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# G&G

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## 2026 Digital Media Kit

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THE SOUL OF THE SOUTH  
SINCE 2007

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**GARDEN&GUN**

[SUBSCRIBE](#)

[Spring berries and a touch of pink and a sweet balance to this citrusy dessert](#)

[Chef Joe Trull's take on the perfect summer treat](#)

[South Carolina creamed corn into a sweet but not too sweet summer dessert](#)

[SEE MORE SUMMER TREATS](#)

[blue-ribbon pie sunshine by the slice](#)

**728x90**

[Sponsored Content](#)

[HOME & GARDEN](#)

[A Lowcountry Treasure](#)

Have a passion for art, gulfish a Columbia, South Carolina, and you'll find a gem-worthy second home at Riverfront River

SPONSORED BY

Kiawah River

[TRAVEL](#)

[A Bermuda Bucket List](#)

Just a short flight from the East Coast, the island of Bermuda is a destination for history lovers, adventure seekers, and anyone craving serious R&R

SPONSORED BY

Bermuda

[HOME & GARDEN](#)

[How Wynonna Judd Keeps Her Family Farm Running](#)

"I use Kubota because they're the best. It's just that simple."

SPONSORED BY

Kubota

[TRAVEL](#)

[6 Great Reasons to Visit New Orleans this Summer](#)

Discover why summer in the Crescent City offers unique opportunities to escape

SPONSORED BY

New Orleans

**FOOD & DRINK**

[RECIPE](#)

[Cheese Straw Biscuits with Country Ham](#)

Tender, salty meat and tomato chutney—mustard butter turn into plush, cheesy biscuits

[RECIPE](#)

[A Crowd-Pleasing Porch Punch](#)

Rum, sweet tea, and citrus come together in this year-warmer drink

[RECIPE](#)

[Charred Veggies, Cajun-Style](#)

New Orleans chef Isaac Toussaint turns a seasonal vegetable spread into a smoky, bacon-faced showstopper

[All Recipes](#)

[COCKTAILS](#) [PARTY BITES](#) [MAINS](#) [SIDES](#) [SWEETS](#)

[Search & Recipes](#)

[SEE MORE RECIPES](#)

