



**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
<b>Average</b>	<b>615,884</b>		<b>615,884</b>		<b>615,884</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Association: Nondeductible	615,884	100.0
<b>Total Paid Subscriptions</b>	<b>615,884</b>	<b>100.0</b>
<b>Verified Subscriptions</b>		
<b>Total Paid &amp; Verified Subscriptions</b>	<b>615,884</b>	<b>100.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>615,884</b>	<b>100.0</b>

**PRICES**

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

(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

**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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