



**Annual Frequency:** 11 times/year  
**Field Served:** Southern lifestyle magazine for member-owners of S.C. electric cooperatives.  
**Published by:** The Electric Cooperatives of South Carolina, Inc.

## Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
606,675		606,675	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	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
Apr	619,904		619,904	619,904
May	595,512		595,512	595,512
Jun	596,761		596,761	596,761
<b>Average</b>	<b>606,675</b>		<b>606,675</b>	<b>606,675</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Association: Nondeductible	606,675	100.0
<b>Total Paid Subscriptions</b>	<b>606,675</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>606,675</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>606,675</b>	<b>100.0</b>

### ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

### RATE BASE

None Claimed

### NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Electrical Cooperatives:** This Magazine is provided to members in local electric cooperatives which make up the South Carolina Association of Electric Cooperatives. Receipt of the magazine continues throughout the subscriber's participation in the cooperative. \$5.72 is allocated for a 1 year subscription to South Carolina Living and is nondeductible. No average price or source of subscription sales analysis is made.

**Miscellaneous:** 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. Audited figures for this client are also reported on the American Mainstreet Publications Network audit.

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
3/31/2018	None Claimed	609,290			

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### PRICES

	Suggested Retail Prices (1)
Average Single Copy	N/A
Subscription	\$8.00

(1) For statement period

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: American Mainstreet Publications  
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