**970x250**

# 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*

G&G 2026 DIGITAL MEDIA KIT

SOURCE: GOOGLE ANALYTICS, JULY 2025

2

# Advertising Opportunities, Standard

## Ad Units

### Desktop

970x250 px

300x600 px

300x250 px

### Tablet

728x90 px

300x250 px

### Mobile

300x250 px

320x50 px

## 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.

## Topic Channels

Food & Drink

Home & Garden

Arts & Culture

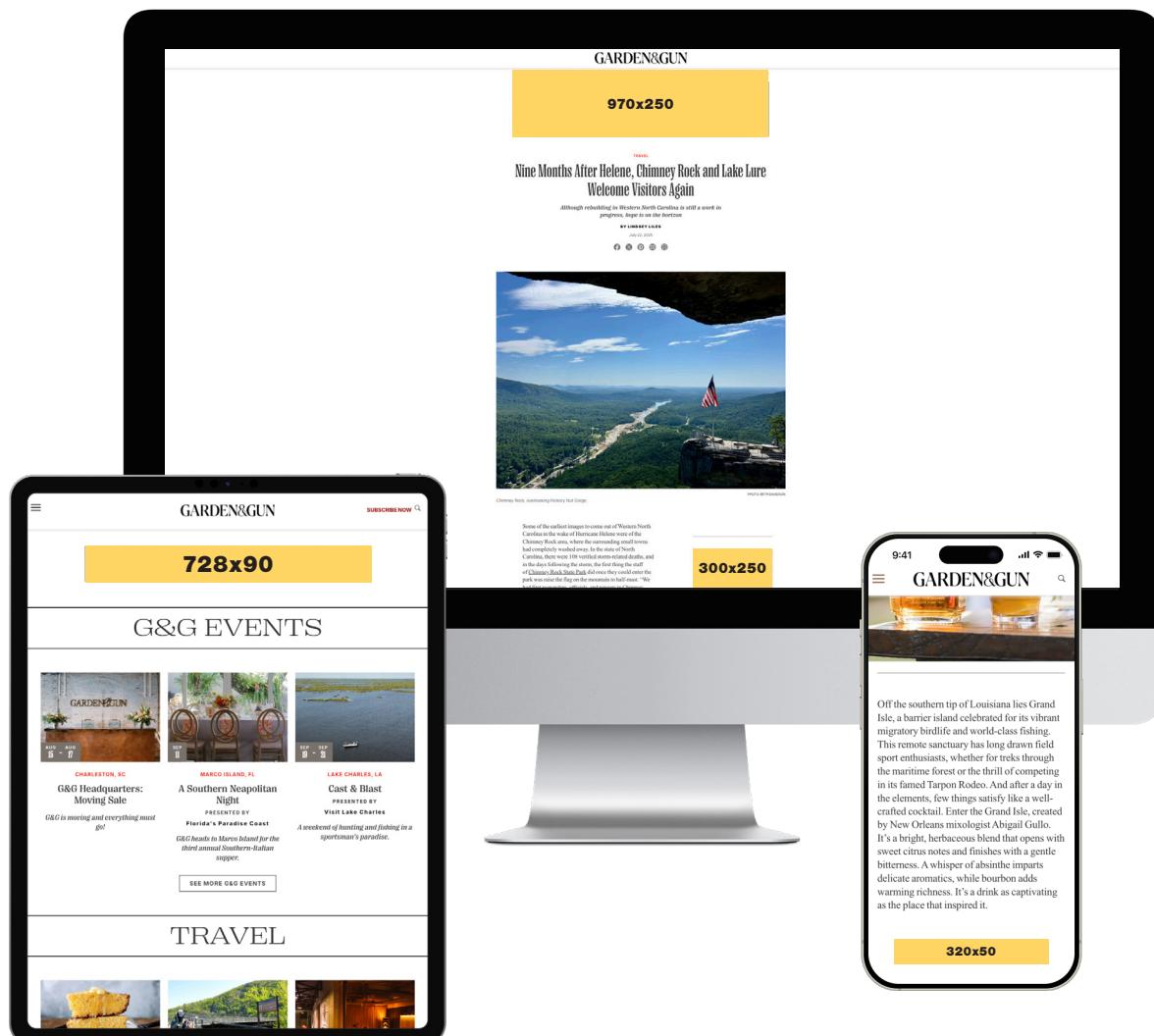
Travel

Music

Sporting

## Run of Site

Position your brand within a qualified and highly targeted environment.



