



Scroll

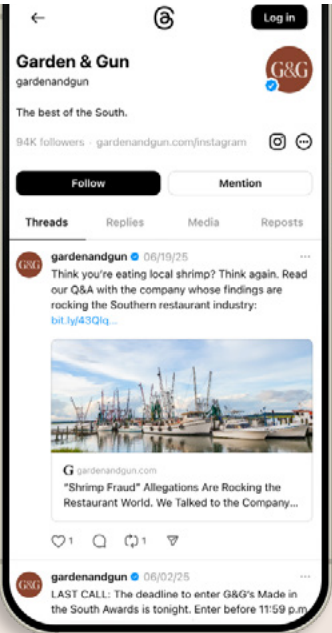
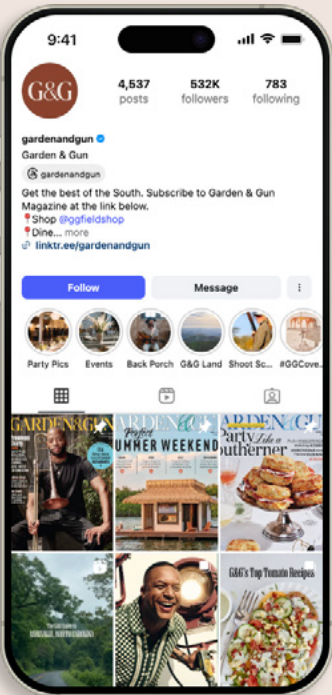


Social Media

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

499,000+ <i>Facebook</i>	18,000+ <i>TikTok</i>
531,000+ <i>Instagram</i>	17,000+ <i>YouTube</i>
53,800+ <i>Pinterest</i>	92,800+ <i>Threads</i>

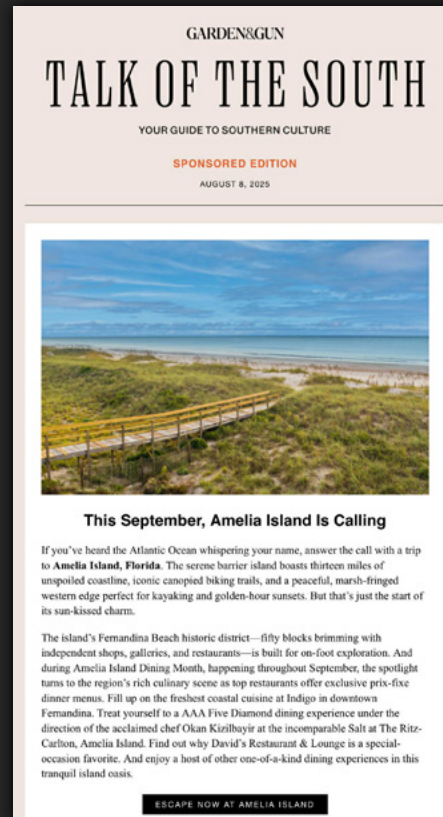
1.26M+
Total Social Audience



ENHANCED



SPONSORED



Newsletters

Talk of the South

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

Enhanced Edition

Native sponsorship of one section of the newsletter

90–120 words of copy written by G&G to support [client name]'s current campaign

One (1) clickable hi-res image

Sponsored Edition

200–250 words of copy written by G&G to support [client name]'s current campaign

One (1) clickable hi-res image

121,000
Subscribers

51%
Open rate

4.75%
CTR

Newsletters

The Skillet

Written by G&G editors, weekly *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.

