



SOUTH CAROLINA LIVING

Cayce, South Carolina 29033

Annual Frequency: 11 times/year

Published by The Electric Cooperatives of South Carolina, Inc.

AUDIT REPORT Magazine Media

Field Served: Southern lifestyle magazine for member-owners of S.C. electric cooperatives.

AVERAGE CIRCULATION FOR 3 MONTHS ENDED MARCH 31, 2018:

TOTAL AVERAGE CIRCULATION

	Audited Circulation
Paid & Verified Circulation:	
Subscriptions:	
Paid	609,290
Verified	
Total Paid & Verified Subscriptions	609,290
Single Copy Sales	
Total Paid & Verified Circulation	609,290
Rate Base:	None Claimed
Variance to Rate Base:	

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	N/A \$8.00		

(1) For the Report period

(2) See Notes

PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	591,419		591,419		591,419
Feb	618,177		618,177		618,177
Mar	618,275		618,275		618,275

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	Average for Period
PAID SUBSCRIPTIONS	
Association:	
Nondeductible*	609,290
TOTAL PAID SUBSCRIPTIONS	609,290
VERIFIED SUBSCRIPTIONS	
TOTAL VERIFIED SUBSCRIPTIONS	
TOTAL PAID & VERIFIED SUBSCRIPTIONS	609,290
SINGLE COPY SALES	
TOTAL SINGLE COPY SALES	
TOTAL PAID & VERIFIED CIRCULATION	609,290

*Included in Average Price calculation

AUDIT STATEMENT

This client is a participant in the American MainStreet Publications Network (see # 400410). This client has elected to continue to report stand-alone publisher's statements and audits.

This is an Initial Audit covering the three months ended March 31, 2018 and release of this report constitutes qualification and acceptance of membership.

GEOGRAPHIC DATA for the January 2018 issue

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	171	171	171		171
Arizona	73	73	73		73
Arkansas	38	38	38		38
California	319	319	319		319
Colorado	149	149	149		149
Connecticut	766	766	766		766
Delaware	121	121	121		121
District of Columbia	118	118	118		118
Florida	1,845	1,845	1,845		1,845
Georgia	4,738	4,738	4,738		4,738
Idaho	11	11	11		11
Illinois	752	752	752		752
Indiana	389	389	389		389
Iowa	64	64	64		64
Kansas	77	77	77		77
Kentucky	463	463	463		463
Louisiana	55	55	55		55
Maine	92	92	92		92
Maryland	1,186	1,186	1,186		1,186
Massachusetts	622	622	622		622
Michigan	563	563	563		563
Minnesota	136	136	136		136
Mississippi	46	46	46		46
Missouri	218	218	218		218
Montana	15	15	15		15
Nebraska	49	49	49		49
Nevada	35	35	35		35
New Hampshire	146	146	146		146
New Jersey	1,785	1,785	1,785		1,785
New Mexico	20	20	20		20
New York	2,733	2,733	2,733		2,733
North Carolina	6,071	6,071	6,071		6,071
North Dakota	90	90	90		90
Ohio	2,411	2,411	2,411		2,411
Oklahoma	57	57	57		57
Oregon	31	31	31		31
Pennsylvania	2,254	2,254	2,254		2,254
Rhode Island	96	96	96		96
South Carolina	558,292	558,292	558,292		558,292
South Dakota	49	49	49		49
Tennessee	845	845	845		845
Texas	586	586	586		586
Utah	86	86	86		86
Vermont	60	60	60		60
Virginia	1,580	1,580	1,580		1,580
Washington	420	420	420		420
West Virginia	429	429	429		429
Wisconsin	177	177	177		177
Wyoming	15	15	15		15
TOTAL 48 CONTERMINOUS STATES	591,344	591,344	591,344		591,344
Alaska	21	21	21		21
Hawaii	21	21	21		21
TOTAL ALASKA & HAWAII	42	42	42		42
U.S. Unclassified					
TOTAL UNITED STATES	591,386	591,386	591,386		591,386
Poss. & Other Areas	26	26	26		26
U.S. & POSS., etc.	591,412	591,412	591,412		591,412
Canada					
International	7	7	7		7
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	591,419	591,419	591,419		591,419

NOTES

Electric Cooperatives: This magazine is provided to members-owners in local electric cooperatives which make up The Electric Cooperatives of South Carolina, Inc. Receipt of the magazine continues throughout the subscriber's participation in the cooperative. No average price or source of subscription sales analysis is made.

Average Nonanalyzed Nonpaid: Average nonanalyzed nonpaid circulation for the period was: 2,497

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

Parent Company: The Electric Cooperatives of South Carolina, Inc.

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