



# South Carolina Living

South Carolina's  
**trusted lifestyle**  
media brand

2024  
MEDIA  
KIT







# 97%

agree *South Carolina Living* is a name  
'I can always trust.'

Source: MRI-Simmons 2022 Reader Survey

## TRUSTED BY 1.9 MILLION READERS

**Reach multiple generations** with print, digital and social media

*South Carolina Living* is more than the state's largest lifestyle magazine. In print, digital and social media, we celebrate the people, places, food and travel experiences that define the Palmetto State and we enjoy a **75+-year legacy of trust** with generations of readers who welcome us into their homes each month. Readers turn to *South Carolina Living* for ideas on travel, entertaining, gardening, home improvement and what to do with their family on weekends. Our valued advertising partners turn to us for custom multi-platform solutions that include display advertising, native storytelling, digital newsletters, e-blasts and sponsored Facebook posts to our highly engaged followers.

## South Carolina Living

### FOR MORE INFORMATION

Mary Watts  
803-739-5074  
Mary.Watts@ecsc.org  
SCLiving.coop





**\$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

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# OUR READERS ARE ENGAGED

Align **your brand** with **our loyal** readers

When you align your brand with *South Carolina Living*, you are surrounded by a legacy of passionate subscriber loyalty and trust that extends to our valued advertisers.



*South Carolina Living* readers are **interested in stories** about

## Travel & tourism

Our readers love to travel the Southeast: 82% have taken a domestic vacation with at least one overnight stay. They average 3+ car-based trips per year and stay 6.5 nights in hotels, which is twice the national average.

## Food & entertaining

Our readers are foodies who love to cook and entertain. Our tasty SC Recipe section is a reader favorite, and 65% of readers cut out and save recipes on a regular basis.

## Home improvement

*South Carolina Living* readers are “house proud”—96% own at least one home and 76% plan to make home improvements or renovations in the next 12 months.

## Pets

Our readers LOVE their pets and regard them as part of their family. In fact, 60% of our readers have a family pet and more than 34% own three or more pets.

## Lawn & garden

*South Carolina Living* readers own an average of 10 acres and enjoy being close to the soil. They turn to the magazine for advice on gardening, hobby farming and improving their landscape.

85%

Agree *South Carolina Living* is a “must read”

80%

Read every issue

88%

Interact with or save articles or ads

88%

Agree that advertisements in *South Carolina Living* are useful and informative

60%

Have shared articles or ads

39 minutes

Average time spent reading each issue

Source: MRI-Simmons 2022 Reader Survey

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**ONCE UPON A FISH**  
 Once upon a time, this spot in Charleston County was a fishing hole. The water here was so clear that you could see the high ground below a boat's stern. And the water was so clear that you could see the high ground below a boat's stern. And the water was so clear that you could see the high ground below a boat's stern.

**Dig deep into the fossil record of South Carolina**  
 BY MICHAEL SMITH

South Carolina is a state of many firsts. From the first English settlement to the first cotton gin, the state has a rich history. And now, it's a state of many fossils. In the coastal plain, there are some of the best fossil sites in the world. And the best part is, you can see them for free.



**BOTANY BAY**  
 The icehouse serves as a gateway into the property's history and ecology.

Like almost everything at Botany Bay, the icehouse serves as a kind of gateway into the property's rich blend of history and ecology. The foundation is likely a mixture of limestone shells, water and sand ("the concrete of the day," Kellert calls it)—and was designed to keep cool the giant chunks of ice that were brought down from New England.

And these sanctuaries, the Townsend family that owned the plantations, reputedly grew using slave labor, the finest cotton fibers in the world—a premier long staple Sea Island cotton that was revered by inspectors.