# Advertising Opportunities, Premium

## Ad Units

### Desktop

970x400 px

300x1050 px

336x280 px

### Tablet

336x280 px

320x100 px

### Mobile

336x280 px

320x100 px

## 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.

## Topic Channels

Food & Drink

Home & Garden

Arts & Culture

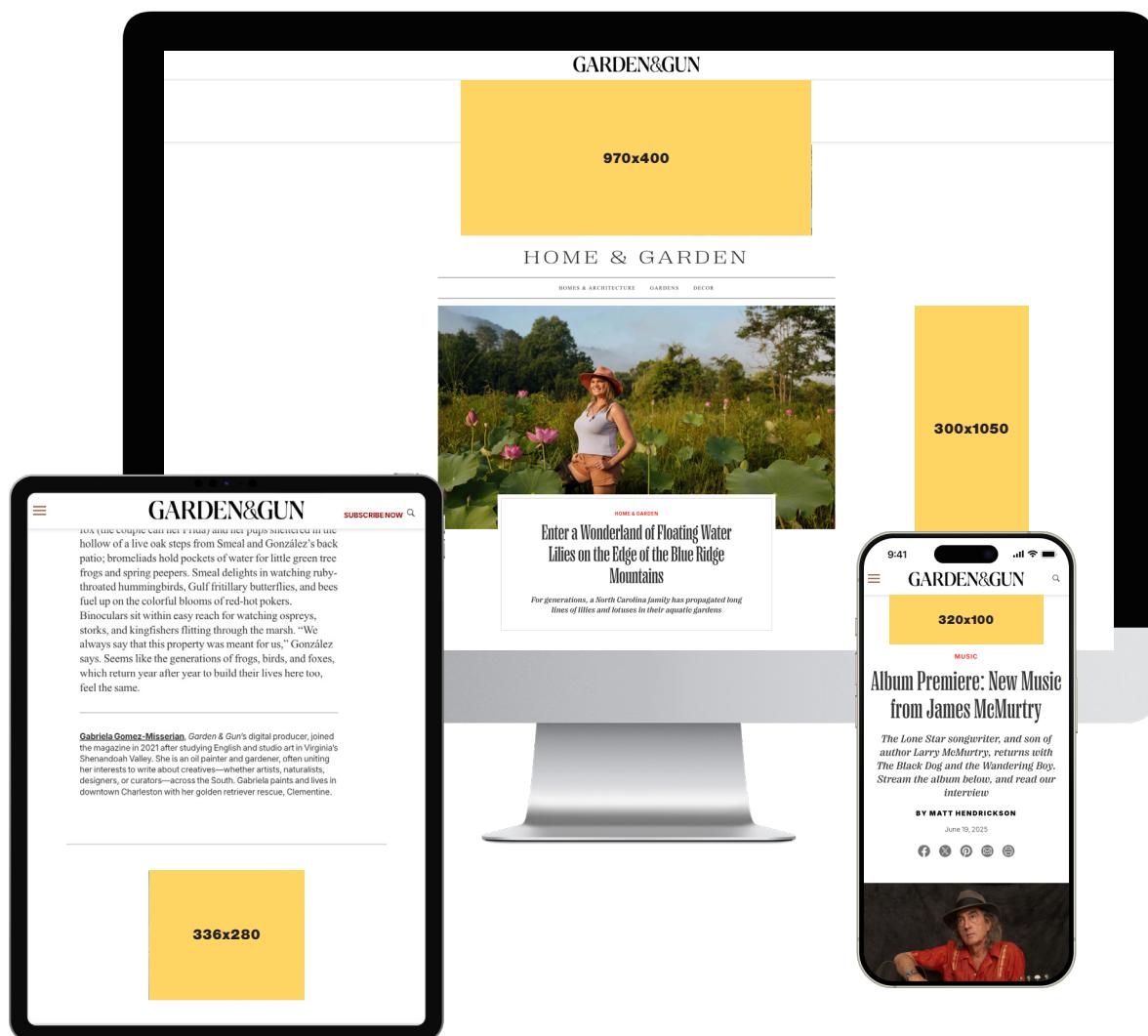
Travel

Music

Sporting

## Run of Site

Position your brand within a qualified and highly targeted environment.

