

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**SOUTH CAROLINA LIVING MAGAZINE**



5 Issues in the period  
583,476 average circulation

**SOUTH CAROLINA LIVING WEBSITE**



8,958 average unique browsers

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
<b>SOUTH CAROLINA LIVING MAGAZINE</b> (5 issues in period)	583,476	-	583,476
<b>SOUTH CAROLINA LIVING WEBSITE</b> (Monthly Unique Browsers with 17,123 average Page Impressions)	-	8,958	8,958

**MARKET SERVED**

**SOUTH CAROLINA LIVING** serves electric cooperative members in South Carolina. Sponsored Individually Addressed and Paid Multi-Copy Same Addressee are perpetual subscriptions where electric cooperatives purchase subscriptions for their members on an annual basis.

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
\$5.83	Average Annual Sponsored Order Price for the Period Reported
11	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

**AVERAGE TOTAL QUALIFIED BASED ON 5 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>583,476</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	583,476
Subscriptions	583,476
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	-

**\*\*NC - None Claimed**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	29,174	5.0	-	-	29,174	5.0
*Sponsored Individually Addressed	554,302	95.0	-	-	554,302	95.0
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	<b>583,476</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>583,476</b>	<b>100.0</b>
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>583,476</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>583,476</b>	<b>100.0</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Single Copy Sales	Qualified Paid		Qualified Non-Paid	Total Qualified
		Subscriptions	Total		
July	-	603,432	603,432	-	603,432
August	-	563,207	563,207	-	563,207
September	-	580,073	580,073	-	580,073
October	-	605,117	605,117	-	605,117
November/December	-	565,549	565,549	-	565,549

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER/DECEMBER 2016**

This issue is 3.8% or 22,408 copies below the average of the other 4 issues reported in Paragraph 2.

MEMBERS OF ELECTRIC COOPERATIVES IN SOUTH CAROLINA	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Aiken Electric	35,547	6.3	-	35,547
Berkeley Electric	77,680	13.6	-	77,680
Black River Electric	-	-	-	-
Blue Ridge Electric	52,278	9.2	-	52,278
Broad River Electric	18,559	3.3	-	18,559
Edisto Electric	14,364	2.5	-	14,364
Fairfield Electric	22,939	4.1	-	22,939
Horry Electric	58,706	10.4	-	58,706
Laurens Electric	43,313	7.7	-	43,313
Little River Electric	10,588	1.9	-	10,588
Lynches River Electric	-	-	-	-
Marlboro Electric	5,605	1.0	-	5,605
Mid-Carolina Electric	46,262	8.2	-	46,262
Newberry Electric	9,454	1.7	-	9,454
Palmetto Electric	54,547	9.6	-	54,547
Pee Dee Electric	24,292	4.3	-	24,292
Santee Electric	33,186	5.9	-	33,186
Tri-County Electric	13,652	2.4	-	13,652
York Electric	44,577	7.9	-	44,577
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>565,549</b>	<b>100.0</b>	<b>-</b>	<b>565,549</b>

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016**

Paid source information can be reported at the option of the publisher.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	482,553	485,819	486,878	549,886	573,242	583,476
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	482,553	485,819	486,878	549,886	573,242	583,476
Subscriptions	24,127	24,291	24,344	27,494	28,662	29,174
Sponsored	458,426	461,528	462,534	522,392	544,580	554,302
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Sponsored Order Price:	\$5.72	\$5.72	\$5.72	\$5.83	\$5.83	\$5.83

**\*NOTE: January - December 2016 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016\***

State	Qualified Paid		Total Paid	Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions (Includes Sponsored Subscription)				
South Carolina	-	530,991	530,991	-	530,991	93.9
Outside South Carolina	-	34,558	34,558	-	34,558	6.1
<b>TOTAL</b>	-	<b>565,549</b>	<b>565,549</b>	-	<b>565,549</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.SCLIVING.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	21,510	13,507	12,033	1.12	01:59	01:11
August	19,717	10,936	9,651	1.13	01:39	01:20
September	21,176	12,545	11,308	1.11	01:45	01:13
October	16,637	9,919	8,736	1.14	01:42	01:09
November	14,482	8,230	7,196	1.14	01:46	01:20
December	9,217	5,519	4,828	1.14	01:32	01:02
<b>AVERAGE:</b>	<b>17,123</b>	<b>10,109</b>	<b>8,958</b>	<b>1.13</b>	<b>01:43</b>	<b>01:12</b>

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

Copies are distributed to individually addressed subscribers and are delivered via periodicals class mail under U.S. postal permit. Multi-copy same addressee circulation is audited only to the point of distribution.

### MAGAZINE:

#### PARAGRAPH 1:

Sponsored Individually Addressed: Perpetual subscriptions: Electric cooperatives purchase subscriptions for their members on a monthly basis. The average annual price of a subscription is \$5.83.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for website is not reported at the Media Owner's option.

## PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Lou Green, Publisher

Van O'Cain, Director of Public & Member Relations

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed December 22, 2016

State South Carolina

County Lexington

Received by BPA Worldwide December 22, 2016

Type CBD

ID Number L180B0D6

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.