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# G&G

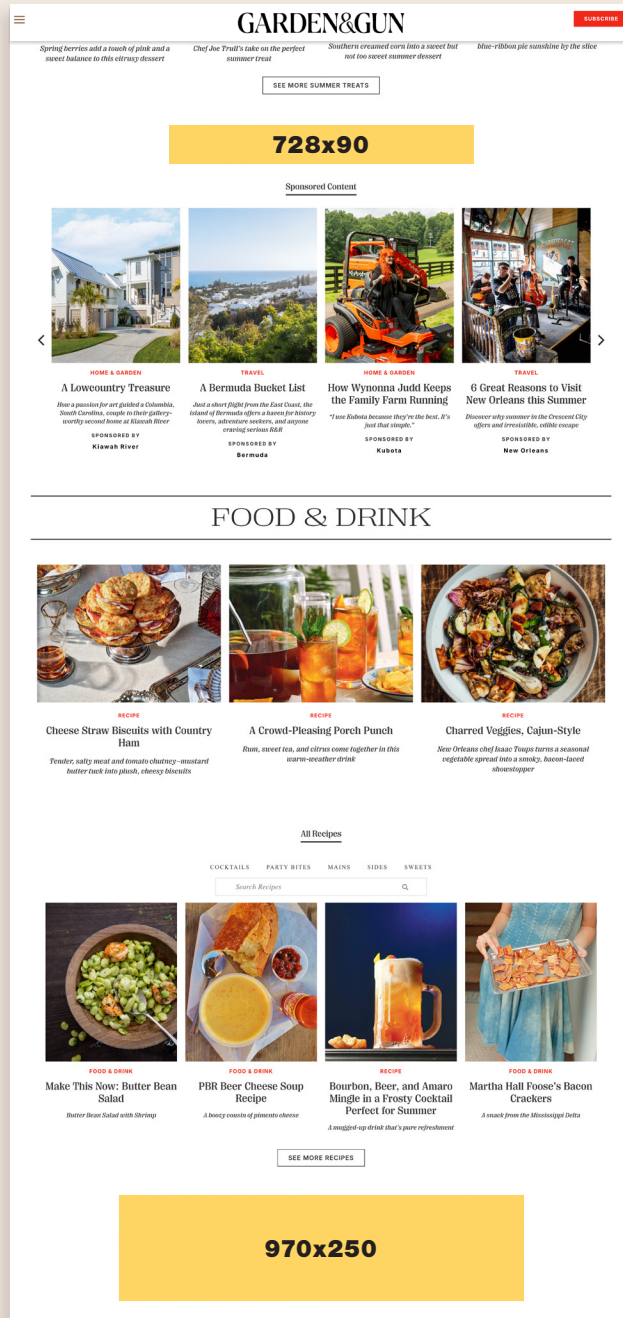
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## **2026 Digital Media Kit**

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**THE SOUL OF THE SOUTH**  
SINCE 2007

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# 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

