
G&G

2026 Media Kit

THE SOUL OF THE SOUTH
SINCE 2007

Come Along for the Journey...

Who We Are

At *G&G*, we believe in the power of a good story—one that's rooted in place, steeped in tradition, and told with authenticity. From a remote misty dawn hunt to a multicourse meal at a city's most talked-about supper club, we seek to honor the South in all its nuance and reinvention.

This world we celebrate is shaped by craft and character—by chefs and conservationists, musicians and makers, artists and outdoorsmen. It's found in the rhythmic cast of a custom-made fly rod, the polished gleam of heirloom silver, the anticipatory hush of audience members in a private box at the symphony.

Our readers are the heart of this narrative. They understand that heritage is not a fixed point, but a living, breathing, ever-changing thing. They value what is thoughtfully made, generously shared, and earnestly felt.

Whether you call the South home or are simply moved by its spirit, we invite you to turn the page and let us seamlessly weave your story into our world—where substance, style, and soul still matter.





Media Channels

Explore the world of *G&G*, where storytelling meets innovation across pages and screens.

G&G MAGAZINE

6 issues per year

GARDENANDGUN.COM

SPECIAL PUBLICATIONS

G&G Jr.
Southern Dream Homes
Southern Gardens
G&G Weddings

NEWSLETTERS

Talk of the South
The Skillet
Due South
Distilled

SOCIAL MEDIA

Facebook
Instagram
TikTok
Pinterest
YouTube

PODCASTS

Whole Hog
The Wild South

The G&G Audience

Total Audience

4.3M+

Print

1.6M+

Digital

1.3M+

Social

1.26M+

Newsletters

301K+

Experiential

75K+

Print Rate Base

400K+



Demographics



Female
39%

Male
61%

Average HHI
\$519,239

Average net worth
\$2,609,352

2026 Editorial Cover Packages

February/March

In Good Humor

