

PUBLISHER'S STATEMENT OF MULTICHANNEL DISTRIBUTION

DURATION: JANUARY 1, 2015 - JULY 1, 2015

CONSOLIDATED REPORT INCLUDING DIGITAL CHANNELS:

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

SOCIAL MEDIA:

Facebook fans – 21,232.

Facebook reach – total reach 649,468 – 155 post – average reach per post 4,910.

Twitter followers – 874.

Pinterest followers – 38.

Instagram followers – 400.

WEBSITE:

www.MountPleasantMagazine.com – 85,774 page views – 476.52 page views per day.

DIGITAL DISTRIBUTION:

- 315,592 users were emailed the digital edition.
- 52,598 average number of online users who receive each issue digital.
- 11.37% average open email rate.
- 18.66% best open email rate.

DIGITAL DISTRIBUTION:

- 36 local and regional websites provide space for digital editions to be showcased. This allows online readers to "click and read."

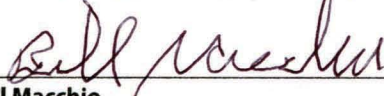
DIGITAL READERS:

- 15.30 minutes – average time spent reading each digital magazine.
- 287,000 - digital pages were accessed.

PRINTED MAGAZINE:

- 332,000 readership*.
- 83,000 printed copies between January 1 thru June 30, 2015.
- 1,400 distributed at the Asheville Airport.
- 33,000 were direct mailed to businesses and upscale homes on Isle Of Palms, Daniel Island and throughout Mount Pleasant.
- 2,500 – number of hotel and Bed & Breakfast rooms downtown and East Cooper that include copies of the magazine.
- 46,100 – were distributed throughout East Cooper at more than 200 distribution points, including all Harris Teeter, Pulix, Bi-Lo and CVS.

* 4 readers per copy. Source: Audience Dialogue



Bill Macchio

Mount Pleasant Magazine Publisher
Publisher@MountPleasantMagazine.com

7-15-2015

Date



Notary Public

7-15-2015

Date

MY COMMISSION EXPIRES JULY 18, 2024