However, it wasn't until one Dr. James Greenway purchased the property in the 1930s that the name changed to what it is today. According to Kellert, Greenway had been to the famous Botany Bay near Sydney, Australia, and he decided that Black Hall was a name was, well, too bleak. The alliterative and pleasant-sounding Botany Bay is a much more suitable designation for a place with such a diverse mix of habitats: maritime forest, pine-oak forest, barrier islands, salt marsh and beach, and such



"First and foremost, we have to keep it in the natural state and let the public come and enjoy it for what it is."

—DANIEL BARRINGTON, SCIENCE BIOLOGIST (JANUARY)

a diverse mix of animal species: songbirds, shorebirds, raptors, doves, bobcats, deer, coyotes, quail, turkeys, rabbits and recently introduced feral swine.

After the icehouse, we drive to Jaxon's Lake, sleeping away a human-made dam. In the 1960s, Dr. Greenway sold Botany Bay to hotel magnate John Meyer, a recreational sportsman who willed the property to the state upon his and his wife's deaths.

"I think," Kellert says, "this could have been either Head or a golf course or something."

"That's the next thing about the A.C.E. Basin," Barrington adds, referring to the 350,000 acres of ontary created from the Ashepoo, Combahee and Edisto rivers, of which Botany Bay is a part. "The fact there is so much protected property, we have this here, instead of golf courses and houses."

These days, Jaxon's Lake is open for adult youth catch-and-release fishing on Fridays, Saturdays and Sundays. There's plenty of fish to be caught—crayfish, bluegill, drum, trout and crabs—and you can launch a nonmotorized boat, like a canoe or kayak, as long as you don't bring it on a trailer.

Our final stop of the day is the property's most famous location, the major reason why over 70,000 visitors a year come to Botany Bay—the beach. To get there, you



# VALUED CONTENT

## Sharing South Carolina's stories is **what we do**

South Carolina Living celebrates the Palmetto State with entertaining storytelling and stunning photography that reflects the beauty, history, food, travel destinations and unique culture of the state we love.

**South Carolina Living**

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# POWER UP YOUR BUY

Combine **print** with **digital** and **social media** for greater reach

Combining our print, digital and social media tools will maximize your ROI.

Enhance your print campaign with special rates on our trusted digital products, including

## Dedicated e-blasts

Enjoy 100% share of voice when we mail your sponsored message to more than 30,000 opt-in newsletter subscribers.



## Monthly email newsletter banner ads

Promote brand awareness with banner ads or sponsored content items in our monthly editorial newsletter.



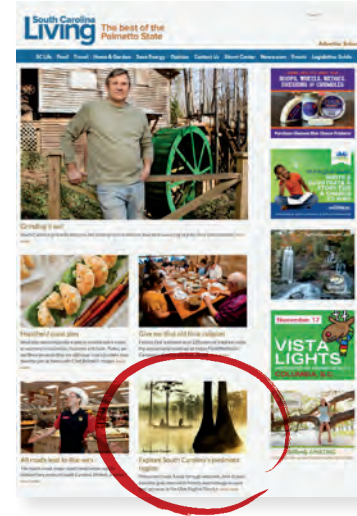
## Sponsored Facebook posts

Harness the power of our 137,000 highly engaged followers who love their state. Geographic and demographic targeting options available.



## Sponsored Content Teaser

Capture our 27,400 pageviews and drive traffic to your website or promotion with this premium position sponsored content teaser on SCLiving.coop's home page gallery.



## Banner ads on SCLiving.coop

Home to all our digital content, the latest videos, web-extra stories and reader sweepstakes, our website delivers over 27,400 pageviews each month.



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# REGIONAL ADVERTISING

**Geo-targeting** to match your ideal audience

Reach readers who live closest to your business or service territory. *South Carolina Living's* regional distribution options targets ready-to-buy consumers at a fraction of the statewide price.