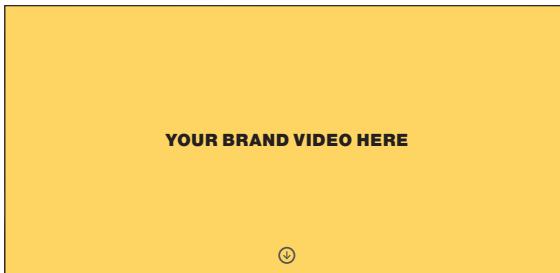


# High-Impact Ad Units

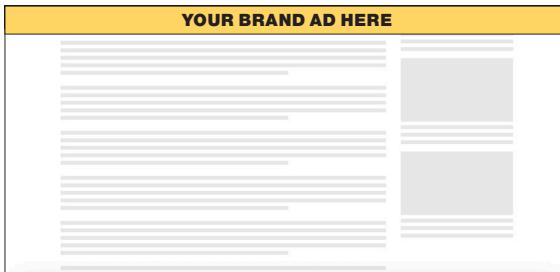


## HPTO

### Landing

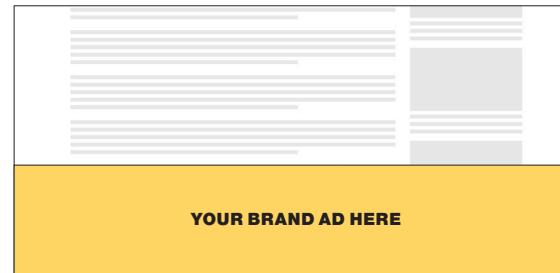


### Scroll

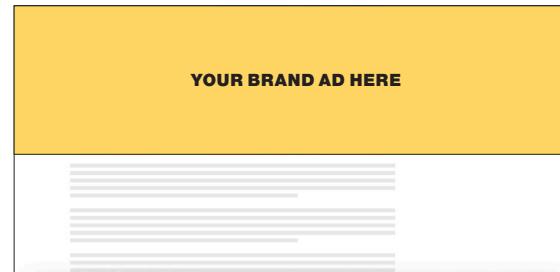


## Adaptive Social Media Roller

### Scroll 1 (Top half of ad)

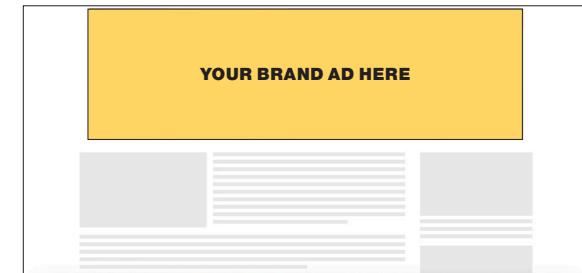


### Scroll 2 (Bottom half of ad)



## 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+**  
*Facebook*

**18,000+**  
*TikTok*

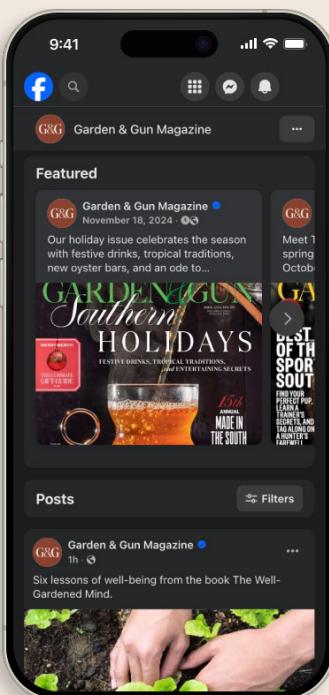
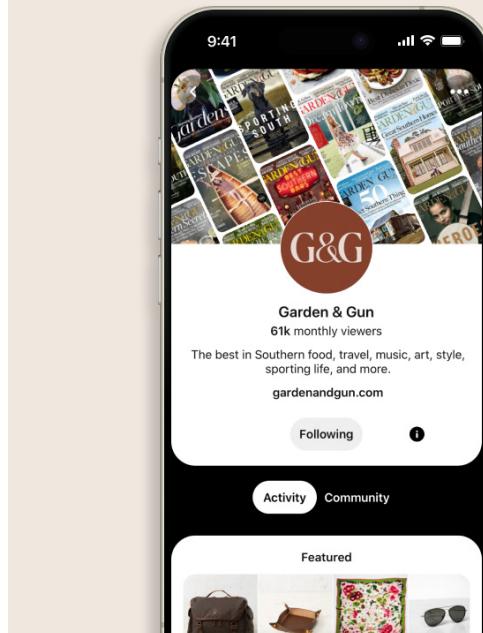
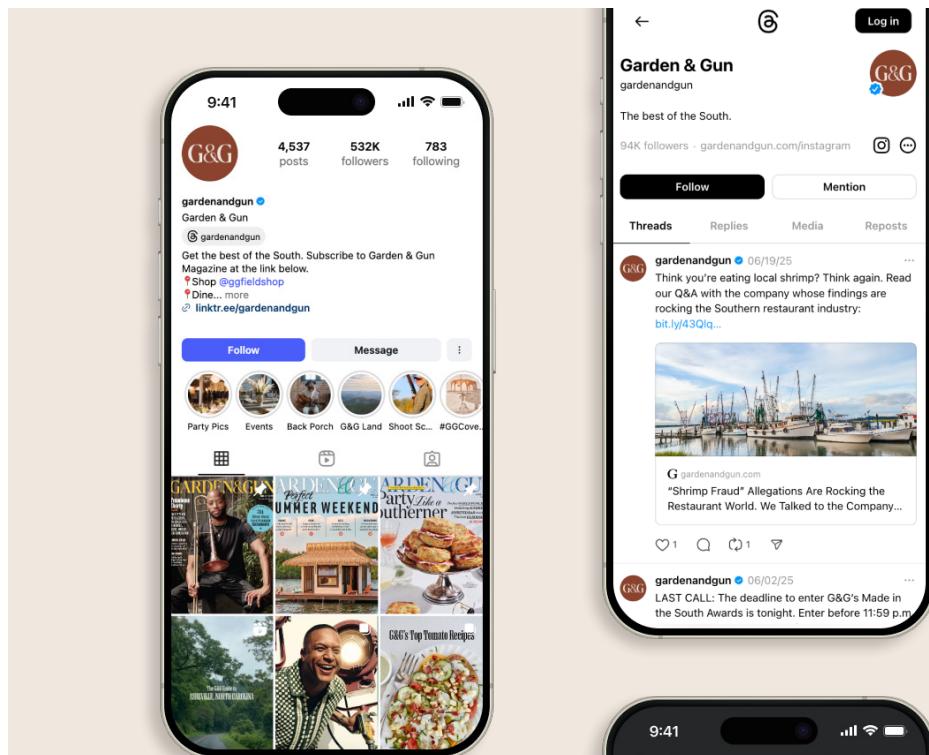
**531,000+**  
*Instagram*

**17,000+**  
*YouTube*

**53,800+**  
*Pinterest*

**92,800+**  
*Threads*

**1.26M+**  
*Total Social Audience*



ENHANCED

GARDEN&GUN

# TALK OF THE SOUTH

YOUR GUIDE TO SOUTHERN CULTURE

AUGUST 13, 2025



Alton Brown with his dog.

