

# South Carolina LIVING

## 2018 MEDIA KIT



Celebrate  
our Southern  
way of life

# Who we are



*South Carolina Living* is the lifestyle magazine that celebrates the people, places, food and travel experiences that define the Palmetto State. We enjoy a 65-year legacy of trust with generations of readers who eagerly anticipate each issue and welcome us into their homes.

Your ad in *South Carolina Living* will reach more than 584,000 print subscribers (BPA audited) and 1 million total readers (per GfK/MRI research) in every county of the state. We also offer targeting in four regional

print editions, via a monthly email newsletter, in dedicated e-blasts and in sponsored Facebook posts to our highly engaged fans.

## What we cover

### TRAVEL & TOURISM

Our readers love to explore **South Carolina and the Southeast**. They travel primarily by car within 500 miles of home, taking an average of 4.5 domestic vacation trips each year and spending \$2,500 as they go. Looking for overnight visitors? *South Carolina Living* readers spend an average of 6.5 nights in hotels during their travels.



### FOOD & ENTERTAINING

Our readers are **foodies**, and they *love* to cook. We feature recipes in every issue, with bonus cooking videos, tips and techniques offered online at [SCLiving.coop](http://SCLiving.coop). More than 59 percent of readers cut out and save *South Carolina Living* recipes each month.



### HOME IMPROVEMENT & ENERGY EFFICIENCY

Our readers are **“house proud”**—94 percent own at least one home, and they turn to the magazine for tips on remodeling projects, appliance upgrades and energy efficiency. In the next 12 months, 76 percent of readers are planning to make home improvements. Projects on their “to do” lists include new flooring, bathroom upgrades, new kitchen appliances, roofing, decks, windows and siding.

### LAWN & GARDEN

Our readers are **property owners**. *South Carolina Living* readers own an average of 8 acres of land, and they enjoy gardening, hobby farming and improving their landscape with expert advice from our lawn-and-garden columns.



# South Carolina Living

OUR READERS LOVE US

“Your magazine is full of entertainment. I read every page. Thank you so much for all the great information every month.”

—READER PEGGY M.

“I love the magazine and look forward to new recipes each month.”

—READER BILLIE C.

“Kudos to your staff for publishing an entertaining and educational magazine that I sincerely look forward to receiving. Keep up the good work!”

—READER DEBORAH Z.

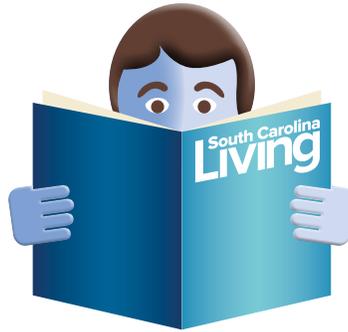
FOR MORE INFORMATION

Mary Watts  
803-739-5074  
[Mary.Watts@ecsc.org](mailto:Mary.Watts@ecsc.org)  
[SCLiving.coop](http://SCLiving.coop)

# Our readers are your ideal customers

**84%** of *South Carolina Living* readers interact with or save articles or ads

- \$72,400** Average household income
- 32%** Household income \$75,000+
- 69%** Attended or graduated college
- 26%** Adults 25–54 years old
- 74%** Adults 55+ years old
- 50%/50%** Men/Women
- 65%** Married
- 47%/47%** Employed/Retired
- 76%** Read every issue
- 86%** Read three out of four issues
- 39** Minutes spent reading each issue



Sources: BPA Brand Report — June 2017; GfK/MRI Research—*South Carolina Living* Reader Profile Study January 2016

**“I have worked with *South Carolina Living* for several years. When I ask visitors how they heard about us, it gives me great pleasure to hear, ‘I saw it in *South Carolina Living*.’”**  
—ADVERTISER LYNN T.

## Our digital presence

**SCLiving.coop**

- 21,187** Average monthly pageviews
- 17,467** Average unique monthly pageviews
- 1:47** Average session duration

**Email newsletter**

- 13,100** Opt-in subscribers
- 25%** Average open rate
- 36%** Average unique clicks

Sources: BPA Brand Report – June 2017; Google Analytics November 2013 to July 2017; Constant Contact analytics January 2017 to July 2017



**South Carolina Living**

**OUR ADVERTISERS GET RESULTS**

**“Thank you for helping us with our tour. The ad in *South Carolina Living* helped us attract visitors from across the state. We look forward to working with you on next year’s tour.”**  
—ADVERTISER PAULA W.

