Good Grit

2027 MEDIA KIT

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A SOUTHERN TRAVEL *and* LIFESTYLE MAGAZINE *for* CURIOUS EXPLORERS

OVER A DECADE OF EXPLORING THE GOOD SOUTH

MEET THE *GOOD GRIT READER*

REACH THE SOUTHERN TRAVELER WHO'S DECIDING WHERE TO GO, STAY, EAT, SHOP, AND EXPERIENCE NEXT.

Good Grit is a Southern travel and lifestyle magazine connecting brands and destinations with curious, experience-driven readers who look to us for trusted recommendations, thoughtful storytelling, and inspiration for where to go and what to enjoy along the way.

300K+
TOTAL AUDIENCE

$150K
MEDIAN HHI

44
MEDIAN AGE

61%
MARRIED

55%
MILLENNIALS

WHAT MATTERS TO THEM

Our readers spend their time and money on experiences that make life richer, whether that means planning a weekend away, booking a memorable stay, trying a new restaurant, attending an event, or bringing home something worth keeping.

THEY COME TO GOOD GRIT FOR:

- Travel inspiration and destinations
- Hotels and memorable stays
- Food, restaurants, and culinary experiences
- Culture, history, and local traditions
- Events, festivals, and things to do
- Style, products, and Southern makers



THEY'RE NOT JUST READING ABOUT THE SOUTH. THEY'RE DECIDING WHERE TO GO, WHO TO SEE, AND WHAT TO EXPERIENCE NEXT.

REACH READERS ACROSS THE SOUTH AND BEYOND.

Good Grit meets readers in print, online, in their inboxes, across social media, and in the places they're already traveling, shopping, and staying.

READERS IN CLOSE TO
50 STATES

1,500+
RETAILERS NATIONWIDE

Good Grit is also placed in hotels, boutiques, and other high-traffic destinations where a single copy can be enjoyed by multiple guests and visitors, extending its reach far beyond the individual reader.

1,500+ HOTELS, BOUTIQUES, AND HOSPITALITY PARTNERS ACROSS THE SOUTH



GOOD GRIT'S STRONGEST MARKETS

TOP STATES

TOP CITIES

SOUTH WALTON
HOUSTON
CHARLOTTE
BIRMINGHAM
ATLANTA
NASHVILLE
DALLAS



BEYOND THE PAGE

Good Grit connects partners with our audience across print, digital, email, social, and in-person experiences, creating more opportunities for your brand to be seen, remembered, and acted on.

PRINT

A quarterly Southern travel and lifestyle magazine designed to be read, saved, shared, and kept.

20,000
RATE BASE

300K+
TOTAL AUDIENCE

1,500+
RETAILERS NATIONWIDE

DIGITAL + SOCIAL

Stories continue beyond the printed page through our website, interactive digital magazine, newsletters, and social channels.

84K
ANNUAL WEBSITE ACTIVE USERS

9,601
EMAIL SUBSCRIBERS

29%
AVERAGE EMAIL OPEN RATE

42K+
INSTAGRAM FOLLOWERS

1.3M
ANNUAL INSTAGRAM VIEWS

665K
ANNUAL INSTAGRAM REACH

7.4K
FACEBOOK FOLLOWERS

228K
ANNUAL FACEBOOK VIEWS

EXPERIENTIAL

Good Grit brings our audience and partners together through events, destination experiences, launches, and custom activations.

Our new, **interactive digital magazine** also creates clickable opportunities for advertisers, giving readers a direct path from inspiration to action.



NEED ADDITIONAL SUPPORT?

Our in-house **Good Grit Agency** can provide strategy, creative, photography, and content to help bring a partnership to life.

RATHER THAN STARTING WITH A LIST OF PLACEMENTS.

WE BUILD PARTNERSHIPS AROUND WHAT YOUR BRAND WANTS TO ACCOMPLISH.

DRIVE TRAVEL AND VISITS

Reach readers as they decide where to spend their next weekend, vacation, meal, or night away.

