

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

South Carolina Living

FOR MORE INFORMATION

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