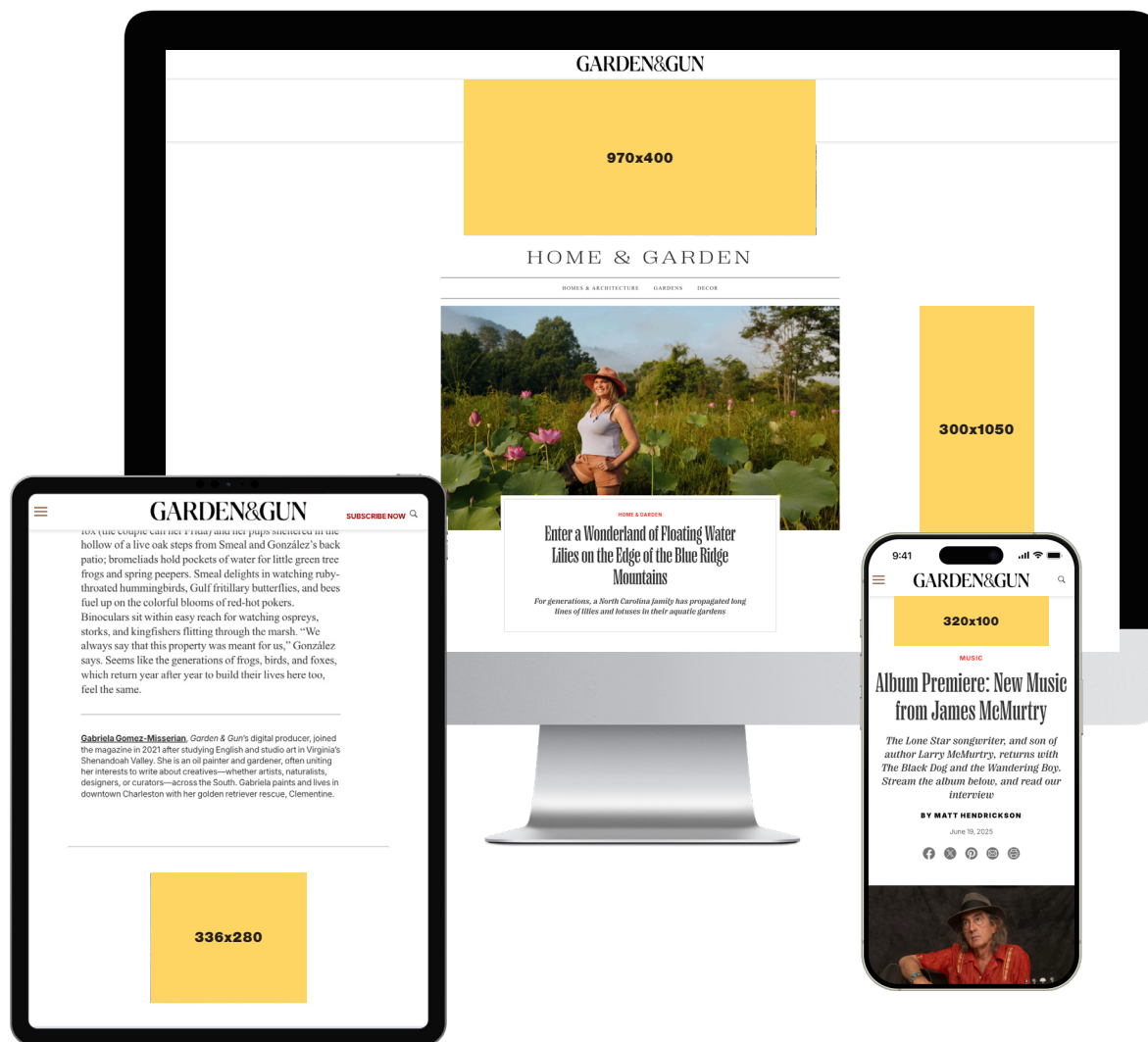
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

## 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.

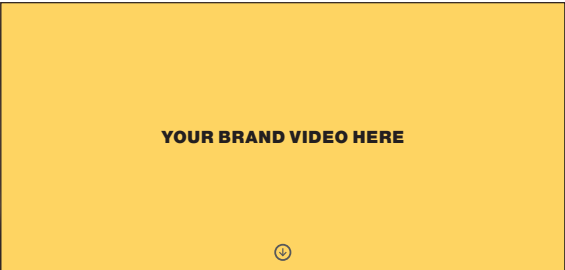


# High-Impact Ad Units



## HPTO

Landing

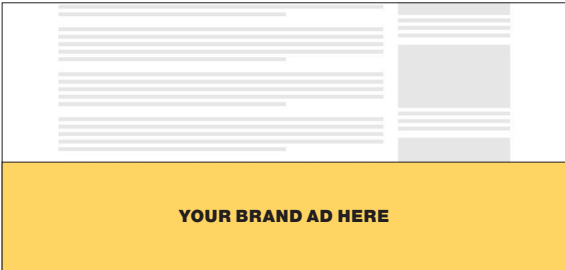


Scroll

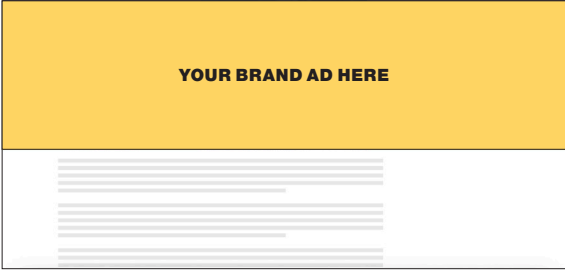


## Adaptive Social Media Roller

Scroll 1 (Top half of ad)

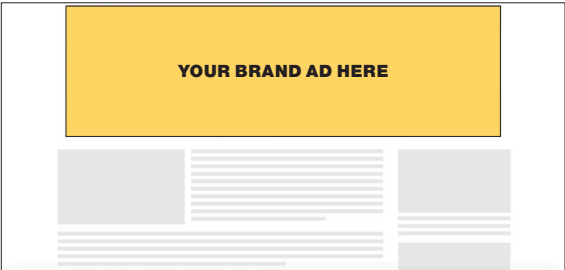


Scroll 2 (Bottom half of ad)