**“The results of a three-month test encouraged our company to continue advertising in *South Carolina Living*. About 60 percent of the inquiries generated through SCL are from folks planning on building a home within the next 12 to 18 months.”**  
—ADVERTISER RICHARD C.

**FOR MORE INFORMATION**  
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SCLiving.coop

# 2018 editorial calendar

## Special editions and closing deadlines

Your message travels with entertaining and colorful articles about out-of-the-way places, interesting people, delicious recipes, home-improvement projects, travel opportunities and a statewide listing of festivals and events.

January 

**South Carolina Hiking Trails**

SPACE DEADLINE 11/29/17  
MATERIALS DEADLINE 12/6/17

February 

**Health & Wellness Issue**

SPACE DEADLINE 1/2/18  
MATERIALS DEADLINE 1/9/18

March 

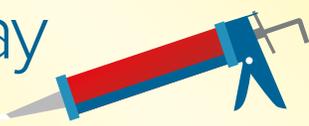
**Lawn & Garden Issue**

SPACE DEADLINE 2/1/18  
MATERIALS DEADLINE 2/8/18

April 

**Spring & Summer Travel Guide**

SPACE DEADLINE 3/1/18  
MATERIALS DEADLINE 3/8/18

May 

**Home Improvement**

SPACE DEADLINE 4/2/18  
MATERIALS DEADLINE 4/9/18

June 

**What to Do on Summer Vacation**

SPACE DEADLINE 5/1/18  
MATERIALS DEADLINE 5/8/18

July 

**Picnic & Cookout Recipes**

SPACE DEADLINE 6/1/18  
MATERIALS DEADLINE 6/8/18

August 

**Water Sports in S.C.**

SPACE DEADLINE 7/2/18  
MATERIALS DEADLINE 7/9/18

September 

**Fall & Winter Travel Guide**

SPACE DEADLINE 8/1/18  
MATERIALS DEADLINE 8/8/18

October 

**Harvest Festivals**

SPACE DEADLINE 8/30/18  
MATERIALS DEADLINE 9/6/18

Nov/Dec 

**Holiday Entertaining**

SPACE DEADLINE 10/1/18  
MATERIALS DEADLINE 10/8/18

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# We offer even more

## A powerful combination of print and digital resources

South Carolina Living offers affordable print and digital packages to drive brand awareness and generate leads.

Power up your print buy with these exciting options

### DEDICATED E-BLASTS

LIMITED INVENTORY

Brand your product and drive direct sales with a dedicated e-blast to more than 13,000 (and growing) opt-in subscribers. Each ad can link readers to your website or booking engine with a clever call to action.



### SPONSORED ARTICLE CONTENT PAGE ON SCLiving.coop

LIMITED INVENTORY

Own a dedicated page on SCLiving.coop to host sponsored content about your product or service. All messages on the page are exclusive to you, and your content is promoted each month with a home-page teaser.



### SPONSORED FACEBOOK POST

LIMITED INVENTORY

Harness the power of social media with a sponsored post on the South Carolina Living Facebook page—a celebration of all that's great about the South Carolina lifestyle. Our carefully curated content attracts more than 135,000 highly engaged fans, and we can target your message to select demographics or regions.

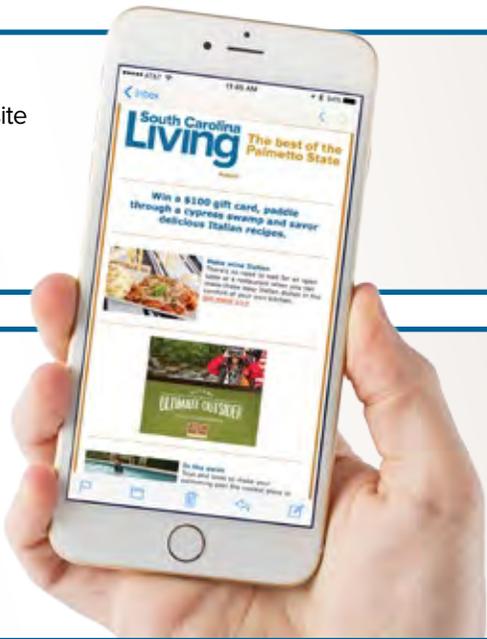


### WEBSITE BANNER ADS

Reach even more consumers with a run-of-site banner ad on SCLiving.coop. Capture more than 17,000 unique pageviews each month as readers enjoy bonus stories and videos, contests, recipes, and event listings.

