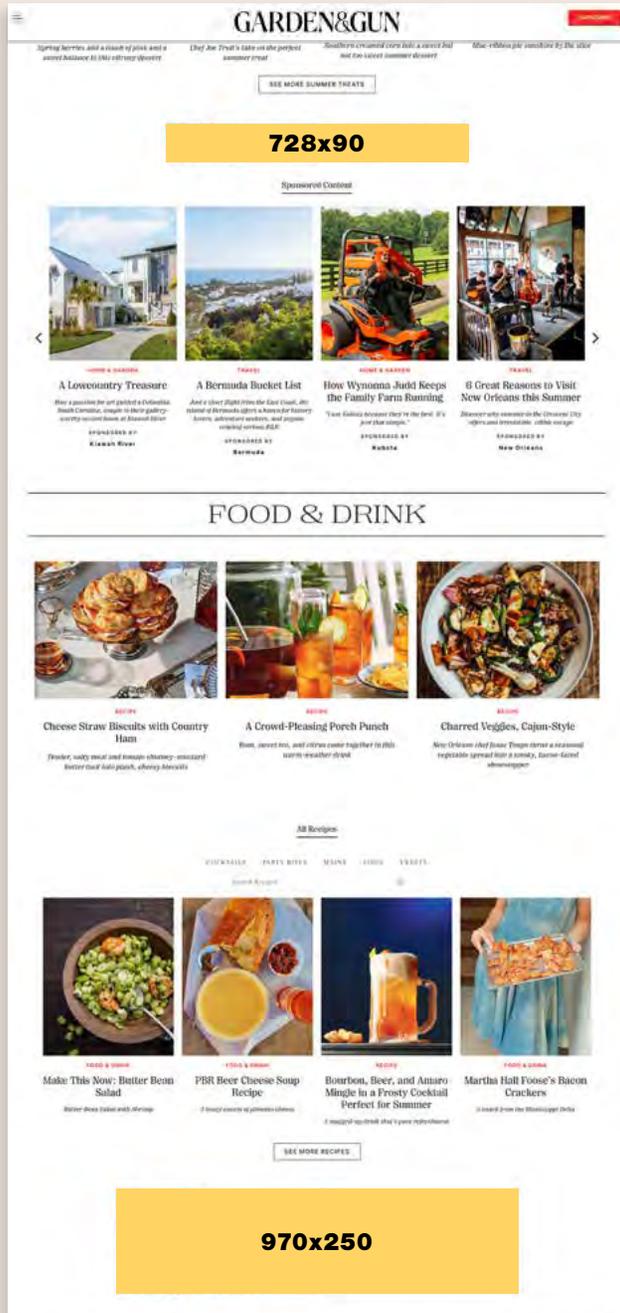

G&G

2026 Digital Media Kit

THE SOUL OF THE SOUTH
SINCE 2007



Gardenandgun.com

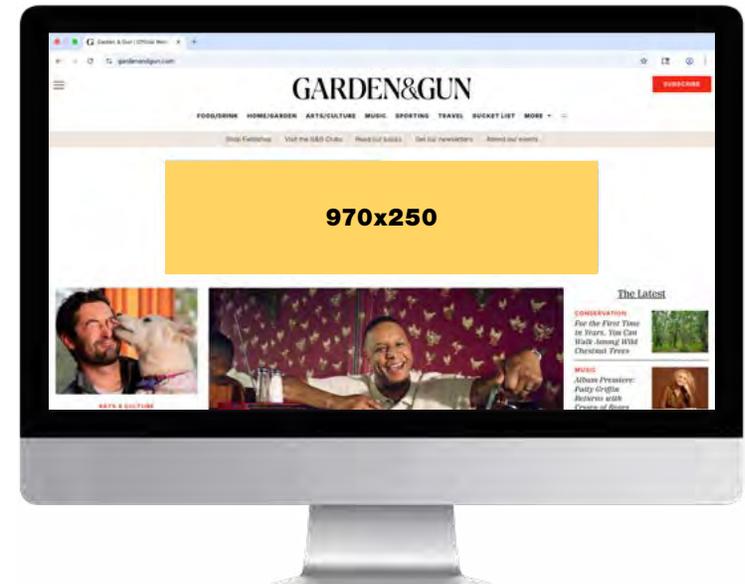
The G&G website is a convenient and resourceful destination for the G&G reader who is searching for authentic stories from the magazine and beyond, plus: products, events, and news from G&G.