## Podcast Promotion

Landing



Scroll

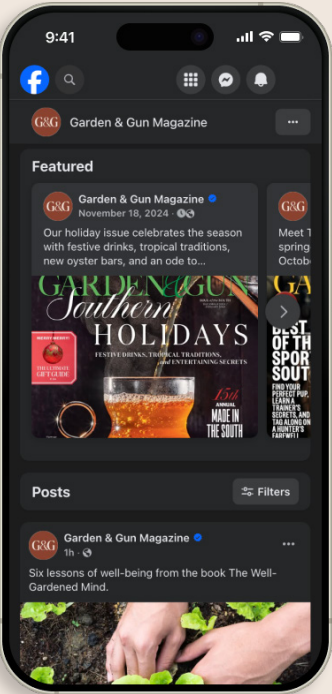
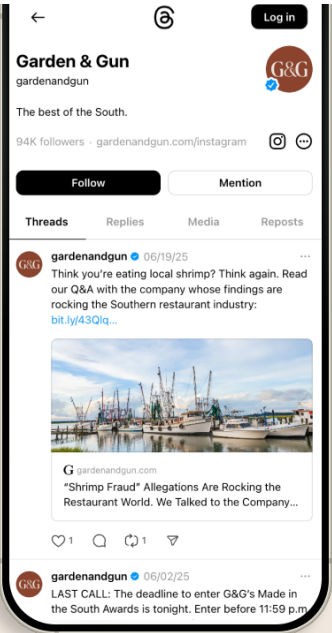
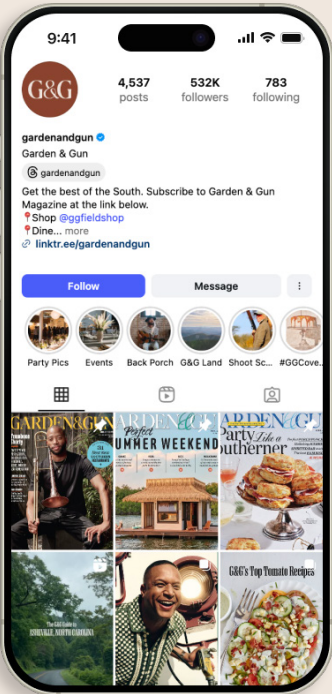


# Social Media

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

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

**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 6, 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 canopied 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

### 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.

90,000  
*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

GARDEN&GUN

THE SKILLET

SERVING UP THE BEST IN SOUTHERN FOOD AND DRINK

AUGUST 7, 2025

Crème Brûlée Starring Fresh Corn

At the *Garden & Gun Club* in Atlanta, chef **Ann Kim** has a knack for turning humble ingredients into elegant dishes—and this corn crème brûlée is no exception. Made with fresh summer kernels and a hint of vanilla, the custard is a simple, sophisticated way to showcase the season’s best. Kim’s tip for achieving a perfectly smooth texture? “I always add that third strain in case you missed something on the first two,” she says.

GET THE RECIPE

FROM OUR SPONSOR

TUPELO, MISSISSIPPI

SPONSORED

GARDEN&GUN

THE SKILLET

SERVING UP THE BEST IN SOUTHERN FOOD AND DRINK

SPONSORED EDITION

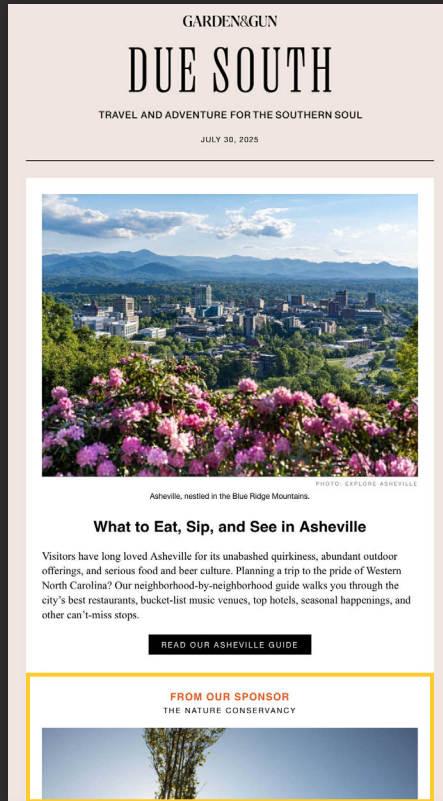
AUGUST 13, 2025

Southern. Seasonal. Sophisticated.