### MONTHLY E-NEWSLETTER ADS

Deliver your message straight to the inboxes of more than 13,000 (and growing) opt-in subscribers as they get first crack at the latest articles, videos and interactive features from South Carolina Living.



# South Carolina Living



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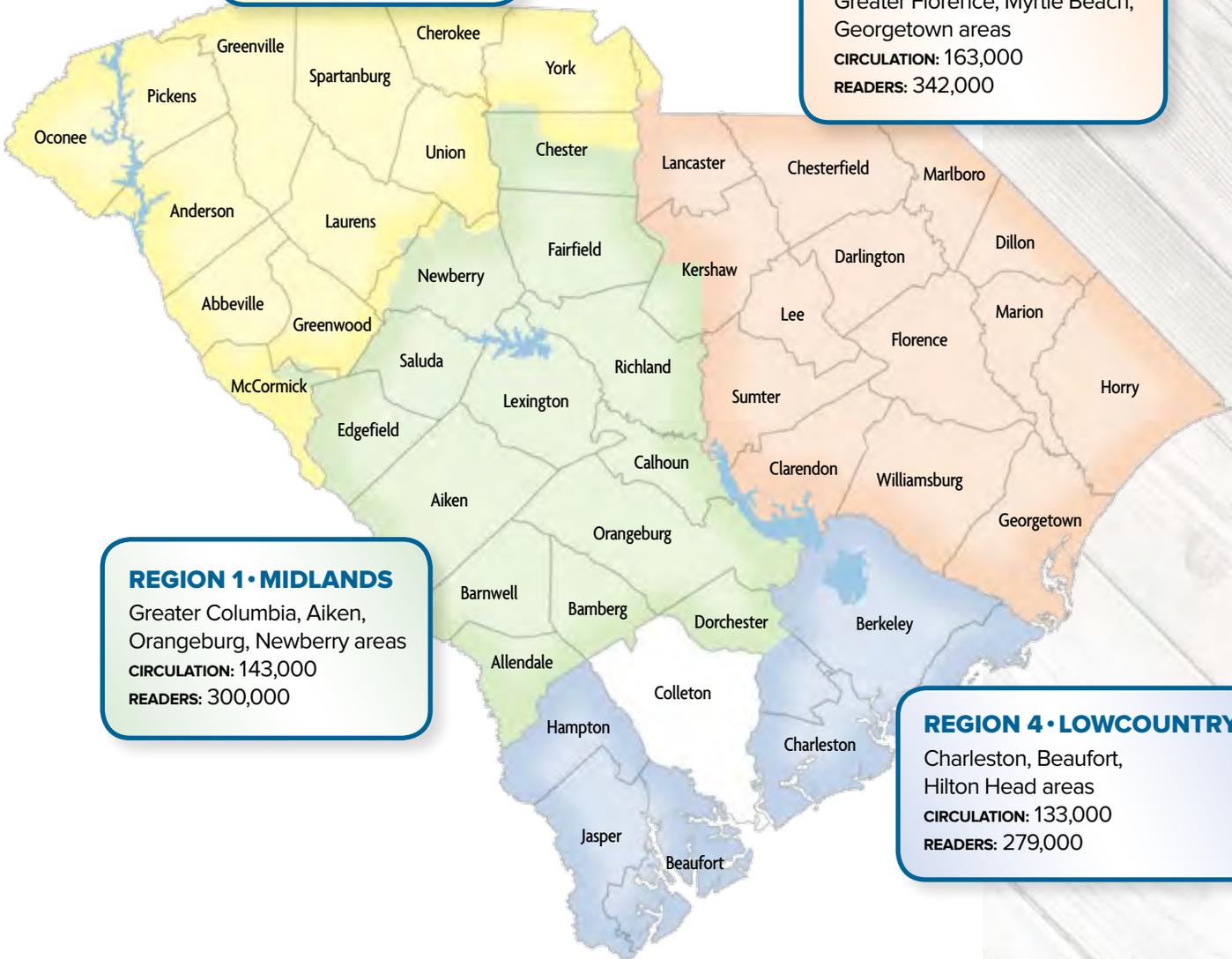
# Cost-effective regional advertising

South Carolina Living's regional distribution option delivers your message to the readers who live closest to your business or service territory. Reach ready-to-buy consumers at a fraction of the statewide price.