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

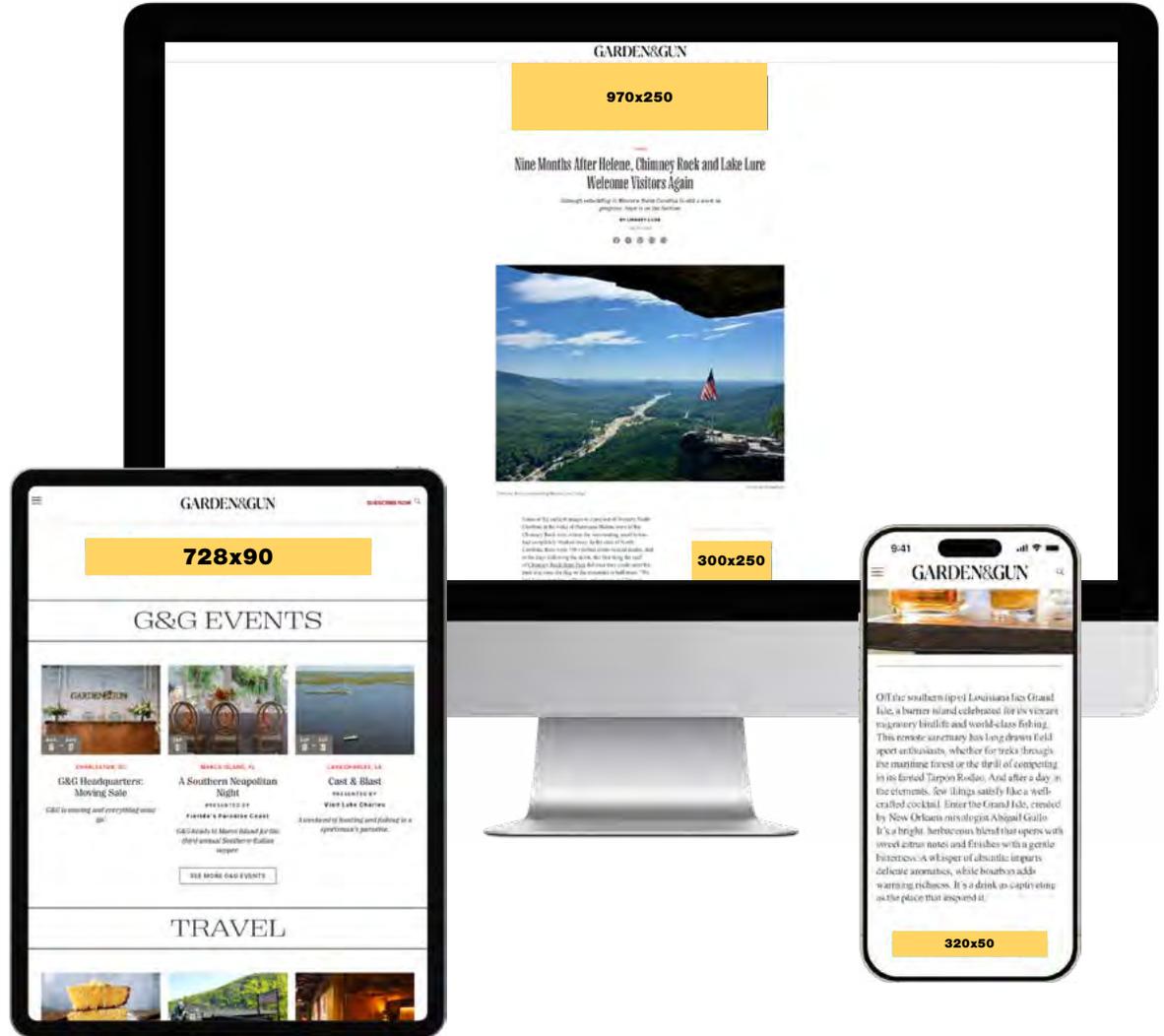
Claim a rotation on specific content pages that aligns with a topic relevant to your brand.

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.

