

**Publisher's Statement**

6 months ended June 30, 2020, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

**Annual Frequency:** 11 times/year

**Field Served:** Southern lifestyle magazine for member-owners of South Carolina electric cooperatives.

**Published by:** The Electric Cooperatives of South Carolina

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
625,393		625,393	None Claimed	

**TOTAL CIRCULATION BY ISSUE**

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	615,114		615,114		615,114
Feb	641,573		641,573		641,573
Mar	615,994		615,994		615,994
Apr	643,055		643,055		643,055
May	616,998		616,998		616,998
Jun	619,624		619,624		619,624
<b>Average</b>	<b>625,393</b>		<b>625,393</b>		<b>625,393</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Association: Nondeductible	625,393	100.0
<b>Total Paid Subscriptions</b>	<b>625,393</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>625,393</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>625,393</b>	<b>100.0</b>

**PRICES**

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

(1) For statement period

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	None Claimed	607,799	607,799		
3/31/2018	None Claimed	609,290			

**ADDITIONAL DATA IN 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

Visit [auditedmedia.com](http://auditedmedia.com) Media Intelligence Center for audit reports

## NOTES

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

**Electric Cooperatives:** This magazine is provided to members of electric cooperatives by The Electric Cooperatives of South Carolina Inc., the state association for electric co-ops. Receipt of the magazine continues throughout the member'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.

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  
South Carolina Living, published by The Electric Cooperatives of South Carolina \* 808 Knox Abbott Drive \* Cayce, SC 29033

KEITH PHILLIPS

Editor

P: 803.739.3040 \* URL: [www.scliving.coop](http://www.scliving.coop)

Established: 1949

AAM Member since: 2018