97,000
Subscribers

49%
Open rate

5.8%
CTR

Enhanced Edition

Native sponsorship of one section of the newsletter

90–120 words of copy written by G&G to support [client name]’s current campaign

One (1) clickable hi-res image

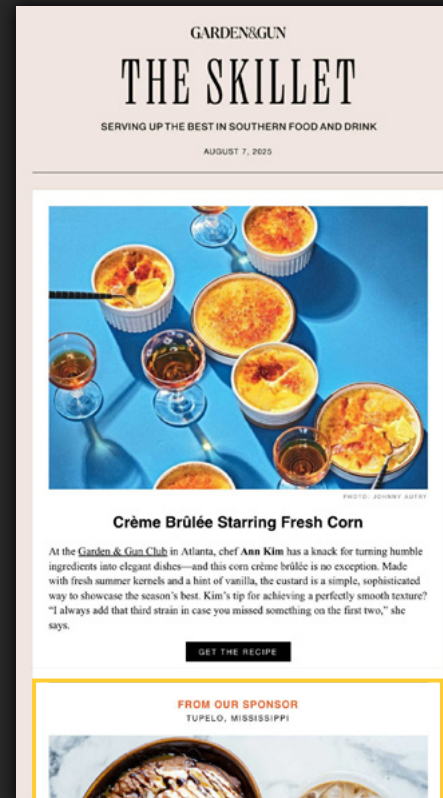
Sponsored Edition

200–250 words of copy written by G&G to support [client name]’s current campaign

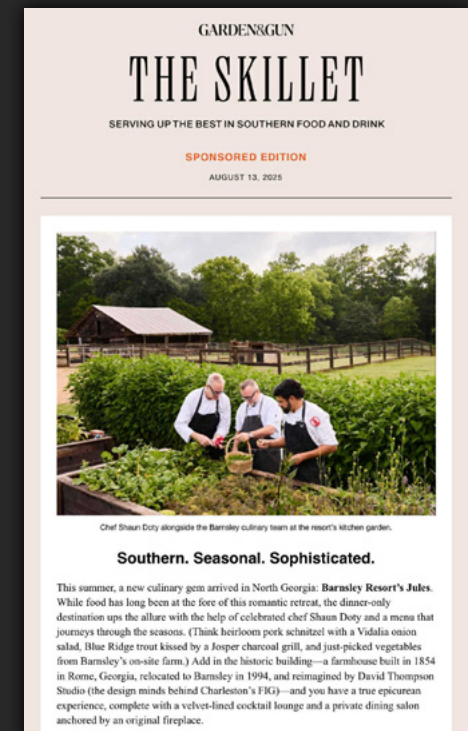
One (1) clickable hi-res image

[Client name] links and images included throughout narrative

ENHANCED



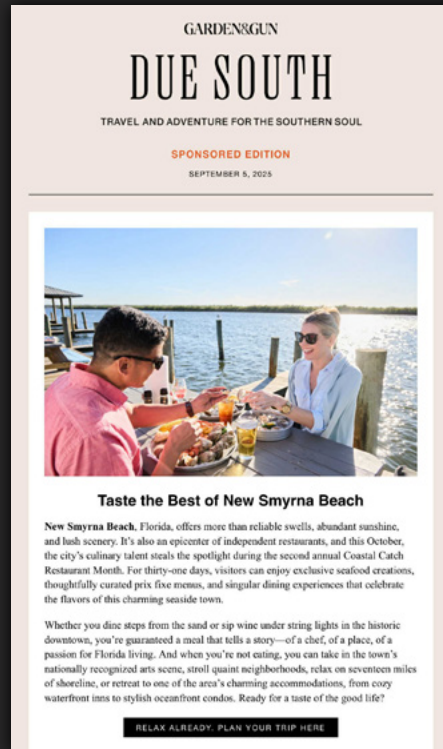
SPONSORED



ENHANCED



SPONSORED



Newsletters

Due South

Inspired by *G&G*'s love for adventure, *Due South* is a weekly roundup of the best in Southern travel.

Enhanced Edition

Available in all weekly newsletters (minus fully sponsored editions)

Mid-page inclusion

90–120 words of copy written by *G&G* to support [client name]'s current campaign

One (1) clickable hi-res image

Sponsored Edition

Two sponsored editions each month

180–200 words of copy written by *G&G* to support [client name]'s current campaign

One (1) clickable hi-res image

[Client name] links and images included throughout narrative

121,000

Subscribers

51%

Open rate

4.75%

CTR

Newsletters

Distilled

G&G's bi-weekly newsletter highlighting America's spirit and the places, people, recipes, and stories behind it. Each newsletter will have a single focus/theme, while also including editorial articles from the digital hub.

LAUNCHED SEPTEMBER 2025

Enhanced Edition

Available in all bi-weekly newsletters
(minus fully sponsored editions)

Mid-page inclusion

90–120 words of copy written by G&G
to support partner's current campaign
(partner to supply copy points)

One (1) clickable hi-res image

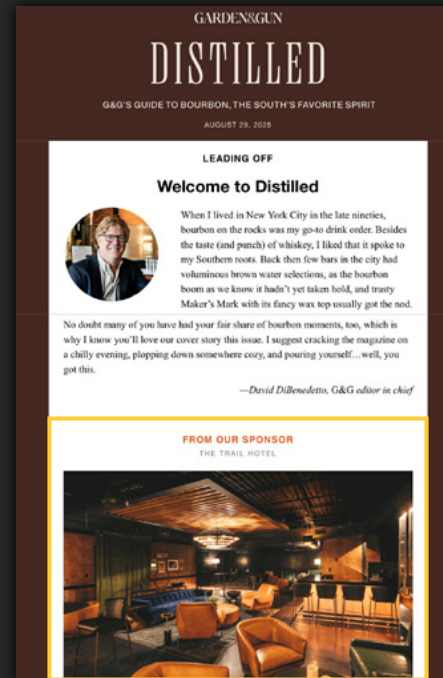
Sponsored Edition

180–200 words of copy written by G&G
to support partner's current campaign
(partner to supply copy points)

