

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



6 Issues in the period
 584,025 average circulation

SOUTH CAROLINA LIVING WEBSITE



34,731 average users

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
SOUTH CAROLINA LIVING MAGAZINE (6 issues in period)	584,025	-	584,025
SOUTH CAROLINA LIVING WEBSITE (Monthly Users with 51,255 average Pageviews)	-	34,731	34,731

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)
\$5.72	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 6 ISSUES IN THE PERIOD

Total Qualified	584,025
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid Subscriptions	584,025
Sponsored Single-Copy Sales	584,025
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	-	-	-	-	-	-
*Sponsored Individually Addressed	554,824	95.0	-	-	554,824	95.0
Sponsored Multi-Copy Same Addressee	29,201	5.0	-	-	29,201	5.0
Sub-Total Subscriptions:	584,025	100.0	-	-	584,025	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	584,025	100.0	-	-	584,025	100.0

***See Additional Data**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Qualified Paid		Total	Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions			
January	-	581,729	581,729	-	581,729
February	-	591,343	591,343	-	591,343
March	-	582,228	582,228	-	582,228
April	-	594,894	594,894	-	594,894
May	-	584,899	584,899	-	584,899
June	-	569,057	569,057	-	569,057

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2017

This issue is 0.2% or 1,049 copies above the average of the other 5 issues reported in Paragraph 2.

MEMBERS OF ELECTRIC COOPERATIVES IN SOUTH CAROLINA	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Aiken Electric	35,709	6.1	-	35,709
Berkeley Electric	78,791	13.5	-	78,791
Black River Electric	-	-	-	-
Blue Ridge Electric	52,299	8.9	-	52,299
Broad River Electric	18,287	3.1	-	18,287
Edisto Electric	14,372	2.4	-	14,372
Fairfield Electric	23,260	4.0	-	23,260
Horry Electric	59,089	10.1	-	59,089
Laurens Electric	43,254	7.4	-	43,254
Little River Electric	10,581	1.8	-	10,581
Lynches River Electric	16,210	2.8	-	16,210
Marlboro Electric	5,596	1.0	-	5,596
Mid-Carolina Electric	46,666	8.0	-	46,666
Newberry Electric	9,494	1.6	-	9,494
Palmetto Electric	54,836	9.4	-	54,836
Pee Dee Electric	24,301	4.2	-	24,301
Santee Electric	33,010	5.6	-	33,010
Tri-County Electric	13,642	2.3	-	13,642
York Electric	45,502	7.8	-	45,502
TOTAL QUALIFIED CIRCULATION	584,899	100.0	-	584,899

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

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	Audited Data	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	485,819	486,878	549,886	573,242	583,476	584,025
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 :	485,819	486,878	549,886	573,242	583,476	584,025
Subscriptions	24,291	24,344	27,494	28,662	29,174	29,201
Sponsored	461,528	462,534	522,392	544,580	554,302	554,824
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	\$5.83	\$5.83	\$5.83	\$5.83	\$5.72

*NOTE: January - June 2017 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 MAY 2017*

State	Qualified Paid		Total Paid	Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions (Includes Sponsored Subscription)				
South Carolina	-	550,179	550,179	-	550,179	94.1
Outside South Carolina	-	34,720	34,720	-	34,720	5.9
TOTAL	-	584,899	584,899	-	584,899	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.SCLIVING.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	16,275	8,281	7,040	1:35
February	17,758	10,246	9,018	1:14
March	85,846	67,989	63,962	0:34
April	23,617	12,879	11,271	1:12
May	26,008	15,105	13,033	1:30
June	138,026	111,466	104,065	0:33
AVERAGE:	51,255	37,661	34,731	1:06

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

Average Session Duration: The 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

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 \$5.72.

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	July 13, 2017
State	South Carolina
County	Lexington
Received by BPA Worldwide	July 13, 2017
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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 for the latest audit reports, membership information and publishing and advertising industry news.