

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.

Electric Cooperatives of South Carolina, Inc.
808 Knox Abbott Drive
Cayce, SC 29033-3311
Tel.: (803) 926-3175
Fax: (803) 796-6064
<http://www.scliving.coop>

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
591,594 average circulation

SOUTH CAROLINA LIVING WEBSITE



20,983 average users

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
SOUTH CAROLINA LIVING MAGAZINE (5 issues in the period)	591,594	-	591,594
SOUTH CAROLINA LIVING WEBSITE (Monthly Users with 36,417 average Pageviews)	-	20,983	20,983

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

****NC – None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 5 ISSUES IN THE PERIOD

Total Qualified	591,594
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	591,594
Subscriptions	-
Sponsored	591,594
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	-	-	-	-	-	-
*Sponsored Individually Addressed	562,014	95.0	-	-	562,014	95.0
Sponsored Multi-Copy Same Addressee	29,580	5.0	-	-	29,580	5.0
Sub-Total Subscriptions:	591,594	100.0	-	-	591,594	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	591,594	100.0	-	-	591,594	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			
July	-	611,246	611,246	-	611,246
August	-	570,729	570,729	-	570,729
September	-	588,206	588,206	-	588,206
October	-	613,930	613,930	-	613,930
November/December	-	573,859	573,859	-	573,859

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER/DECEMBER 2017

This issue is 3.7% or 22,169 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	35,742	6.2	-	35,742
Berkeley Electric	80,401	14.0	-	80,401
Black River Electric	-	-	-	-
Blue Ridge Electric	52,452	9.2	-	52,452
Broad River Electric	18,565	3.2	-	18,565
Edisto Electric	14,398	2.5	-	14,398
Fairfield Electric	23,461	4.1	-	23,461
Horry Electric	59,782	10.4	-	59,782
Laurens Electric	43,103	7.5	-	43,103
Little River Electric	10,609	1.9	-	10,609
Lynches River Electric	-	-	-	-
Marlboro Electric	5,649	1.0	-	5,649
Mid-Carolina Electric	46,825	8.2	-	46,825
Newberry Electric	9,461	1.7	-	9,461
Palmetto Electric	55,236	9.6	-	55,236
Pee Dee Electric	24,225	4.2	-	24,225
Santee Electric	32,992	5.7	-	32,992
Tri-County Electric	13,694	2.4	-	13,694
York Electric	47,264	8.2	-	47,264
TOTAL QUALIFIED CIRCULATION	573,859	100.0	-	573,859

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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	Circulation Claim	Circulation Claim
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	486,878	549,886	573,242	583,476	584,025	591,594
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 :	486,878	549,886	573,242	583,476	584,025	591,594
Subscriptions	24,344	27,494	28,662	29,174	29,201	29,580
Sponsored	462,534	522,392	544,580	554,302	554,824	562,014
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:	\$5.83	\$5.83	\$5.83	\$5.83	\$5.72	\$5.72

***NOTE: January – December 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 NOVEMBER/DECEMBER 2017*

State	Qualified Paid		Total Paid	Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions (Includes Sponsored Subscription)				
South Carolina	-	539,846	539,846	-	539,846	94.1
Outside South Carolina	-	34,013	34,013	-	34,013	5.9
TOTAL QUALIFIED CIRCULATION	-	573,859	573,859	-	573,859	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.SCLIVING.COOP

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	70,264	53,653	49,297	0:41
August	40,186	24,433	21,204	1:17
September	43,135	25,983	21,949	1:06
October	25,638	15,576	13,270	1:11
November	24,772	14,561	12,125	1:17
December	14,508	9,249	8,054	1:02
AVERAGE:	36,417	23,909	20,983	1:05

July – December 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 January 4, 2018

State South Carolina

County Lexington

Received by BPA Worldwide January 4, 2018

Type CBD

ID Number L180B0D7

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.