AD CLOSE: NOVEMBER 20, 2025 • ON SALE: JANUARY 20, 2026

April/May

Southern Gardens

AD CLOSE: JANUARY 15, 2026 • ON SALE: MARCH 17, 2026

June/July

Travel + Music

AD CLOSE: MARCH 19, 2026 • ON SALE: MAY 19, 2026

August/September

Southern Spirits

AD CLOSE: MAY 21, 2026 • ON SALE: JULY 21, 2026

October/November

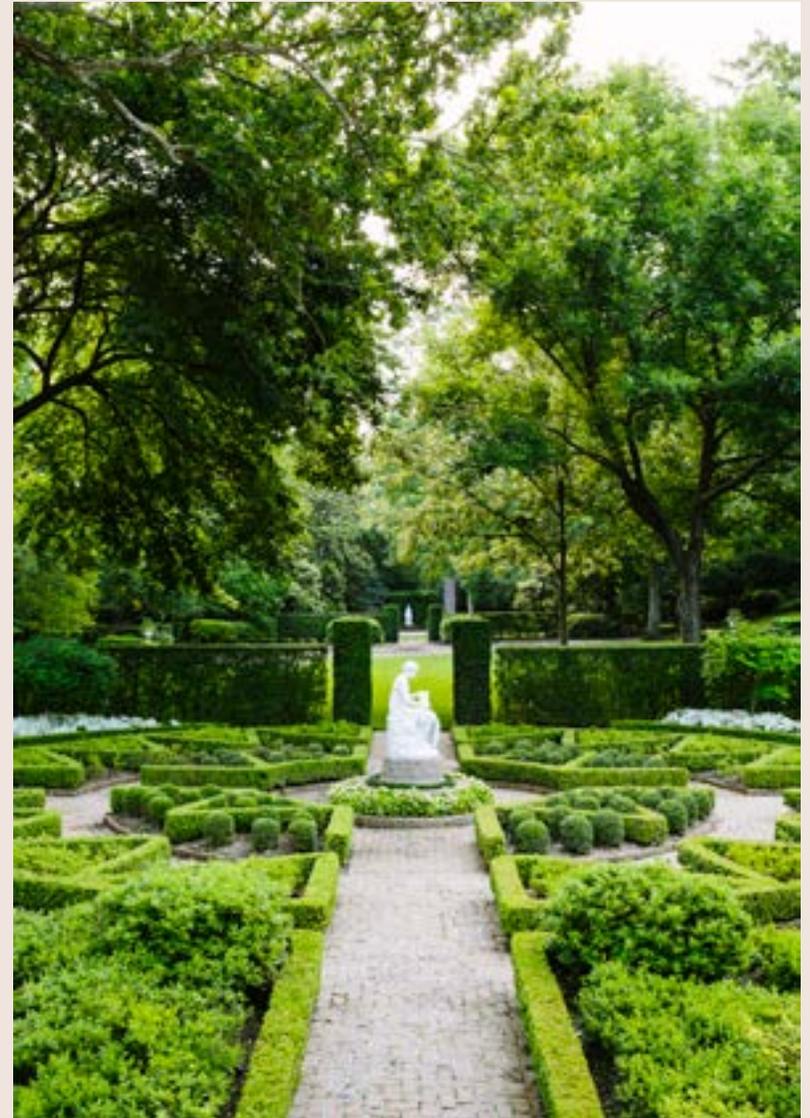
Sporting + Champions of Conservation

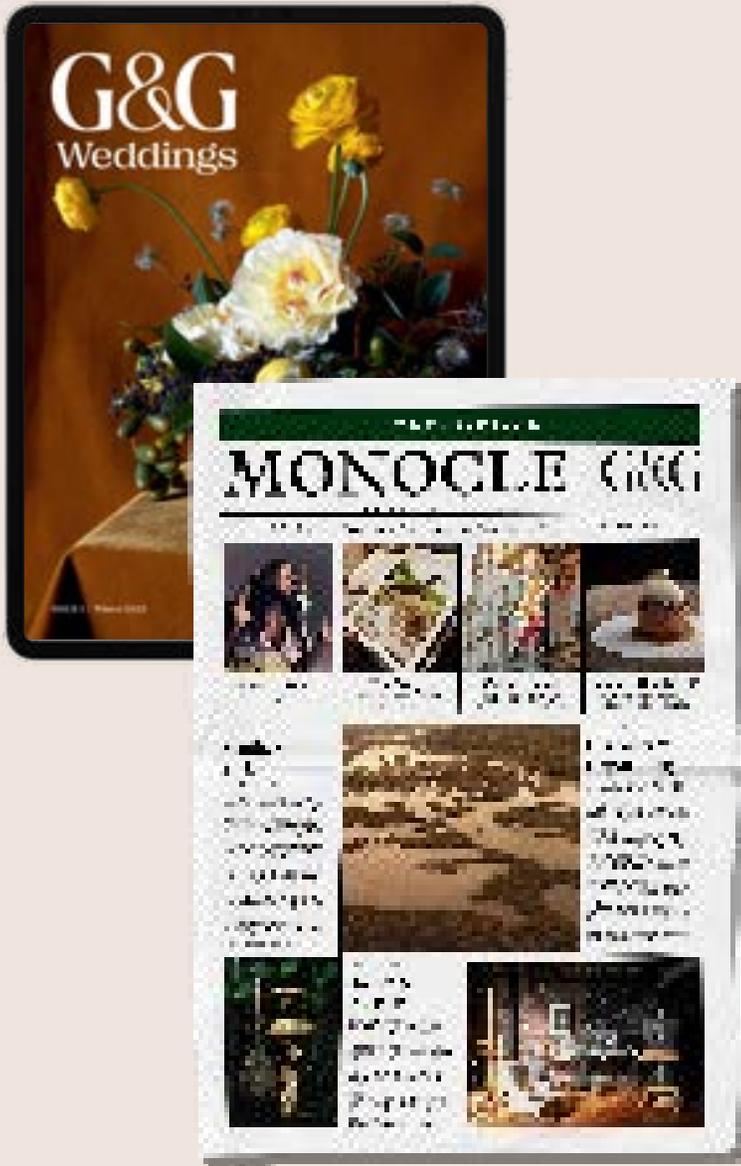
AD CLOSE: JULY 23, 2026 • ON SALE: SEPTEMBER 22, 2026

December/January

Holiday + Made in the South Awards

AD CLOSE: SEPTEMBER 17, 2026 • ON SALE: NOVEMBER 17, 2026





Special Publications + Custom Publishing

G&G's special publications—whether built around immersive themes or in collaboration with editorial partners—blend rich storytelling, stunning photography, and sophisticated design. These premium titles extend our signature voice into curated, stand-alone editions that offer meaningful opportunities for brand integration across both print and digital platforms.

Through the *G&G* Creative Studio, we also offer full-service custom publishing, developing tailored brand narratives and assets that reflect our distinctive editorial style—bringing partner stories to life with the same quality and craft that define every issue of *G&G*.

G&G Weddings

A digital offering of timeless editorial that resonates across generations—*G&G Weddings* celebrates weddings that embrace a well-lived Southern story, and full of inspiration that's as personal as it is meaningful.

LAUNCHES NOVEMBER 1, 2025

The Dispatch from *Monocle* + *G&G*

Monocle and *G&G* join forces to debut this bespoke publication globally celebrating the American South. Designed to ignite international conversations on design, cuisine, art, and travel, the special edition newsprint will debut ahead of the World Cup in North America.

