

CELEBRATING
10 YEARS OF
SOUTHERN
TRAVEL



Good Grit

2026 MEDIA KIT



YOUR GO-TO SOURCE FOR

AUTHENTIC SOUTHERN EXPLORATION

WHO WE ARE

Good Grit is a Southern travel magazine for curious explorers who care about the story behind a place, and the people who make it worth knowing.

For ten years, **Good Grit Magazine** has been telling the damn good stories of the South. What began as a celebration of Southern culture has evolved into a focused exploration of one thing our readers care about most: experiences.

We exist for curious explorers: those who pack a bag with intention and care about understanding a place through its people, culture, and character. Our pages are filled with travel guides worth saving, portraits of the people shaping their communities, and features that reveal the deeper meaning behind a place.

Published quarterly in print and supported by a growing digital platform, Good Grit covers the South with depth and curiosity. From small towns and iconic destinations to food, history, and experiences worth planning a trip around, our stories invite readers to explore the region more thoughtfully...and to keep coming back for more.

“TELLING
THE DAMN
GOOD
STORIES
OF THE
SOUTH FOR
10 YEARS.”

MEET OUR READERS

A HIGHLY ENGAGED AUDIENCE
OF CURIOUS TRAVELERS

READER PROFILE (PRINT AUDIENCE):

300K+
TOTAL AUDIENCE

\$150K
MEDIAN HHI

44
MEDIAN AGE

61%
MARRIED

55%
MILLENNIALS

WHY THEY TRAVEL

Good Grit readers travel with intention. They're motivated by:

- Discovering destinations worth the drive (and the detour)
- Food, chefs, and meals that tell a story
- Culture, history, and local tradition
- Events, festivals, and experiences that bring a place to life

WHAT THEY LOOK FOR IN THE MAGAZINE

Our readers come to Good Grit for:

- Insider recommendations they can trust
- Curated itineraries they can actually use
- In-depth destination guides
- Strong photography and thoughtful storytelling
- Content they can't easily find online

***IF IT'S IN GOOD GRIT,
IT'S WORTH THE TRIP!***

WHERE THEY'RE BASED

TOP STATES



TOP CITIES

SOUTH WALTON
HOUSTON
CHARLOTTE
BIRMINGHAM
ATLANTA
NASHVILLE
DALLAS

1,500+
RETAILERS

SUBSCRIBERS IN
38 STATES

WHERE THE CONVERSATION *continues*

Good Grit's digital platforms extend each print issue beyond the page, giving stories a longer life and meeting readers as they plan, save, and share their next trip.

WEBSITE

A destination for in-depth travel guides, features, and evergreen stories readers return to.

MONTHLY VISITS: 25.9K

EMAIL

Our most direct connection with readers and a key driver of loyalty and subscription growth.

SUBSCRIBERS: 10K

AVERAGE OPEN RATE: 18.9%

CLICK-THROUGH RATE: 1.2%

SOCIAL

A virtual front porch to the brand, designed to spark curiosity and point readers toward their next great trip.

INSTAGRAM

FOLLOWERS: 40.4K

AVERAGE MONTHLY

IMPRESSIONS: 122.6K

FACEBOOK

FOLLOWERS: 17.2K

AVERAGE MONTHLY

IMPRESSIONS: 22.1K



HOW GOOD GRIT COMES TO LIFE ACROSS PRINT, DIGITAL, EXPERIENTIAL, AND AGENCY.

PRINT

Quarterly, beautifully designed print issues dedicated to Southern travel with rich storytelling and striking photography that readers return to season after season.

EXPERIENTIAL

Curated experiences that bring Good Grit's stories off the page and into real life through travel-focused events and brand partnerships.

DIGITAL

A dynamic digital platform that extends each issue through timely stories, expanded travel guides, exclusive content, and ongoing connection across web, newsletter, and social.

AGENCY

A creative agency delivering brand strategy and story-first creative work, helping brands and destinations turn big ideas into compelling narratives with real impact.

PRINT

AT A GLANCE

QUARTERLY,
SEASONAL PRINT
PUBLICATION

RATE BASE
20,000

1,500
RETAILERS
NATIONWIDE

SUBSCRIBERS IN
38 STATES



WAYS TO PARTNER

- STANDARD PRINT ADVERTISEMENTS
- SPONSORED EDITORIAL FEATURES
- INTEGRATED BRAND STORYTELLING
- PRODUCT PLACEMENT AND VISUAL INTEGRATIONS
- CUSTOM INSERTS OR TIP-INS

DIGITAL

AT A GLANCE

MONTHLY
WEBSITE VISITS
84K

EMAIL
SUBSCRIBERS
9.6K

AVERAGE EMAIL
OPEN RATE
29%

CTR
2.9%

INSTAGRAM
FOLLOWERS
43K

ANNUAL
INSTAGRAM
IMPRESSIONS
1.3M

FACEBOOK
FOLLOWERS
7.4K

ANNUAL
FACEBOOK
IMPRESSIONS
228K



WAYS TO PARTNER

- SPONSORED EDITORIAL CONTENT
- INTEGRATED BRAND STORYTELLING
- WEBSITE FEATURE PLACEMENTS
- NEWSLETTER PLACEMENTS
- SOCIAL MEDIA PARTNERSHIPS
- BRANDED TRAVEL GUIDES AND EVERGREEN CONTENT