## Upstate

### REGION 2

Greenville, Spartanburg, Anderson, Rock Hill areas

**147,400**  
CIRCULATION

**442,200**  
READERS

## Midlands

### REGION 1

Greater Columbia, Aiken, Orangeburg, Newberry areas

**156,250**  
CIRCULATION

**468,750**  
READERS

## Pee Dee

### REGION 3

Greater Florence, Myrtle Beach, Georgetown areas

**156,700**  
CIRCULATION

**470,100**  
READERS

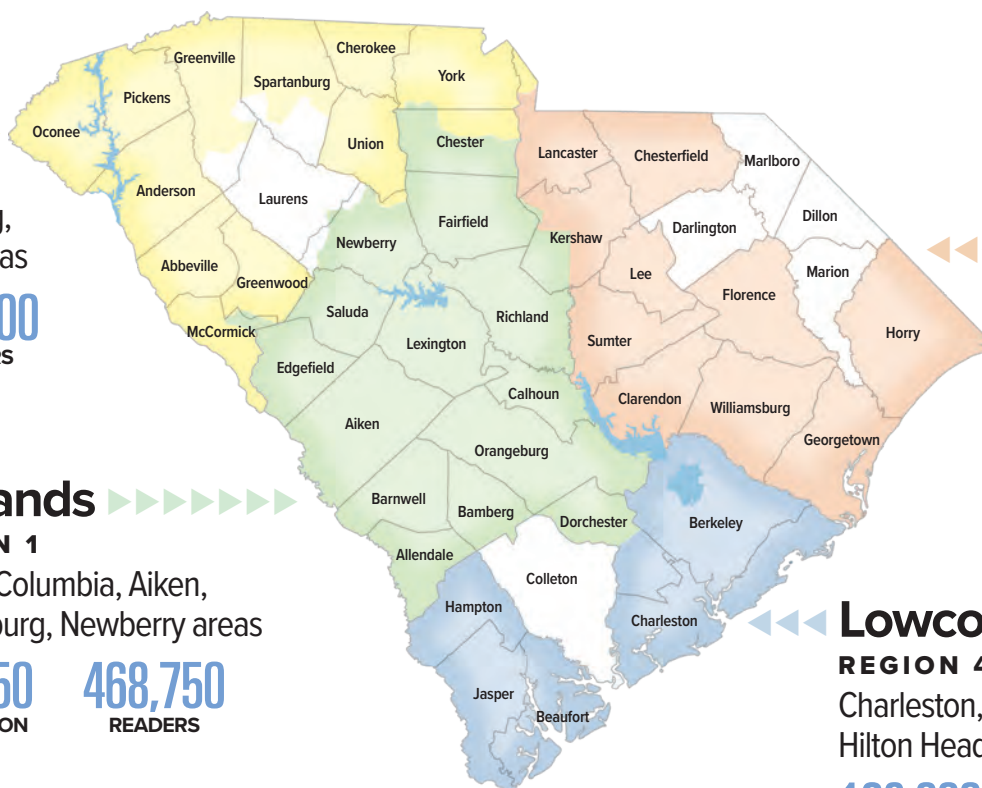
## Lowcountry

### REGION 4

Charleston, Beaufort, Hilton Head areas

**163,000**  
CIRCULATION

**489,000**  
READERS



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ISSUE MONTH	SPACE DEADLINE	AD MATERIALS DUE	SPECIAL ISSUE
<b>2024</b>			
<b>JANUARY</b>	Dec. 1, 2023	Dec. 7, 2023	
<b>FEBRUARY</b>	Jan. 2, 2024	Jan. 8, 2024	
<b>MARCH</b>	Feb. 1	Feb. 7	<b>Lawn &amp; Garden</b>
<b>APRIL</b>	March 1	March 7	<b>Spring &amp; Summer Travel</b>
<b>MAY</b>	April 1	April 8	<b>Home Improvement</b>
<b>JUNE</b>	May 1	May 7	
<b>JULY</b>	June 3	June 7	
<b>AUGUST</b>	July 1	July 8	
<b>SEPTEMBER</b>	Aug. 1	Aug. 7	<b>Fall &amp; Winter Travel</b>
<b>OCTOBER</b>	Sept. 2	Sept. 9	
<b>NOV/DEC</b>	Oct. 1	Oct. 7	
<b>DECEMBER WEB ONLY</b>	N/A	N/A	
<b>2025</b>			
<b>JANUARY</b>	Dec. 2, 2024	Dec. 9, 2024	
<b>FEBRUARY</b>	Jan. 2, 2025	Jan. 7, 2025	
<b>MARCH</b>	Feb. 3	Feb. 7	<b>Lawn &amp; Garden</b>
<b>APRIL</b>	March 3	March 7	<b>Spring &amp; Summer Travel</b>
<b>MAY</b>	April 1	April 7	<b>Home Improvement</b>
<b>JUNE</b>	May 1	May 7	

# 2024 AT-A- GLANCE

Important **deadlines**  
and special issues



Your message travels with entertaining and colorful articles about out-of-the-way places, interesting people, delicious recipes, home-improvement projects, travel opportunities and a statewide listing of festival and events.

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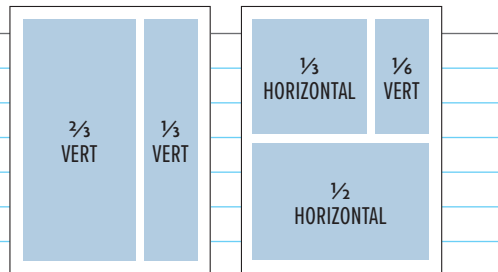
# PRINT AD SPECIFICATIONS

Advertisements will be accepted only in the following dimensions.

The publisher reserves the right to resize any advertisement that is inaccurate.