LAUNCHES MAY 1, 2026

Signature Platforms



Back Porch Sessions

EVERGREEN

This intimate live performance series is filmed at the magazine's Charleston headquarters and venues across the South, showcasing stripped-down sets that capture the raw, unfiltered spirit of Southern music.

G&G Reads

EVERGREEN

G&G's book club spotlights the best new Southern literature through exclusive author interviews, live conversations, and opportunities for readers to engage directly with writers.

Good Dog

FALL

Since the magazine's inaugural issue, the Good Dog column has honored the South's most devoted companions through true stories of people and their dogs, plus the annual Good Dog Photo Contest.

Champions of Conservation

OCTOBER/NOVEMBER

Through this annual initiative, *G&G* shines a spotlight on ten unsung heroes of the Southern wilds, honoring their conservation efforts while offering recognition and a platform for their vital work.

Made in the South Awards

DECEMBER/JANUARY

Established in 2010, the Made in the South Awards honor the finest craftsmanship across six categories—Food, Drink, Home, Style, Crafts, and Outdoors—selected by *G&G* editors and guest judges.

Events

When it's time to gather, we do so with intention—and no shortage of style. Think oysters on the half shell, string quartets that veer into bluegrass, and Champagne served alongside smoky bourbon. Whether the occasion calls for black tie or boots in the grass, the atmosphere is always thoughtfully composed.

Sponsorship and integration opportunities are customized based on partner's goals.

70+
Events per Year

14K+
Guests Hosted per Year

63K+
Event Newsletter Audience

[VIEW CURRENT EVENTS](#)

[SEE PARTY PICS](#)



Brand Extensions



G&G Books

The *G&G* book collection brings the soul of the South to the printed page. From timeless recipes to artful explorations of sporting life and Southern style, five original titles capture the essence of this region.

Fieldshop by G&G

Fieldshop by G&G is a finely curated marketplace inspired by the magazine's distinctive Southern aesthetic featuring a collection of artisan-made goods, signature apparel, custom collaborations, and unique gifts.

The G&G Club

Savoring a perfectly crafted cocktail in good company is quintessential *G&G*. The G&G Clubs, located at The Battery in Atlanta and Louisville's iconic Stitzel-Weller Distillery, bring that spirit to life in two singular settings.

Print Ad Specifications

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
SPREAD*	16.75" x 9.875"	18.25" x 11.125"	17.25" x 10.375"	18" x 10.875"
PAGE	8" x 9.875"	9.25" x 11.125"	8.5" x 10.375"	9" x 10.875"
1/2 HORIZONTAL	8" x 4.75"	9.25" x 5.5"	8.5" x 5"	9" x 5.25"

*For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.

AD DELIVERY

We require that ads be uploaded to our simple and secure ad portal, which will ensure that they meet our specifications before going on press. <https://www.Adshuttle.com/gardenandgun>

GENERAL INFORMATION

Publication trim size: 9" x 10.875"

Safety: 0.25" from trim on all sides

Bleed: 0.125" beyond trim on all sides

Binding method: Perfect bound; jogs to foot

Image resolution: 300 dpi

Line screen: 150 dpi

Color space: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF/X-1a: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

DIGITAL EDITION URL INSTRUCTIONS

If your advertisement does not include a visible URL but you would like a link included in the digital edition, please provide the desired URL in the Notes section during the upload process. URLs cannot be added after submission unless they are supplied at the time of upload.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$65 to your invoice.

We also accept supplied Epson color-managed SWOP 3 profiles that include the IDEAlliance Color Control Bar. To download the control strip, visit the downloads section at <http://idealliance.org>

PROOF DELIVERY

Quad Graphics
Attention: Pete Gallipoli
N64W23110 Main Street
Sussex, WI 53089

**When sending a hard proof, please also email Edward.Masson@pwxolutions.com with the date the proof was sent.*

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading:

- × Incorrect dimensions
- × Text outside the safety area
- × Non-bleed ads that bleed (and vice versa)
- × Low-resolution images
- × Images not converted to CMYK
- × Spot color/PMS used in the color space
- × Position marks or color bars in the live area

CHANGING YOUR AD

Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

DISCLAIMER

G&G is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.

PRODUCTION CONTACT

Ed Masson, Production Operations Manager

EMAIL Edward.Masson@pwxolutions.com

PHONE 978.771.8135

2026 Print Rates

Frequency Discounts

4-COLOR	1X NET	3X NET	6X NET
Full Page	\$72,066	\$71,002	\$69,181
1/3 Page	\$27,616	\$27,063	\$26,510

COVERS	1X NET
2 nd	\$86,479
3 rd	\$75,669
4 th	\$90,082

Rates are net. No additional charge for bleed.

For more information, please contact your sales representative or advertising@gardenandgun.com.

G&G
