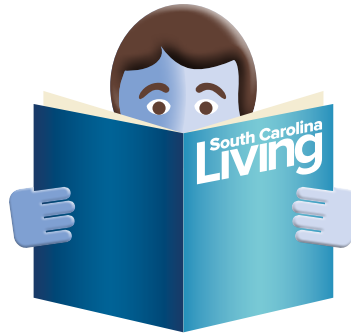


Our readers are your ideal customers

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
Mary Watts
803-739-5074
Mary.Watts@ecsc.org
SCLiving.coop