## AD SIZES

NON-BLEED	WIDTH	HEIGHT
FULL PAGE	7.5" (7½")	9.875" (9⅞")
2/3-PAGE VERTICAL	5"	9.875" (9⅞")
1/2-PAGE HORIZONTAL	7.5" (7½")	4.875" (4⅞")
1/3-PAGE VERTICAL	2.375" (2⅜")	9.875" (9⅞")
1/3-PAGE HORIZONTAL	5"	4.875" (4⅞")
1/6-PAGE VERTICAL	2.375" (2⅜")	4.875" (4⅞")
2" OR 3"	2.375" (2⅜")	Even inches



BLEED	TRIM WIDTH	TRIM HEIGHT	BLEED WIDTH	BLEED HEIGHT
FULL PAGE	8.375" (8⅜")	10.875" (10⅞")	8.625" (8⅝")	11.125" (11⅛")
2-PAGE SPREAD	16.75"	10.875" (10⅞")	17"	11.125" (11⅛")
1/2-PAGE SPREAD	16.75"	5.5" (5½")	17"	5.625" (5⅝") (no top bleed needed)

**COPY SAFETY MARGIN** – 0.25" (¼") inside of trim

**PUBLICATION TRIM SIZE** – 8.375" (8⅜") x 10.875" (10⅞")

**MINIMUM AD SIZE** – 2" x 1 column.

Ads smaller than 1/6 Vertical run in Palmetto State Marketplace

**PRINTED** on a heat set web press using four-color process inks and saddle-stitched

## PDF FILE GUIDELINES

### PRESS-OPTIMIZED PDF FILES ARE REQUIRED

- **PDF/X-4:2010 preferred**, using pre-set defaults for compression and transparency flattening. Earlier press-optimized settings (down to PDF/X-1a:2001) are acceptable but "Compatibility" must be set to Acrobat 7 or later.
- PDF should be dimensions of ad (e.g., don't float a 1/6 ad in the middle of a larger page).
- No printer/crop marks or bleeds on non-bleed ads
- All color builds and images must be CMYK. *Publisher is not responsible for print quality of embedded RGB images or PMS colors that convert to CMYK.*
- Images should be at least **300 ppi** at 100% of the final print size.
- Fonts and images **must** be embedded.
- Full-page ads that bleed **must** include 1/8" bleed on all four sides or ad will be resized to accommodate bleed. Crop marks not necessary.
- Preferred native software is Adobe InDesign, Photoshop, Illustrator, or QuarkXPress.
- A live URL link is recommended for the SCL digital edition.
- Your advertising representative will provide instructions on how to submit your press-optimized PDF by email or FTP.