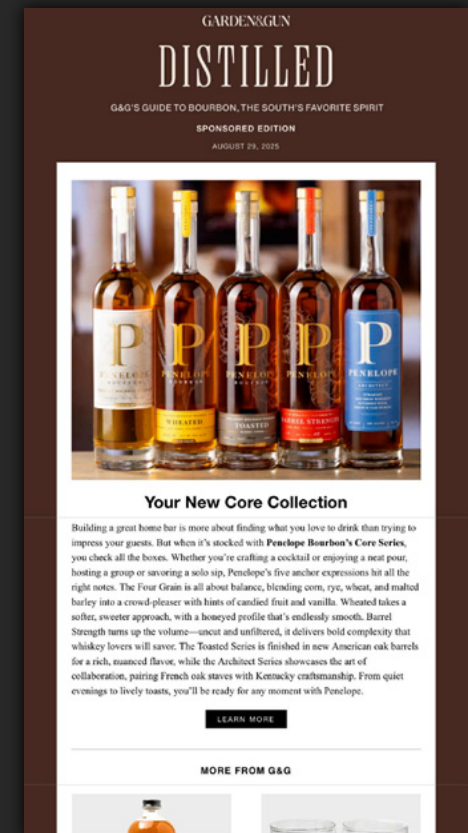
One (1) clickable hi-res image

Partner links and images included
throughout narrative

ENHANCED



SPONSORED



Digital Ad Specs

Banner Advertisements

STANDARD BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x250px
- Medium Rectangle: 300x250px
(also serves mobile and tablet)
- Half-Page Ad: 300x600px
- Tablet Leaderboard: 728x90px
- Mobile Leaderboard: 320x50px

PREMIUM BANNER PRODUCT DIMENSIONS

- Desktop Leaderboard: 970x400px
- Medium Rectangle: 336x280px
- Half-Page Ad: 300x1050px
- Tablet Leaderboard: 336x280px
- Mobile Leaderboard: 320x100px

STATIC SPECIFICATIONS

- File formats: GIF, Image, HTML5
- Color space: RGB
- Max file size: 1MB

VIDEO/ANIMATION SPECIFICATIONS

- File size: 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

COLLAPSING ROLLER - EXPANDING AD UNIT

- Logo: Size can vary
- Collapsed message: Horizontal orientation
- Collapsed CTA: Horizontal orientation
- Desktop video: 16:9 aspect ratio; Recommended: 1920x1080px
- Mobile video: 9:16 aspect ratio; Recommended: 1080x1920px
- Video Message Overlay (Optional)

IMAGE SPECIFICATIONS

- Media types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEO SPECIFICATIONS

- Media types: Video URL, YouTube ID, VAST (MP4 Only), MP4
- File Size: Allstream® hosted file size recommended under 4MB*. Video URLs are supported without HAI restriction up to 40MB with Allstream® auto-transcoding frame player.
- Resolution: 720p or 1080p
- Frame Rate: 24–30 fps

SUBMISSION FORM

Newsletters

ENHANCED NEWSLETTER 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 NEWSLETTER 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

SUBMISSION FORM

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

Digital Ad Specs

Social Media Sponsorship

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

TIKTOK CAROUSEL ADS

Images: JPG or PNG, each ≤ 100 KB recommended
Image resolutions: Horizontal: 1200x628 px / Square: 640x640 px / Vertical: 720x1280 px
Quantity: 2–10 per carousel
Music: Required; file ≤ 10 MB (MP3, WAV, M4A, FLAC); G&G approved (copyright cleared)

TIKTOK VIDEO (E.G. IN-FEED/CAROUSEL VIDEO)

Resolution + aspect ratios: Minimum 540x960 px; recommended 720x1280 px or higher; aspect ratios supported: 9:16 preferred, also 1:1 or 16:9
Length: 5–60 seconds (best practice: 15–20 sec)
Max file size: 500 MB
Formats: MP4, MOV, AVI (video carousel may also support GIF)
Audio: G&G approved (copyright cleared)

STANDARD (PINTEREST) PIN ADS

Image: PNG or JPEG
Resolution + aspect ratios: Recommended 1000×1500 px (2:3 aspect ratio)
Max file size: 20–32 MB (depending on source)
Title: Up to 100 characters (first ~40 visible in feed)
Description: Up to 500–800 characters (algorithmic use)

SUBMISSION FORM

Digital Branded Content

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

Main point of contact for approvals

Emails to include with newsletter deployment

SUBMISSION FORM

DIGITAL CONTACTS

Madeline Houlihan
mhoulihan@gardenandgun.com

Tori Skelton
tskelton@gardenandgun.com

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.

G&G
