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

# SOCIAL • DIGITAL • PODCAST • PRINT

Publishing in Our Community Since 1984

# Mount Pleasant Magazine

ome & garden || COOKING

A deeply rooted community partner

**ount Pleasant Magazine** began publishing 40 years ago, and as a result, our community roots have grown strong and deep — like the mighty oak tree, whose deep roots allow it to grow despite Mother Nature's fierce storms and changing seasons. Strong roots of the oak tree allow their limbs to expand beyond their massive trunk — similar to the expansion of our publication.

Mount Pleasant Magazine's deep community roots go beyond any one street or neighborhood. Even when the magazine roots were still young, they helped us weather storms like when Hurricane Hugo slammed into the Carolina Coast in 1989. Back then, our community knew us as *East Cooper Magazine*. As the town around us was rebuilding from the storm, we rose to the occasion and continued to publish and grow *East Cooper Magazine*, which we later renamed Mount Pleasant Magazine.

More recently, in 2020 during COVID, our mission was to bring some certainty during a time when there seemed to be so little. Our deep community roots again were tested and grew much deeper and stronger. Our love for the community gave us the strength we needed to provide *Mount Pleasant Magazine*, and we did not miss a single issue during those trying times.

*Mount Pleasant Magazine* is a brand whose deep community roots have 40 years of digital and print growth. We are recognized throughout the community as a trusted source and positive voice for Mount Pleasant. We've helped thousands of local businesses grow through the glossy and online pages of the magazine and we'd love to do the same for yours

For us, it's about helping the town we love to grow and prosper. Our mission is to offer local businesses affordable ways to target their customers by leveraging the brand of *Mount Pleasant Magazine*, whose deep roots are as mighty as an oak tree and continue to thrive 40 years later. **\*** 

# By the Numbers

120k MAGAZINES PRINTED ANNUALLY

504k READERS ANNUALLY\* \*source: citymag.org

950 NEWCOMERS RECEIVING THROUGH DIRECT-MAIL PER ISSUE \*On average

2,675,800 DIGITAL MAGAZINE PAGE VIEWS

60,000 FOLLOWERS ON FACEBOOK, INSTAGRAM AND TWITTER

9 SOUTH CAROLINA WELCOME CENTERS Distributed every issue 72.5% FEMALE READERSHIP 27.5%

MALE READERSHIP

150,000 IMPRESSIONS REACHED THROUGH GEOFENCING EACH DIGITAL ISSUE

50 STATES REPRESENTED BY READERSHIP

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

PLEAS

The Love of Fand

PLEA

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 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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