*Inaccurate PDFs that require production work may be assessed an additional \$100 fee. For further instructions on proper creation of digital files, please contact the advertising representative.*

# PRINT AD DEADLINES

## CONTRACT DEADLINE

The closing (deadline) date for space contracts is

**5 p.m. on first day of the month**

prior to the month of publication.

For example, ads are due April 1 for the May issue, or earlier if allotted space is sold. If the first day of the month occurs on a weekend or holiday, the closing date will be the following business day.

## ART DEADLINE

The deadline for receipt of print-ready art is

**5 p.m. on the seventh day of the month**

prior to the month of publication.

For example, ads are due April 7 for the May issue. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

## DELIVERY OF PRINT AD MATERIALS

Submit PDFs to **Mary.Watts@ecsc.org** as an email attachment.

**Please include advertiser name and issue month in the file name.**

If you would like *South Carolina Living* to pick up creative from your website, please send specific instructions and website address.

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Living**

### FOR MORE INFORMATION

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# DIGITAL SPECIFICATIONS

All dimensions are **WIDTH X HEIGHT**.

## WEBSITE BANNER ADS

**300 X 250 PIXELS** — right side (rail) of page

**728 X 90 PIXELS** — top of page, bottom of page

- Creative formats accepted — .gif, .jpg/.jpeg or any rich media supported by DFP5
- Include one URL for live link

## MONTHLY E-NEWSLETTER ADS

**300 X 250 PIXELS**

- Creative formats accepted — .gif, .jpg/.jpeg, .png, .tif, .pdf and .eps
- Include one URL for the live link

## DEDICATED E-BLAST

### LIMITED INVENTORY

Ad units must be one image —

**560 PIXELS WIDE AND NO MORE THAN 1,120 PIXELS TALL**

- Accepted formats — .jpg/.jpeg, .png, .tif, .pdf and .eps
- Provide a subject line/call to action — no more than 75 characters
- Include one URL for the live link

## SPONSORED FACEBOOK POST

### LIMITED INVENTORY

We design and curate *South Carolina Living*'s Facebook page to celebrate the wonders and beauty of the state and Southern lifestyle. Posts that do not conform to our messaging guidelines and standards will be rejected.