Invest your advertising dollars in the geo-targeted regions where your customers live.

**REGION 2 • UPSTATE**  
Greenville, Spartanburg, Anderson, Rock Hill areas  
**CIRCULATION:** 170,000  
**READERS:** 357,000

**REGION 3 • PEE DEE**  
Greater Florence, Myrtle Beach, Georgetown areas  
**CIRCULATION:** 163,000  
**READERS:** 342,000



**REGION 1 • MIDLANDS**  
Greater Columbia, Aiken, Orangeburg, Newberry areas  
**CIRCULATION:** 143,000  
**READERS:** 300,000

**REGION 4 • LOWCOUNTRY**  
Charleston, Beaufort, Hilton Head areas  
**CIRCULATION:** 133,000  
**READERS:** 279,000

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SCLiving.coop

# Print ad specifications

Advertisements will be accepted only in the following dimensions. The publisher reserves the right to resize any advertisement that is inaccurate.

## AD SIZES

NON-BLEED	WIDTH	HEIGHT	Diagram 1		Diagram 2	
FULL PAGE	7.5" (7½")	9.875" (9⅞")	⅔ VERT	⅓ VERT	⅓ HORIZONTAL	⅓ VERT
2/3-PAGE VERTICAL	5"	9.875" (9⅞")				
1/2-PAGE HORIZONTAL	7.5" (7½")	4.875" (4⅞")				
1/3-PAGE VERTICAL	2.375" (2⅜")	9.875" (9⅞")				
1/3-PAGE HORIZONTAL	5"	4.875" (4⅞")				
1/6-PAGE VERTICAL	2.375" (2⅜")	4.875" (4⅞")				
2" OR 3"	2.375" (2⅜")	Even inches				

BLEED	TRIM WIDTH	TRIM HEIGHT	BLEED WIDTH	BLEED HEIGHT
FULL PAGE	8.375" (8⅜")	10.875" (10⅞")	8.625" (8⅝")	11.125" (11⅛")
2-PAGE SPREAD	16.75"	10.875" (10⅞")	17"	11.125" (11⅛")
1/2-PAGE SPREAD	16.75"	5.5" (5½")	17"	5.625" (5⅝")

(no top bleed needed)

COPY SAFETY MARGIN – 0.25" (¼") inside of trim

PUBLICATION TRIM SIZE – 8.375" (8⅜") x 10.875" (10⅞")

MINIMUM AD SIZE – 2" x 1 column.

Ads smaller than 1/6 Vertical run in Palmetto State Marketplace

PRINTED on a heat set web press and saddle-stitched

## PDF FILE GUIDELINES

### PRESS-OPTIMIZED PDF FILES ARE REQUIRED

- PDF/X-4:2010 preferred, using pre-set defaults for compression and transparency flattening. Earlier press-optimized settings (down to PDF/X-1a:2001) are acceptable but "Compatibility" must be set to Acrobat 7 or later
- PDF should be dimensions of ad (e.g., don't float a 1/6 ad in the middle of a larger page)
- No printer/crop marks or bleeds on non-bleed ads
- All color builds and images must be CMYK. *Publisher is not responsible for print quality of embedded RGB images that convert to CMYK*
- Images should be at least **300 dpi** at 100% of the final print size.
- Fonts and images **must** be embedded
- Full-page ads that bleed **must** include 1/8" bleed on all four sides, or ad will be resized to accommodate bleed. Crop marks not necessary.
- Preferred native software is Adobe InDesign, Photoshop, Illustrator, and QuarkXPress.
- A live URL link is recommended for the SCL digital edition.
- Your advertising representative will provide instructions on how to submit your press-optimized PDF by email or FTP.

