

# 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 591,000 print subscribers (AAM audited) and 1.7 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

- 89% travel primarily by car
- Within 500 miles of home
- Take 4.5 domestic vacations each year
- Spend \$2,500 as they go
- Average 6.5 nights in hotels



### HOME IMPROVEMENT & ENERGY EFFICIENCY

Our readers are “house proud”

- 94% own at least one home
- 32% own a vacation or rental home
- 76% plan home improvement in the next 12 months
- Top projects on their to-do lists
  - ✓ New kitchen appliances
  - ✓ Bathroom upgrades
  - ✓ Roofing
  - ✓ Decks



### LAWN & GARDEN

Our readers are property owners

- Readers own an average of 8 acres
- They enjoy gardening, hobby farming and improving their landscape
- Each issue includes expert advice from our lawn-and-garden columnists



### FOOD & ENTERTAINING

Our readers are foodies, and they love to cook

- Recipes are featured in every issue
- Bonus cooking videos and tips on [SCLiving.coop](http://SCLiving.coop)
- 59% cut out and save *South Carolina Living* recipes

### PETS

Our readers LOVE their pets

- 60% have a family pet
- More than 35% own 3 or more pets
- 76% have a dog
- 36% have a cat
- 10% have a horse



# 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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