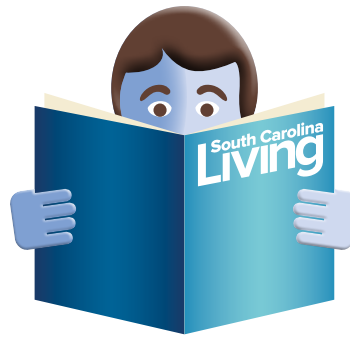


**OUR
ADVERTISERS
GET RESULTS**

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



Source: GfK/MRI Research

“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.

Our readers shop in print, then buy online

INTERNET & ONLINE SHOPPING



- 76% have internet connection in their home
- 70% have mobile devices
- 61% have Smartphones
- 70% are engaged with social media networking
- 75% shop online for making travel arrangements, purchasing cooking/kitchen accessories

Source: GfK/MRI Research

“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.

Our digital presence

SCLiving.coop

- 26,600** Average monthly pageviews
- 22,000** Average unique monthly pageviews
- 1:50** Average session duration

Email newsletter

- 19,000** (and growing) Opt-in subscribers
- 21%** Open rate
- 36%** Average unique clicks

Sources: Google Analytics Jan. 1 to Aug. 30, 2018; Constant Contact analytics June 1 to Aug. 30, 2018



FOR MORE INFORMATION

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