DIGITAL OFFERINGS

INSTAGRAM REEL	\$500
INSTAGRAM CAROUSEL	\$500
NEWSLETTER FEATURE PLACEMENT	\$1,000
WEBSITE BANNER PLACEMENT	\$1,000
DIGITAL ARTICLE/LISTICLE	\$2,500

EXPERIENTIAL



AT A GLANCE

CURATED EVENTS AND TRAVEL-FOCUSED EXPERIENCES CREATED IN PARTNERSHIP WITH BRANDS AND DESTINATIONS, OFFERING MEANINGFUL CONNECTION AND ON-SITE STORYTELLING OPPORTUNITIES.

WAYS TO PARTNER

- BRANDED EVENT SPONSORSHIPS
- DESTINATION-HOSTED EXPERIENCES
- COLLABORATIVE BRAND ACTIVATIONS
- ON-SITE STORYTELLING AND CONTENT CAPTURE
- INTEGRATED BRAND PRESENCE WITHIN CURATED EXPERIENCES
- CUSTOM EXPERIENTIAL CONCEPTS DEVELOPED IN PARTNERSHIP

Good Grit
AGENCY

we are
**CREATIVE
REBELS**
on a
MISSION

AT A
GLANCE
.....
7 YEARS
OF HELPING
BRANDS AND
DESTINATIONS
TELL THEIR
STORIES
.....

30
ACTIVE
PROJECTS
ANNUALLY
.....

CORE
FOCUS AREAS:
**BRAND
STRATEGY,
CREATIVE,
CONTENT,
CAMPAIGNS**

WAYS TO PARTNER

- BRAND STRATEGY AND POSITIONING
- NAMING AND IDENTITY DEVELOPMENT
- VISUAL IDENTITY AND BRAND SYSTEMS
- COPYWRITING AND BRAND VOICE
- WEBSITE DESIGN AND BUILD
- PHOTOGRAPHY AND VIDEO PRODUCTION
- DIGITAL DESIGN AND CONTENT CREATION
- INTEGRATED CREATIVE CAMPAIGNS
- INFLUENCER AND PARTNER COLLABORATIONS
- CREATIVE CONSULTING AND WORKSHOPS

GOODGRITAGENCY.COM

CORE CONTENT PILLARS

(RANKED BY READER DEMAND)

TOP-TIER ANCHORS

TRAVEL INSPIRATION AND DESTINATION STORIES

CULTURE, HISTORY, AND SOUTHERN STORIES

FOOD, CHEFS, AND CULINARY EXPERIENCES

EVENTS, FESTIVALS, AND THINGS TO DO

STRONG SUPPORTING PILLARS

WELLNESS, SLOW LIVING, AND RETREATS

DESIGN, HOMES, AND SOUTHERN STYLE

THESE PILLARS GUIDE EVERY ISSUE AND REFLECT WHAT OUR READERS CONSISTENTLY SEEK OUT AND ENGAGE WITH MOST.

EDITORIAL CALENDAR

ISSUES	EDITORIAL CLOSE	AD CLOSE	PRINT DATE	ON SALE
SPRING 2027 (FEBRUARY • MARCH • APRIL) GET OUTSIDE GUIDES GARDENS ART FESTIVALS ECOTOURISM WELLNESS TOURISM SPRING BREAK	TBD	12-2-26	12-16-26	2-1-27
SUMMER 2027 (MAY • JUNE • JULY) SEASON OF ABUNDANCE SOUTHERN WATERWAYS WILDFLOWERS GLAMPING IN SEASON (CULINARY) MURALS	2-16-27	3-13-27	3-30-27	5-1-27
FALL 2027 (AUGUST • SEPTEMBER • OCTOBER) SOUTHERN ROOTS ROUTES ROOTS + REVIVAL BOURBON THRILL OF GAME (FOOTBALL, HUNTING)	TBD	6-12-27	6-29-27	7-1-27
WINTER 2027 (NOVEMBER • DECEMBER • JANUARY) CELEBRATE THE SOUTH SOUTHERN MAKERS BEST OF FESTIVE SEASON ANNUAL HOLIDAY GIFT GUIDE	TBD	9-11-27	9-28-27	11-1-27

STANDARD ADVERTISING RATES

ISSUES	FULL PAGE	HALF PAGE	2 PAGE SPREAD
1X	\$5,993	\$3,792	\$10,728
2X	\$5,290	\$3,412	\$9,657
4X	\$4,467	\$2,809	\$8,301

PRIME PLACEMENTS*	
BACK COVER	\$6,370
INSIDE FRONT COVER	\$7,114
INSIDE BACK COVER	\$6,370
PAGES 4+5	\$5,369

*AVAILABLE UPON 4X CONTRACT

DIGITAL
PACKAGES
START AT
\$995



YOU'LL BE THE
PERFECT FIT
IN GOOD GRIT!

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ACCOUNT EXECUTIVE
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