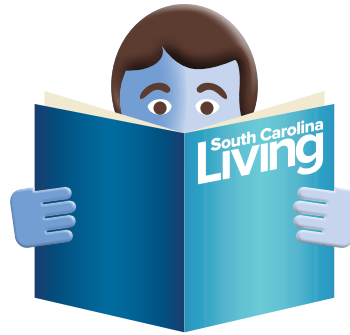


**OUR
ADVERTISERS
GET RESULTS**

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

- 24,000** (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



Win State Fair tickets and a \$100 gift card. Plus: Preview fall festivals, tour elegant B&Bs, get dinner on the table fast, and meet heroes of the highway.

Win S.C. State Fair passes and a \$100 gift card
Register today for your chance to win an S.C. State Fair Family Fun Pack (admission for four people, plus ride tickets) and a \$100 Visa gift card in our Reader Reply Travel Sweepstakes. We'll draw the names of three lucky winners at random from all eligible entries received by Sept. 30. [Get more >>>](#)

Festivals and events
Explore African-American traditions, take a fun through Revolutionary history in Camden, enjoy gourmet food, and learn all about electric cars in this month's collection of special events taking place across the Palmetto State. [Get more >>>](#)

FOR MORE INFORMATION

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