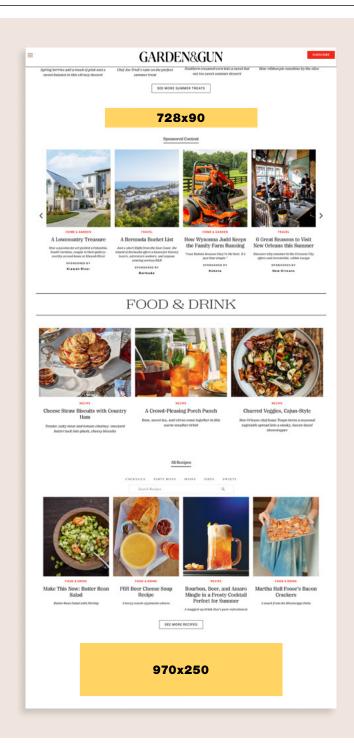
G&G

2026 Digital Media Kit

THE SOUL OF THE SOUTH

SINCE 2007



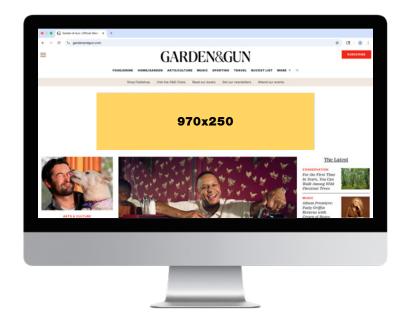
The G&G website is a convenient and resourceful destination for the G&G reader who is searching for authentic stories from the magazine and beyond, plus: products, events, and news from G&G.

1.46 MILLION+ 874,000

Average page views/month Unique visitors/month

1.13 MILLION+ 1.8

Average visits/month Page views per visit



G&G 2026 DIGITAL MEDIA KIT SOURCE: GOOGLE ANALYTICS, JULY 2025

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

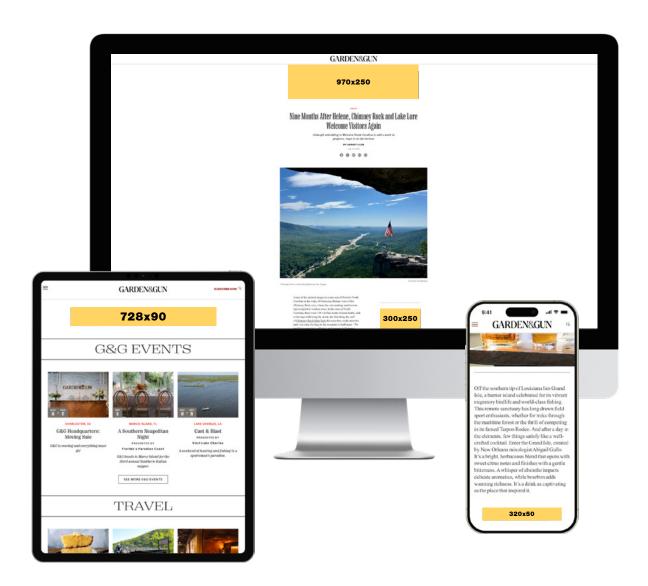
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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

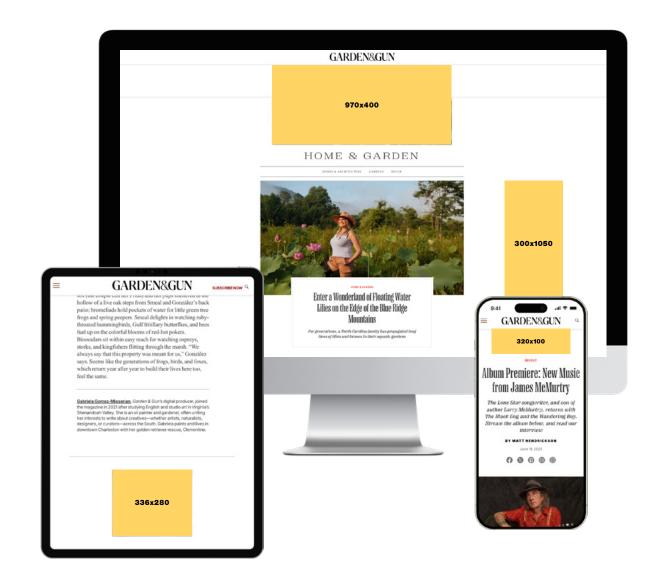
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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