Posts must have an engaging image or video

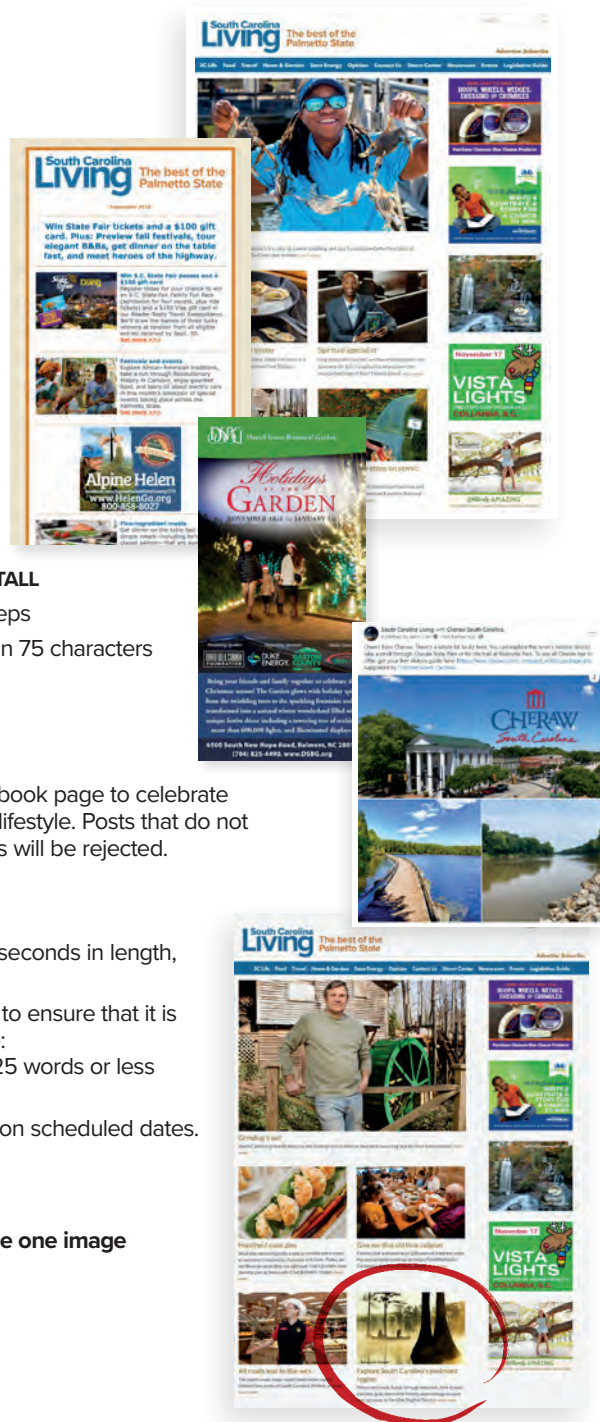
Image size is **1,200 X 630 PIXELS**

- Videos should be short. We recommend 15 to 30 seconds in length, and in either an mp4 or wmv format
- Our social media team will help craft your content to ensure that it is complementary to our message. Posts will include:
  - Short and engaging text—a call to action that is 25 words or less
  - Your website URL
- Posts generally launch between 1 p.m. and 3 p.m. on scheduled dates.

## SPONSORED CONTENT TEASER

### LIMITED ONE PER MONTH

- Image size is **640 WIDE X 480 PIXELS TALL**. Must be one image (will be labeled as "Sponsored Content")
- Two lines of teaser copy (25 words)
- Include one external URL for the live link



# DIGITAL DEADLINES

All digital ad materials and files must be received on or before the

## seventh day of the month

prior to the month of launch.

For example, files are due April 7 deadline for launch in May. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.

## WEB ADS

Run the from the first of the month until last day of the month.

## MONTHLY E-NEWSLETTER

Sent on or about the first day of the month.

## DEDICATED E-BLASTs

are sent on reserved dates.

## FACEBOOK POSTS

are posted on reserved dates.

## SPONSORED CONTENT TEASER

On the **SCLiving.coop** home page and run from the first of the month until last day of the month.

## DELIVERY OF DIGITAL MATERIALS

Submit properly-formatted files to **Mary.Watts@ecsc.org** as an email attachment.

**Please include advertiser name and issue month in the file name.**

If you would like *South Carolina Living* to pick up creative from your website, please send specific instructions and website address.

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# STANDARD TERMS AND CONDITIONS FOR ADVERTISING CONTRACTS

These terms and conditions describe the requirements for advertising in all the media properties of *South Carolina Living Magazine* (the “Publisher”) for any person or entity choosing to purchase marketing or advertising assistance (the “Advertiser”).

The media properties include, but are not limited to, the printed monthly magazine, the digital edition of the printed magazine, the website [www.SCLiving.coop](http://www.SCLiving.coop), one or more emailed electronic newsletters, the Facebook page [www.facebook.com/SouthCarolinaLiving](http://www.facebook.com/SouthCarolinaLiving), videos, and various events at which the Advertiser may exhibit its products or services.

