$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.

625,000+
Avg. monthly print subscribers

Source: AAM Audit Report, June 2024

South Carolina Living

FOR MORE INFORMATION
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