**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](#)

**FROM OUR SPONSOR**  
PENELOPE BOURBON



SPONSORED

GARDEN&GUN

# TALK OF THE SOUTH

YOUR GUIDE TO SOUTHERN CULTURE

**SPONSORED EDITION**

AUGUST 8, 2025



**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 serene barrier island boasts thirteen miles of unspoiled coastline, iconic canopy biking 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 charm.

The island's Fernandina Beach historic district—fifty blocks brimming with independent shops, galleries, and restaurants—is built for on-foot exploration. And during Amelia Island Dining Month, happening throughout September, the spotlight turns to the region's rich culinary scene as top restaurants offer exclusive prix-fixe dinner menus. Fill up on the freshest coastal cuisine 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-Carlton, 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 oasis.

[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

**121,000**  
*Subscribers*

**51%**  
*Open rate*

**4.75%**  
*CTR*

## Sponsored Edition

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

One (1) clickable hi-res image

## 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.

**90,000**  
*Subscribers*

## 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

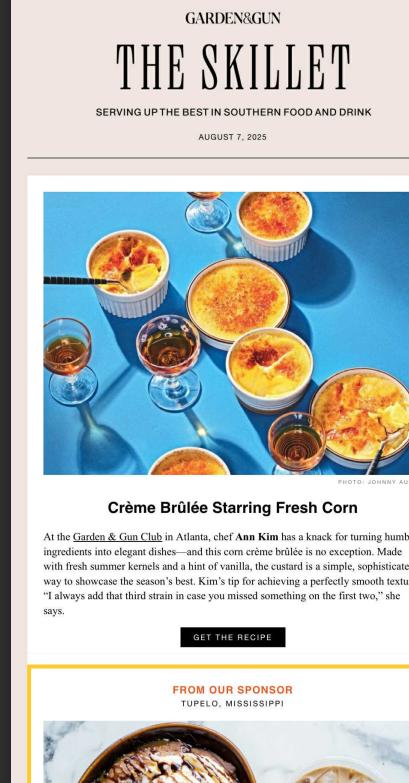
One (1) clickable hi-res image

[Client name] links and images included throughout narrative

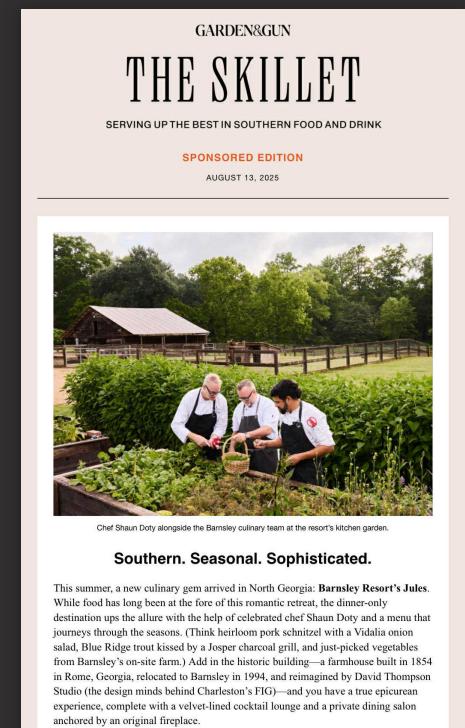
**49%**  
*Open rate*

**5.8%**  
*CTR*

ENHANCED



SPONSORED



ENHANCED

GARDEN&GUN  
**DUE SOUTH**  
TRAVEL AND ADVENTURE FOR THE SOUTHERN SOUL  
JULY 30, 2025

PHOTO: EXPLORE ASHEVILLE

Asheville, nestled in the Blue Ridge Mountains.

**What to Eat, Sip, and See in Asheville**

Visitors have long loved Asheville for its unabashed quirkiness, abundant outdoor offerings, and serious food and beer culture. Planning a trip to the pride of Western North Carolina? Our neighborhood-by-neighborhood guide walks you through the city's best restaurants, bucket-list music venues, top hotels, seasonal happenings, and other can't-miss stops.