DESTINATION STORYTELLING, TRAVEL GUIDES, PRINT + DIGITAL FEATURES, SOCIAL, NEWSLETTERS, HOSTED EXPERIENCES

BUILD BRAND AWARENESS

Introduce your brand to an audience that values thoughtful recommendations, quality experiences, and the stories behind what they buy.

PRINT, SPONSORED EDITORIAL, DIGITAL CONTENT, SOCIAL, NEWSLETTERS, INTEGRATED IN-PERSON STORYTELLING

LAUNCH SOMETHING NEW

Put a new destination, property, restaurant, product, or experience in front of an audience looking for what's next.

LAUNCH STORYTELLING, PRODUCT INTEGRATION, DIGITAL AMPLIFICATION, EVENTS, CONTENT CREATION

STAY VISIBLE ALL YEAR

Build familiarity through an integrated annual partnership that keeps your brand in front of Good Grit readers across seasons and platforms.

PRINT, DIGITAL, INTERACTIVE MAGAZINE, EMAIL, SOCIAL, EXPERIENTIAL



STAY AWHILE

Our strongest partnerships give brands an ongoing presence with Good Grit readers, creating multiple opportunities to be seen, remembered, and acted on throughout the year.

ANNUAL PARTNERSHIPS CAN INCLUDE:

PRESENCE ACROSS MULTIPLE PRINT ISSUES	DIGITAL EDITORIAL FEATURES	CLICKABLE DIGITAL MAGAZINE INTEGRATIONS
NEWSLETTER EXPOSURE	SOCIAL STORYTELLING	SPONSORED CONTENT
PRODUCT OR DESTINATION INTEGRATIONS	EVENT AND LAUNCH OPPORTUNITIES	CREATIVE AND CONTENT SUPPORT

ANNUAL PACKAGES START AT $5,995!



YOUR CUSTOMER DOESN'T MAKE EVERY TRAVEL, LIFESTYLE, OR PURCHASING DECISION AT ONCE.

A year-round presence keeps your brand part of the conversation as they plan the next trip, book the next stay, find the next restaurant, shop for the next occasion, and decide what's worth their time and money.

2027 EDITORIAL CALENDAR

ISSUES	AD CLOSE	ON SALE
SPRING 2027 (FEBRUARY • MARCH • APRIL) **THE SOUTHERN WILD** WILDFLOWERS | ART FESTIVALS | SPRING BREAK ECO & WELLNESS TOURISM | WELLNESS TOURISM	12-2-26	2-1-27
SUMMER 2027 (MAY • JUNE • JULY) **SEASON OF ABUNDANCE** SOUTHERN WATERWAYS | WILDFLOWERS GLAMPING | WHAT'S IN SEASON | MURALS	3-13-27	5-1-27
FALL 2027 (AUGUST • SEPTEMBER • OCTOBER) **SOUTHERN ROOTS** ROUTES | ROOTS + REVIVAL | BOURBON HUNTING & SPORTING | BREWERIES | TAILGATING	6-12-27	8-1-27
WINTER 2027 (NOVEMBER • DECEMBER • JANUARY) **THE GRITTY CITY ISSUE** THE SOUTH'S BEST | SOUTHERN MAKERS | BEST OF THE FESTIVE SEASON | ANNUAL HOLIDAY GIFT GUIDE	9-11-27	11-1-27



YOUR GOALS FIRST. OUR PLATFORMS SECOND.

LET'S DO SOMETHING GOOD TOGETHER.

Whether you want to inspire a trip, fill hotel rooms, introduce a product, drive traffic, launch something new, or build year-round awareness, we'll help create the right mix of print, digital, content, and experiences to get you there.

2027 RATES

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

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

CURATED STORIES	RATE
FULL PAGE	$7,495
2-PAGE SPREAD	$13,599
GOOD GRIT PICKS	$5,993
DIGITAL PACKAGES	Starting at $995



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