- 1. All advertisements** are subject to the Publisher’s approval. The Publisher reserves the right to reject any advertisement or portion thereof.
- 2. Accepted advertising must be in accordance with certain standards.** We generally refuse advertising for political candidates, parties and campaigns; health products lacking FDA approval; a firm or individual that could be in conflict of interest with S.C. electric cooperatives or give the appearance thereof; an employee or trustee of an electric cooperative; and alcoholic beverages. However, at the Publisher’s discretion we may accept ads for distillery, brewery, winery and cidery tours.
- 3. Advertorial, sponsored or “native content”** may be accepted when it conforms to Publisher’s guidelines and all relevant USPS and FTC regulations.
- 4. Contract deadlines:** The closing (deadline) date for space contracts is 5 p.m. on first (1st) day of the month prior to the month of publication, for example, April 1 for the May issue, or earlier if allotted space is sold. If the first day of the month occurs on a weekend or holiday, the closing date will be the following business day.
- 5. Art deadline:** The deadline for receipt of print-ready art is 5 p.m. on the seventh (7th) day of the month prior to the month of publication, for example, April 7 for the May issue. If the seventh day of the month occurs on a weekend or holiday, the deadline date will be the following business day.
- 6. First-time advertisers** are required to pay in advance. Proof of creditworthiness and good standing with customers may be required.
- 7. Terms:** net 30 days from date of invoice with approved credit.
- 8. Methods of payment:** The Publisher accepts checks. Cash discounts are not available.
- 9. Liability for payment:** Publisher may hold Advertiser and agency jointly and severally liable for all sums due and payable to the Publisher.
- 10. Frequency rates:** Advertising ordered at a frequency discount rate and not earned within 12 months of the first insertion will be billed at the earned rate (short rate).
- 11. Positions:** Guaranteed position rates are available. Otherwise, all ads are accepted as run-of-publication with positioning at the Publisher’s discretion and the Advertiser’s requests followed to the extent practical within regular makeup limitations and policies.
- 12. Inserts:** Rates available on request. Insertion order and a sample or mock-up of insert should be provided to Publisher 60 days prior to the intended month of publication. Inserts must meet postal regulations and printer’s specifications. Advertiser is subject to additional cost if postage increases due to weight of insert.
- 13. Classified advertising:** The Publisher does not accept classified advertising.
- 14. Editorial space** in the Magazine cannot be purchased. Such space is not sold.
- 15. Publisher’s liability:** The Publisher is not responsible for errors in key numbers/ codes or for copy changes received after the closing date. If a scheduled advertisement is not published, Publisher’s liability is limited to a refund to the agency or Advertiser of an advance payment, if any, for the omitted advertisement. Liability for any error in a published advertisement will not exceed the cost of the space occupied by the advertisement.
- 16. Agreements between the parties** for the Advertiser to purchase marketing or advertising assistance must be in writing. Verbal orders will not be accepted. Any amendments, extensions, renewals, or modifications must also be agreed to in writing, which may be accomplished electronically. Cancellations also must be made in writing.
- 17. After the closing (deadline) date,** cancellations will not be accepted.
- 18. Cooperation:** The parties agree to work together on all layout and design issues.
- 19. Choice of Law:** The parties agree that this agreement and any amendments, extensions, renewals, or modifications thereof shall be governed by South Carolina law.
- 20. Paid advertisements** are not endorsements or promotions by any electric cooperative or by the Publisher.
- 21. The printed Magazine** is published monthly except December.
- 22. *South Carolina Living Magazine*** and all of its media properties are owned by The Electric Cooperatives of South Carolina Inc., 808 Knox Abbott Drive, Cayce, SC 29033. Phone: (803) 739-5074.

The logo for South Carolina Living, featuring the words "South Carolina" in a smaller blue font above the word "Living" in a larger, bold blue font.

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[SCLiving.coop](http://SCLiving.coop)