

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. 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

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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 

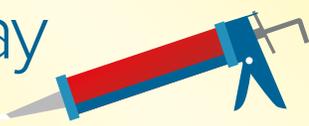
Lawn & Garden Issue

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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