

AFFLUENT NORTHEAST RESIDENTS NOW READ

MOUNT PLEASANT

DANIEL ISLAND | ISLE OF PALMS | SULLIVAN'S ISLAND MAGAZINE



The next edition will be **direct-mailed** to high net worth residents who reside in Connecticut, New York and New Jersey, ranging from age 50 to 63. This will include our March/April, July/August and November/December editions.

UNITED STATES POST OFFICE

Net Worth Starting at 2 million Dollars - a proprietary model that estimates a household's assets, includes value of primary residence, cash value of insurance policies, collectibles, real estate, investments and more. Net Worth is sourced from actual dollar measures that are reported from actions regarding financial behavior, as well as a variety of demographic data.

Estimated Income - Higher Ranges select identifies the estimated annual income for the household in predefined ranges, starting at \$250,000 and above. Data is applied through sources including, but not limited to, public records, consumer surveys and online registrations.

Individual Age - Age band criteria of 50-63 is assigned based on the consumer's date of birth. Other age data information is including, but not limited to, voter registration and other public records, including self-reported information.

New York residents total..... 1500	Connecticut Fairfield County residents 1987
10583 – Scarsdale 1035	06830 – Greenwich..... 475
11937 – East Hampton Long Island 81	06883 – Weston..... 358
10013 – Hudson Square lower Manhattan 122	06820 – Darien 652
10005 – New York City's Financial District..... 16	06897 – Georgetown..... 502
11568 – Old Westbury 139	New Jersey residents 513
10577 – Harris 107	07620 – Alpine 03
	07078 – Millburn 510

Call-To-Action Mechanism - Each magazine mailed will be poly bagged and a letter from Mount Pleasant Magazine will be inserted. Our welcome letter will include a web address where our northern neighbors can access and leave their information to receive some Southern hospitality in the form of a Coastal Carolina Relocation Kit. In addition to the relocation packet, the recipients will be provided an easy way to access a subscription offer. During COVID-19, we have seen unprecedented growth for subscription and local grocery store distribution. In 2021, we will continue growing our affluent subscriber base.