

## PUBLISHER'S STATEMENT OF MULTICHANNEL DISTRIBUTION

DURATION: JANUARY 1, 2014 - JUNE 1, 2014

### CONSOLIDATED REPORT INCLUDING DIGITAL CHANNELS:

social media, website, digital readership, hard copy circulation, readership and direct mail.

### SOCIAL MEDIA:

Facebook fans - 9,523.

Facebook largest reach to date - 173,120.

Twitter followers - 633.

### WEBSITE:

www.MountPleasantMagazine.com - 26,782 visitors - 219.52 per day - 226 referring sites.

### DIGITAL DISTRIBUTION:

- 241,229 people were emailed the digital edition.
- 74,771 emailed January/February.
- 102,518 emailed March/April.
- 63,967 emailed May/June.
- 12.885% - average open email rate.

### DIGITAL DISTRIBUTION:

- 34 local websites provide space for the digital editions to be showcased, allowing readers to "click and read."

### DIGITAL READERS:

- 14.48 minutes - average time spent reading each digital edition.
- 121,550 - digital pages were accessed.

### PRINTED MAGAZINE:

- 253,000 readership\*.
- 63,250 printed copies between January, 1 2014 and June 1, 2014.
- 942 copies were direct mailed to area businesses and subscribers.
- 31,901 were direct mailed to East Cooper upscale homeowners.
- 1,200 were distributed at the Asheville Airport.
- 29,207 were distributed throughout East Cooper at more than 200 distribution points, including all Harris Teeter, Publix, BI-LO and CVS.

\* 4 readers per copy. Source: Audience Dialogue



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