



\$94,000

Average household income

\$347,500

Average market value of primary home

96%

Own their home

73%

Attended or graduated college

75%

Adults 55+ years old

Source: MRI-Simmons 2022 Reader Survey



WHO WE ARE

South Carolina Living readers are your **best customers**

Our readers are active, influential and engaged. They have the discretionary income to purchase the products and services that cater to their Southern lifestyle, and when they make buying decisions, they turn to our pages for inspiration and recommendations.

620,000+

Avg. monthly print subscribers

Source: AAM Audit Report, June 2023

**South Carolina
Living**

FOR MORE INFORMATION

Mary Watts

803-739-5074

Mary.Watts@ecsc.org

SCLiving.coop