*Inaccurate PDFs that require production work may be assessed an additional \$100 fee. For further instructions on proper creation of digital files, please contact the advertising representative.*

## DEADLINES

### FOR PRINT AD MATERIALS

**CONTRACT DEADLINES:** The closing (deadline) date for space contracts is **5 p.m. on first day of the month prior to the month of publication**, for example, April 1 for the May issue, or earlier if allotted space is sold. If the first day of the month occurs on a weekend or holiday, the closing date will be the following business day.

**ART DEADLINE:** The deadline for receipt of print-ready art is **5 p.m. on the seventh day of the month prior to the month of publication**, for example, April 7 for the May issue. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

## DELIVERY

### OF PRINT AD MATERIALS

Submit PDFs to **Mary.Watts@ecsc.org** as an email attachment.

Please include advertiser name and issue month in the file name.

If you would like *South Carolina Living* to pick up creative from your website, please send specific instructions and website address.



## FOR MORE INFORMATION

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# Digital specifications

All dimensions are width x height.

## WEBSITE BANNER ADS

**300 X 250 PIXELS** — right side (rail) of page

**728 X 90 PIXELS** — top of page, bottom of page

- Creative formats accepted — .gif, .jpg/.jpeg or any rich media supported by DFP5
- Include one URL for live link



## MONTHLY E-NEWSLETTER ADS

**300 X 250 PIXELS**

- Creative formats accepted — .gif, .jpg/.jpeg, .png, .tif, .pdf and .eps
- Include one URL for the live link



## DEDICATED E-BLAST

### LIMITED INVENTORY

Ad units must be one image —

**560 PIXELS WIDE AND NO MORE THAN 1,120 PIXELS TALL**

- Accepted formats — .jpg/.jpeg, .png, .tif, .pdf and .eps
- Provide a subject line/call to action — no more than 75 characters
- Include one URL for the live link

## SPONSORED ARTICLE CONTENT PAGE ON SCLiving.coop

### LIMITED INVENTORY

Image size is **640 X 480 PIXELS AT 72 DPI**.

- Homepage digest headline (10 words max)
- Homepage digest copy. Two sentences max. Formatted as a call to action
- Edited article text (250–750 words) with headline. This text may include embedded hyperlinks to client's website
- One to three photos per article. One image spot may be a video (client to provide YouTube or Vimeo link)
- Edited caption for each image or video. Maximum 50 words per caption

## SPONSORED FACEBOOK POST

### LIMITED INVENTORY

We design and curate *South Carolina Living's* Facebook page to celebrate the wonders and beauty of the state and Southern lifestyle. Posts that do not conform to our messaging guidelines and standards will be rejected.

Posts must have an engaging image or video

Image size is **1,200 X 630 PIXELS**

- Videos should be short. We recommend 15 to 30 seconds in length, and in either an mp4 or wmv format
- Our social media team will help craft your content to ensure that it is complementary to our message. Posts will include:
  - Short and engaging text—a call to action that is 25 words or less
  - Your website URL
- Posts generally launch between 1 p.m. and 3 p.m. on scheduled dates.

## DEADLINES

### FOR DIGITAL MATERIALS

**WEB ADS:** Run the from the first day of the month until last day of the month.\*

**MONTHLY E-NEWSLETTER:** Sent on or about the first day of the month.\*

**DEDICATED E-BLAST** are sent on reserved dates.\*

**FACEBOOK POSTS** are posted on reserved dates.\*

**SPONSORED CONTENT PAGE** on SCLIVING.coop are posted in reserved months.\*

All digital ad materials and files must be received on or before the seventh day of the month prior to the month of launch, for example April 7 deadline for launch in May. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

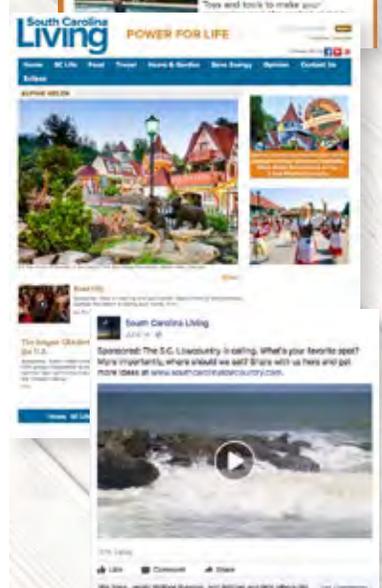
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## FOR MORE INFORMATION

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SCLiving.coop

# Standard terms and conditions for advertising contracts

These terms and conditions describe the requirements for advertising in all the media properties of *South Carolina Living Magazine* (the “Publisher”) for any person or entity choosing to purchase marketing or advertising assistance (the “Advertiser”).