[READ OUR ASHEVILLE GUIDE](#)

**FROM OUR SPONSOR**  
THE NATURE CONSERVANCY



SPONSORED

GARDEN&GUN  
**DUE SOUTH**  
TRAVEL AND ADVENTURE FOR THE SOUTHERN SOUL  
SPONSORED EDITION  
SEPTEMBER 5, 2025

**Taste the Best of New Smyrna Beach**

New Smyrna Beach, Florida, offers more than reliable swells, abundant sunshine, and lush scenery. It's also an epicenter of independent restaurants, and this October, the city's culinary talent steals the spotlight during the second annual Coastal Catch Restaurant Month. For thirty-one days, visitors can enjoy exclusive seafood creations, thoughtfully curated prix fixe menus, and singular dining experiences that celebrate the flavors of this charming seaside town.

Whether you dine steps from the sand or sip wine under string lights in the historic downtown, you're guaranteed a meal that tells a story—a of a chef, of a place, of a passion for Florida living. And when you're not eating, you can take in the town's nationally recognized arts scene, stroll quaint neighborhoods, relax on seventeen miles of shoreline, or retreat to one of the area's charming accommodations, from cozy waterfront inns to stylish oceanfront condos. Ready for a taste of the good life?

[RELAX ALREADY. PLAN YOUR TRIP HERE](#)

## 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

**60,000**  
*Subscribers*

**43%**  
*Open rate*

**4%**  
*CTR*

## 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

## 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

**36,600**  
*Subscribers*

**53%**  
*Open rate*

**8%**  
*CTR*

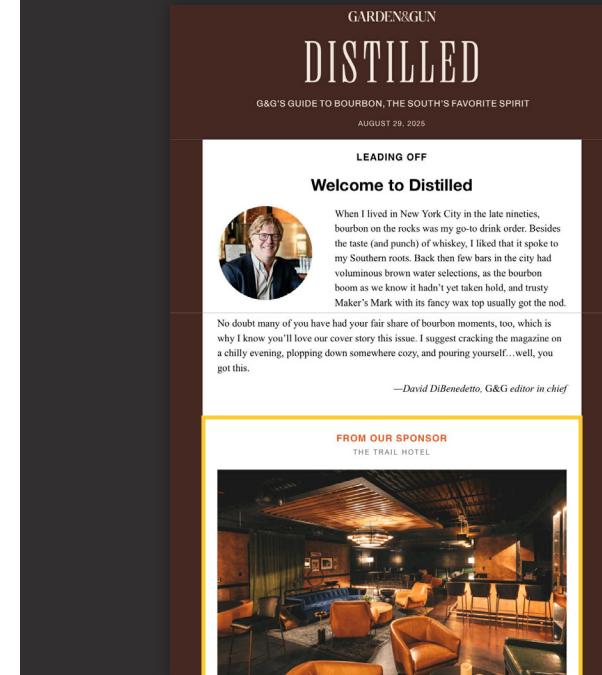
## Sponsored Edition

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



The Enhanced Edition of the 'DISTILLED' newsletter features a dark brown header with the title 'GARDEN&GUN DISTILLED' and a subtitle 'G&G'S GUIDE TO BOURBON, THE SOUTH'S FAVORITE SPIRIT'. Below the header is a small image of a man and the text 'LEADING OFF Welcome to Distilled'. The main content includes a story by David DiBenedetto, an editor in chief, about his bourbon experiences in New York City. A section titled 'FROM OUR SPONSOR' shows a photograph of a modern bar interior with leather couches and a wooden ceiling. The overall layout is clean and professional.

### SPONSORED



The Sponsored Edition of the 'DISTILLED' newsletter features a dark brown header with the title 'GARDEN&GUN DISTILLED' and a subtitle 'G&G'S GUIDE TO BOURBON, THE SOUTH'S FAVORITE SPIRIT'. Below the header is a small image of a bottle and the text 'SPONSORED EDITION'. The main content includes a photograph of five bottles of Penelope Bourbon's Core Series. The text describes the different expressions and their characteristics. A 'LEARN MORE' button and a 'MORE FROM G&G' section are also present.

# 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  $\leq$  100 KB recommended  
**Image resolutions:** Horizontal: 1200x628 px / Square: 640x640 px / Vertical: 720x1280 px  
**Quantity:** 2–10 per carousel  
**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  
**Resolution + aspect ratios:** Recommended 1000x1500 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)

## 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](mailto:mhoulihan@gardenandgun.com)  
Tori Skelton  
[tskelton@gardenandgun.com](mailto: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.*

### SUBMISSION FORM

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G&G

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