

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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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
615,884		615,884	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	606,495		606,495		606,495
Feb	624,544		624,544		624,544
Mar	633,526		633,526		633,526
Apr	609,963		609,963		609,963
May	637,333		637,333		637,333
Jun	583,442		583,442		583,442
Average	615,884		615,884		615,884

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Association: Nondeductible	615,884	100.0
Total Paid Subscriptions	615,884	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	615,884	100.0
Single Copy Sales		
Total Paid & Verified Circulation	615,884	100.0

PRICES

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

RATE BASE

None Claimed

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. Audited figures for this client are reported on the American Mainstreet Publications Network audit only.

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

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 Established: 1949

AAM Member since: 2018

(1) For statement period

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