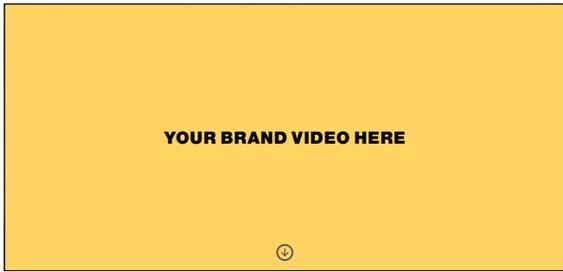


High-Impact Ad Units



HPTO

Landing

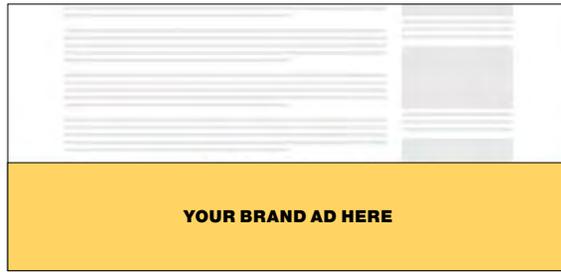


Scroll

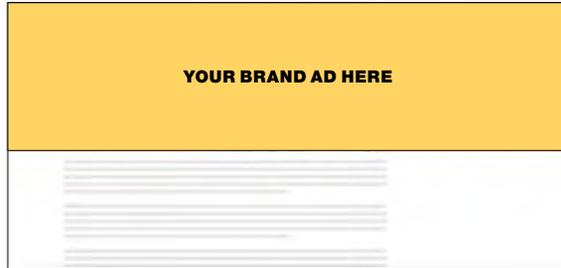


Adaptive Social Media Roller

Scroll 1 (Top half of ad)

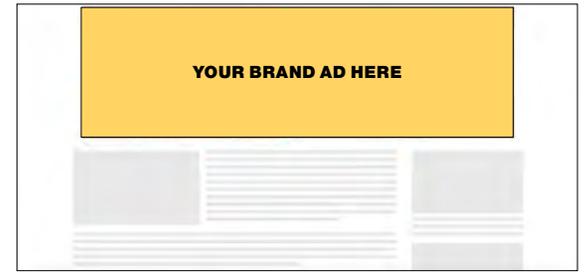


Scroll 2 (Bottom half of ad)



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+
Facebook

18,000+
TikTok

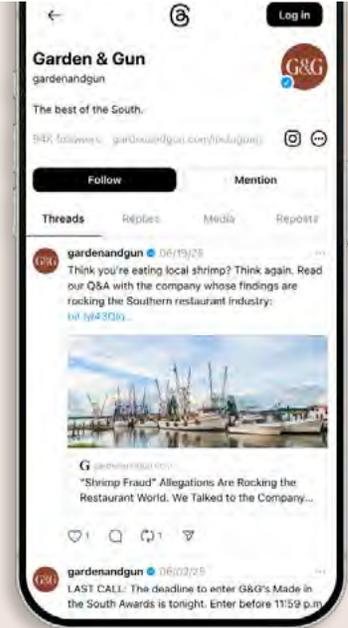
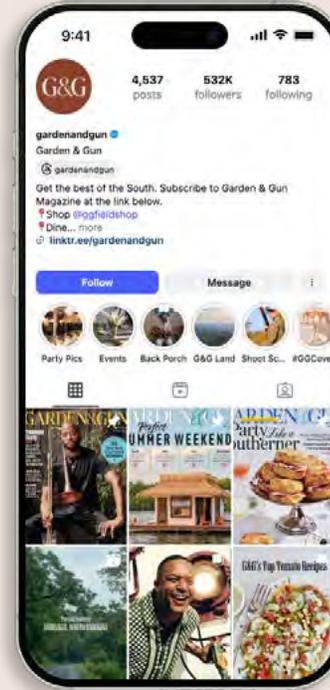
531,000+
Instagram

17,000+
YouTube

53,800+
Pinterest

92,800+
Threads

1.26M+
Total Social Audience



ENHANCED



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



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 Indign 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

127,000
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.

93,000
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, 2023

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, 2023

Southern. Seasonal. Sophisticated.

This summer, a new culinary gem arrived in North Georgia: *Barnesley 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 *Shawn Doty* and a menu that journeys through the seasons. (Think heirloom pork schnitzel with a Vidalia onion salad, Blue Ridge trout kissed by a Jasper charcoal grill, and just-picked vegetables from Barnesley's on-site farm.) Add in the historic building—a farmhouse built in 1854 in Rome, Georgia, relocated to Barnesley in 1984, and reimagined by David Thompson Studio (the design minds behind Charleston's F&G)—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

58,000

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

46,000
Subscribers

50%
Open rate

7.5%
CTR

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 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)

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
