



MOUNT PLEASANT

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

SOCIAL • DIGITAL • PODCAST • PRINT

Publishing in Our Community Since 1984

By the Numbers

120k

MAGAZINES PRINTED
ANNUALLY

504k

READERS ANNUALLY*

**source: citymag.org*

950

NEWCOMERS RECEIVING
THROUGH DIRECT-
MAIL PER ISSUE

**On average*

72.5%

FEMALE READERSHIP

27.5%

MALE READERSHIP

2,675,800

DIGITAL MAGAZINE
PAGE VIEWS

150,000

IMPRESSIONS REACHED
THROUGH GEOFENCING
EACH DIGITAL ISSUE

60,000

FOLLOWERS ON
FACEBOOK, INSTAGRAM
AND TWITTER

50

STATES REPRESENTED
BY READERSHIP

9

SOUTH CAROLINA
WELCOME CENTERS

Distributed every issue

25+

NEIGHBORHOOD AND
NICHE FACEBOOK PAGES



Editorial Calendar

Issue 1 – JANUARY/FEBRUARY

- Best of Mount Pleasant • Bridal

Issue 2 – MARCH/APRIL

- Beautiful Homes • Best of Mount Pleasant–II • Hammock Coast

Issue 3 – MAY/JUNE

- Family Edition

Issue 4 – JULY/AUGUST

- IOP/Sullivan's Island • Kitchen, Baths, Pools & Landscaping
- Back to School

Issue 5 – SEPTEMBER/OCTOBER

- Fall • Food • Football

Issue 6 – NOVEMBER/DECEMBER

- Holiday Issue • Food & Fashion



Distribution Methodology

A Sampling of our Local Distribution

29464

Bank of the Lowcountry

Barnes and Noble

Beacon Bank

Bottles (*Coleman Blvd.*)

Coleman Public House

CVS (*Long Point Rd.*)

Dunes Properties

East Bay Deli

Franke at Seaside

Harris Teeter (*Ben Sawyer Blvd.*)

Harris Teeter (*Long Point Rd.*)

Harris Teeter (*Houston Northcutt Blvd.*)

Harris Teeter (*Rivera Dr.*)

J+K Furnishings

Mount Pleasant City Hall

Mount Pleasant Gardens

Mount Pleasant Visitor's Center

MUSC Midtown

Oyster Candle Company

Publix (*Ben Sawyer Blvd.*)

SC Federal Credit Union

Smoothie King

Southern Belle

Steel City Pizza

29466

Beacon Bank

Bubbles Gift Shoppe

Dulce Churros

Eleven 81

Harris Teeter (*SC-41*)

Harris Teeter (*Six Mile*)

Havens Furniture

Mellow Mushroom

Mex 1

Pleasant Family Dentistry

Publix (*Park West*)

Sol

The Front Porch

Wando Dentistry

Downtown

East Bay Deli

Harris Teeter

MUSC

Isle of Palms

Delta Pharmacy

Dunes Properties

Harris Teeter

IOP Marina

Daniel Island

Publix

River Landing Dentistry

VIVA

Distribution Methodology

DIRECT-MAILED TO NEWCOMERS

Reach all newcomers who have moved into Mount Pleasant, Daniel Island, Isle of Palms and Sullivan's Island with each issue.
Average 950 per issue

WELCOME CENTER DISTRIBUTION

Statewide Distribution through South Carolina Welcome Centers.



DISTRIBUTION TO REGIONAL AIRPORTS

Kiosk at Asheville Regional Airport
Greenville-Spartanburg International Airport (no kiosk)
Reached 1.1 Million Travelers in 2022

AFFLUENT NORTHEAST RESIDENTS

Select Issues are direct-mailed to 3,000 affluent Northeast Residents in New York, New Jersey and Connecticut

HOTEL DISTRIBUTION

Reaching visitors in-room and lobbies of area hotels.

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843-881-1481 | www.ReadMPM.com

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