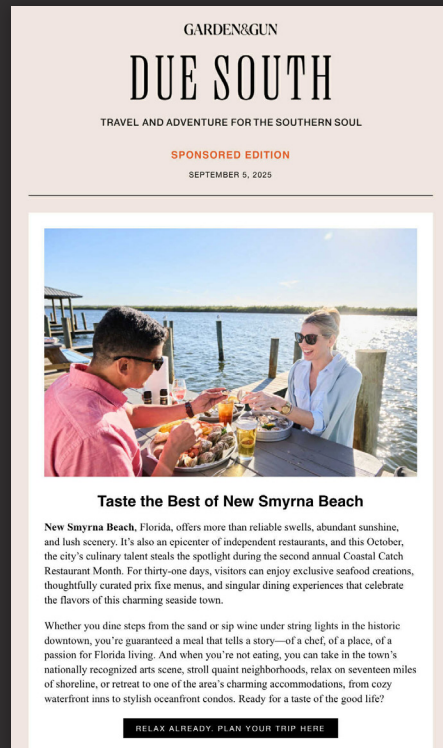
This summer, a new culinary gem arrived in North Georgia: **Barnsley Resort’s Jules**. While food has long been at the fore of this romantic retreat, the dinner-only destination ups the allure with the help of celebrated chef Shaun Doty and a menu that journeys through the seasons. (Think heirloom pork schnitzel with a Vidalia onion salad, Blue Ridge trout kissed by a Jospier charcoal grill, and just-picked vegetables from Barnsley’s on-site farm.) Add in the historic building—a farmhouse built in 1854 in Rome, Georgia, relocated to Barnsley in 1994, and reimaged by David Thompson Studio (the design minds behind Charleston’s FIG)—and you have a true epicurean experience, complete with a velvet-lined cocktail lounge and a private dining salon anchored by an original fireplace.



## 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

**60,000**

*Subscribers*

**43%**

*Open rate*

**4%**

*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

**36,600**

*Subscribers*

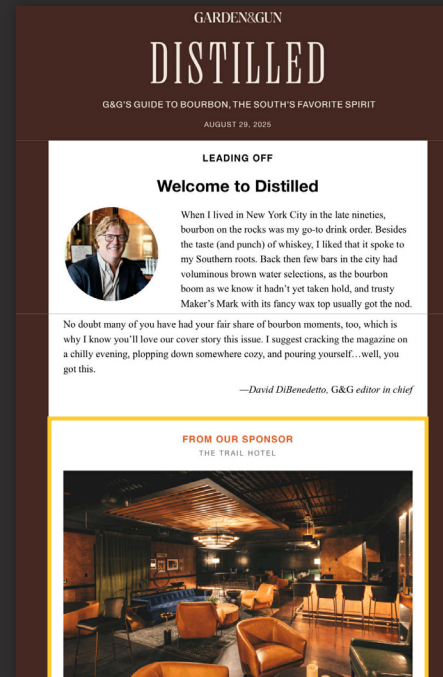
**53%**

*Open rate*

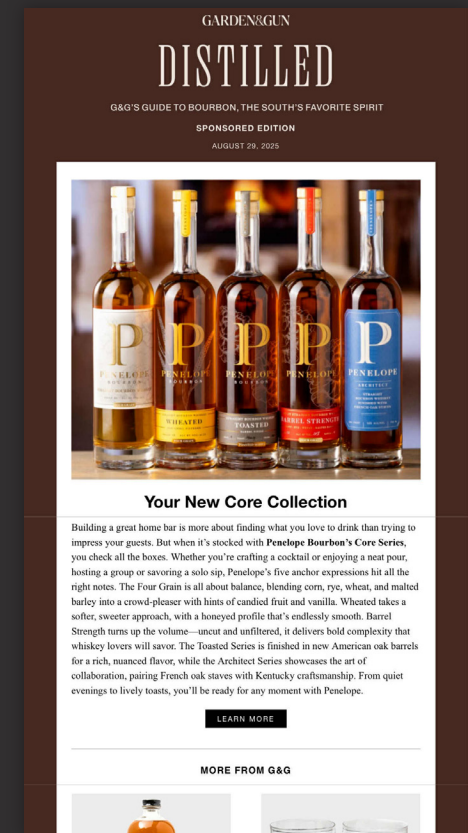
**8%**

*CTR*

#### 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: 1MG

### 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](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.*

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G&G

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