

# MOUNT PLEASANT

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

**MOUNT PLEASANT MAGAZINE** connects with its readers.

By integrating Facebook, Twitter, Instagram, digital, print, direct mail and a popular website,

**MOUNT PLEASANT MAGAZINE** engages its readers.

This approach offers advertisers high value and results they can count on.

## WHAT DO OUR READERS HAVE TO SAY ABOUT MOUNT PLEASANT MAGAZINE?

- 87%** read the magazine to learn what's going on around town.
- 86%** agree the magazine strengthens their connection with Mount Pleasant.
- 84%** actually visited the restaurants featured in the magazine.
- 67%** attended an event after learning about it in the magazine.
- 67%** have lived in Mount Pleasant for more than 10 years.
- 66%** discussed with or forwarded an article to a friend or family member.
- 65%** read the magazine to learn about new businesses.
- 64%** enjoy reading the magazine for its local history articles.
- 60%** eat out 2 to 3 times a week.
- 60%** collect each issue of the magazine.
- 46%** have made a purchase after reading the magazine.

## THE CITADEL GRADUATE COLLEGE

A recent survey conducted by the students in the MBA program at The Citadel generated 3,773 responses. The feedback proves advertisers are receiving results for their marketing investment. These are the outcomes of the survey.

## WHAT DO OUR ADVERTISERS HAVE TO SAY ABOUT MOUNT PLEASANT MAGAZINE?

- 100%** say their clients enjoy picking up the magazine in their business.
- 90%** advertise because of the direct mail and grocery store distribution.
- 85%** have been advertising for at least two years.
- 71%** have been in business for 10 years or longer.
- 62%** say they will continue their advertising in the magazine.
- 33%** say they probably will continue their advertising in the magazine.

## WHAT DO OUR ADVERTISERS LIKE ABOUT ADVERTISING IN MOUNT PLEASANT MAGAZINE VERSUS OTHER PUBLICATIONS?

- They hear people say they saw their ad.
- The presence of the magazine around town.
- The magazine seems to be dedicated to the end result and is concerned about its advertisers.
- The magazine is easy to work with and presents our business in a professional manner.
- It's local.

## MORE THAN A MAGAZINE

Social Media | Direct Mail | Print Readers | Digital Readers

For entire survey results - 843-345-7012 - [Publisher@MountPleasantMagazine.com](mailto:Publisher@MountPleasantMagazine.com)