YOUR BRAND VIDEO HERE

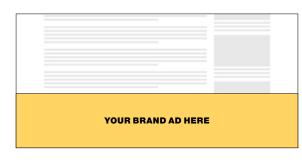
©

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+ 18,000+ *TikTok*

531,000+ 17,000+ *Instagram YouTube*

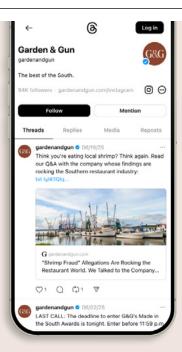
53,800+ 92,800+ *Pinterest Threads*

1.26M+

Total Social Audience









G&G 2026 DIGITAL MEDIA KIT $oldsymbol{6}$

ENHANCED

TALK OF THE SOUTH

YOUR GUIDE TO SOUTHERN CULTURE

AUGUST 13, 2025



Alton Brown with his do

CHEF SANCTUARIES: Southern culinary pros Alton Brown, Caroline Chambers, and Annie Colquitt reveal how they've turned their kitchens into the true center of their homes—spaces made for cooking, gathering, and daily life, with cast iron always at the ready. Take a look inside.



SPONSORED

TALK OF THE SOUTH

YOUR GUIDE TO SOUTHERN CULTU

SPONSORED EDITION



This September, Amelia Island Is Calling

If you've heard the Atlantic Ocean whispering your name, answer the call with a trip to Amelia Island, Florida. The screen barrier island boasts thirteen miles of unspoiled coastine, conic canopied biling trails, and a peaceful, marsh-fringed western edge perfect for kayaking and golden-hour sunsets. But that's just the start of its sun-kissed chairs.

The Island's Fernandina Beach historic district—fifty blocks berimming with independent shops, galleries, and restaurants—in built for on-foot exploration. And during Amelia Island Dining Month, happening throughout September, the spotlight turns to the region's rich cultinary scene as top restaurants offer exclusive prix-fixe dinner menus. Fill up on the fresheds coastal cuisines at Indigo in downtown Fernandina. Treat yourself to a AAA Five Diamond dining experience under the direction of the acclaimed chef Okan Kizilbayir at the incomparable Salt at The Ritz-Carlion, Amelia Island. Find out why David's Restaurant & Lounge is a special-occasion favorite. And enjoy a host of other one-of-a-kind dining experiences in this tranquil Island out.

ESCAPE NOW AT AMELIA ISLAND

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



DISTILLED

GARDEN8GUN

AUGUST 29, 2025

LEADING OFF

Welcome to Distilled



When I lived in New York City in the late nineties, bourbon on the neck was my gos do drisk order. Besides the taste (and punch) of whiskey, I liked that it spoke to my Seuthern roots. Back then few bars in the city had voluminous brown water selections, as the bourbon boom as we know it hadn't yet taken held, and trusty Maker's Mark with its furpe, was they usually got the nod.

No doubt many of you have had your fair share of bourbon moments, too, which is why I know you'll love our cover story this issue. I suggest cracking the magazine on a chilly evening, plopping down somewhere cozy, and pouring yourself...well, you with this

-David DiBenedetto, G&G editor in chief

FROM OUR SPONSOR



SPONSORED



G&G'S GUIDE TO BOURBON, THE SOUTH'S FAVORITE SPIRI

SPONSORED EDITION



Your New Core Collection

Building a great home but is more about finding what you love to drink than trying to impress your guests. But when it's atocked with Penchape Bearbon's Core Serles, you check all the boxes. Whether you've crafting a cockial or enjoying a near pour, hosting a group or surveing a solo sip, Penchope's five another expressions hit all the registration. For example, the control of the properties of the proper

LEARN MORE

MORE FROM G&G

G&G 2026 DIGITAL MEDIA KIT $oldsymbol{10}$

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: 1MG

VIDEO/ANIMATION SPECIFICATIONS

 $\textbf{File size:}\ 40k\ max\ initial\ load\ /\ 100k\ subsequent\ polite\ load\ /$

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

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

 $Face book/In stagram\ partnership\ approval$

TIKTOK CAROUSEL ADS

 $\label{lemages: JPG or PNG, each lemage resolutions: Horizontal: 1200x628 px/} \\ Square: 640x640 px/Vertical: 720x1280 px$

Quantity: 2-10 per carousel

 $\textbf{Music:} \ Required; file \leq 10 \ MB \ (MP3, WAV, M4A, FLAC);$

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

 $\textbf{Resolution} + \textbf{aspect ratios:} \ Recommended \ 1000 \times 1500 \ px$

(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 2026 DIGITAL MEDIA KIT $oldsymbol{12}$

G&G