The media properties include, but are not limited to, the printed monthly magazine, the digital edition of the printed magazine, the website [www.SCLiving.coop](http://www.SCLiving.coop), one or more emailed electronic newsletters, the Facebook page [www.facebook.com/SouthCarolinaLiving](http://www.facebook.com/SouthCarolinaLiving), videos, and various events at which the Advertiser may exhibit its products or services.

- 1. All advertisements** are subject to the Publisher’s approval. The Publisher reserves the right to reject any advertisement or portion thereof.
- 2. Accepted advertising must be in accordance with certain standards.** We generally refuse advertising for political candidates, parties and campaigns; health products lacking FDA approval; a firm or individual that could be in conflict of interest with S.C. electric cooperatives or give the appearance thereof; an employee or trustee of an electric cooperative; and alcoholic beverages. However, at the Publisher’s discretion we may accept ads for distillery, brewery, winery and cidery tours.
- 3. Advertorial, sponsored or “native content”** may be accepted when it conforms to Publisher’s guidelines and all relevant USPS and FTC regulations.
- 4. Contract deadlines:** The closing (deadline) date for space contracts is 5 p.m. on first (1st) day of the month prior to the month of publication, for example, April 1 for the May issue, or earlier if allotted space is sold. If the first day of the month occurs on a weekend or holiday, the closing date will be the following business day.
- 5. Art deadline:** The deadline for receipt of print-ready art is 5 p.m. on the seventh (7th) day of the month prior to the month of publication, for example, April 7 for the May issue. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.
- 6. First-time advertisers** are required to pay in advance. Proof of creditworthiness and good standing with customers may be required.
- 7. Terms:** net 30 days from date of invoice with approved credit.
- 8. Methods of payment:** The Publisher accepts checks and VISA and MasterCard credit cards. Cash discounts are not available.
- 9. Liability for payment:** Publisher may hold Advertiser and agency jointly and severally liable for all sums due and payable to the Publisher.
- 10. Frequency rates:** Advertising ordered at a frequency discount rate and not earned within 12 months of the first insertion will be billed at the earned rate (short rate).
- 11. Positions:** Guaranteed position rates are available. Otherwise, all ads are accepted as run-of-publication with positioning at the Publisher’s discretion and the Advertiser’s requests followed to the extent practical within regular makeup limitations and policies.
- 12. Inserts:** Rates available on request. Insertion order and a sample or mock-up of insert should be provided to Publisher 60 days prior to the intended month of publication. Inserts must meet postal regulations and printer’s specifications. Advertiser is subject to additional cost if postage increases due to weight of insert.
- 13. Classified advertising:** The Publisher does not accept classified advertising.
- 14. Editorial space** in the Magazine cannot be purchased. Such space is not sold.
- 15. Publisher’s liability:** The Publisher is not responsible for errors in key numbers/codes or for copy changes received after the closing date. If a scheduled advertisement is not published, Publisher’s liability is limited to a refund to the agency or Advertiser of an advance payment, if any, for the omitted advertisement. Liability for any error in a published advertisement will not exceed the cost of the space occupied by the advertisement.
- 16. Agreements between the parties** for the Advertiser to purchase marketing or advertising assistance must be in writing. Verbal orders will not be accepted. Any amendments, extensions, renewals, or modifications must also be agreed to in writing, which may be accomplished electronically. Cancellations also must be made in writing.
- 17. After the closing (deadline) date,** cancellations will not be accepted.
- 18. Cooperation:** The parties agree to work together on all layout and design issues.
- 19. Choice of Law:** The parties agree that this agreement and any amendments, extensions, renewals, or modifications thereof shall be governed by South Carolina law.
- 20. Paid advertisements** are not endorsements or promotions by any electric cooperative or by the Publisher.
- 21. The printed Magazine** is published monthly except December.
- 22. South Carolina Living Magazine** and all of its media properties are owned by The Electric Cooperatives of South Carolina Inc., 808 Knox Abbott Drive, Cayce, SC 29033. Phone: (803) 739-5074.

## FOR MORE INFORMATION

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