SEPTEMBER/OCTOBER 2017

IT'S FOOTBALL SEASON AGAIN
Pick A Side!

Will Muschamp
Football Coach
University of South Carolina

Dabo Swinney
Football Coach
Clemson University

Spurrier and Swinney

Preparations for football rivalry
Dinner Friends
Skip the Going Out; Keep the Gourmet with Ed Barbee

Girls with GUTS!
What Glass Ceiling?
2014 Women in Business

Courage local ladies share stories

GOLDEN SPOON WINNERS INSIDE

Locals Share Stories
Kicking Cancer's Butt!

Courage local ladies share stories

Fall Flavor!

Flavors of Fall: Taste of Charleston

Family Road Trips Along the S.C. Coast

Local Road Projects

Bridge Run 2013 Graced By Well-Known Faces

Big Shrimpin' Tales from the Past

Best of Mount Pleasant 2013 Results Inside!

Girls with GUTS! What Glass Ceiling?
2014 Women in Business

Courage local ladies share stories

Kicking Cancer's Butt!
Locals Share Stories

GOLDEN SPOON WINNERS INSIDE

Flavors of Fall: Taste of Charleston

Family Road Trips Along the S.C. Coast

Local Road Projects

Bridge Run 2013 Graced By Well-Known Faces

Big Shrimpin' Tales from the Past

Best of Mount Pleasant 2013 Results Inside!
Grow your business by reaching East Cooper residents, including Mount Pleasant, Daniel Island, Isle of Palms and Sullivan's Island.

Through *Mount Pleasant Magazine*, Media Services, Inc. is pleased to provide a winning combination: high-end print, direct mail, an informative website and social media exposure. Our mission is to offer Mount Pleasant and the surrounding islands a diverse mix of quality content while providing outstanding results for our advertisers by reaching East Cooper consumers.

*Mount Pleasant Magazine has developed a MULTIMEDIA APPROACH to connect you with East Cooper consumers.*

**THE DIGITAL MAGAZINE**

Readers can access the digital version of the magazine from 32 local websites. Through this network, tens of thousands of people access each issue's digital pages. Additional distribution includes thousands of social media fans, who can read the online magazine through multiple websites, clickable from www.Facebook.com/MountPleasantMagazine. We also e-blast each issue of the digital magazine to 50,000+ readers online.

**DIRECT MAIL, PRINT AND AN ANNUAL READERSHIP OF 486,000 PEOPLE***

*Mount Pleasant Magazine* is published six times a year. Copies are direct-mailed to subscribers, professional offices, businesses and select neighborhoods throughout East Cooper. (See a sampling of the neighborhoods to the right.)

Copies are distributed at more than 200 locations throughout East Cooper, including the free magazine racks at Harris Teeter, Publix, CVS and select stores and visitor centers in the Mount Pleasant and downtown area.

We also distribute *Mount Pleasant Magazine* at the Southeastern Wildlife Expo, Cooper River Bridge Run, business expos and other community festivals, shows and events.

*Our pass-along readership is four readers per copy, with an average readership of 80,000 per issue.*

**TARGETED DISTRIBUTION**

- All hotel lobbies East of the Cooper
- Select hotel rooms East of the Cooper
- Select vacation rentals
- Select hotel rooms on the Charleston peninsula
- Relocation packages
- Asheville Regional Airport
- Medical and professional offices
- SC Welcome Centers

**STATEWIDE DISTRIBUTION**

Sanctioned by South Carolina Travel and Tourism, *Mount Pleasant Magazine* is distributed in all South Carolina Welcome Centers.

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**DIRECT MAIL DISTRIBUTION**

**Mount Pleasant Magazine** is direct-mailed to advertisers, doctors' and attorneys' offices plus homes in East Cooper neighborhoods, including:

- Belle Hall Plantation
- Beresford Creek
- Beresford Hall
- The Boulevard
- Brickyard Plantation
- Carolina Park
- Center Lake
- Charleston National
- Cooper Estates
- Creekside
- Daniel Island
- Darrell Creek
- Dunes West
- The Groves
- Hamlin Plantation
- Harbor Watch
- Hidden Cove
- Hidden Lakes
- Hobcaw Creek Plantation
- I’On
- Isle of Palms
- Long Point
- Marsh Harbor
- Molasses Creek
- Oak Haven Landing
- Oakhaven Plantation
- Old Village Landing
- Old Village Mount Pleasant
- Olde Park
- On The Harbor
- Park West
- Peninsula
- Planters Pointe
- Point Pleasant
- Ravens Run
- Renaissance On Charleston Harbor
- RiverTowne
- Seaside Farms
- Sne Farm
- Sullivan’s Island
- Sweetgrass
- Tides
- Wild Dunes

www.ReadMPM.com
e traffic to our advertisers’ websites. We use social media and significant online tools to drive traffic to our advertisers’ websites. According to our readers.

Want to retire to beautiful East Cooper? Then you’ll love Mount Pleasant Senior Living! The ultimate guide to senior communities, health care and more, this will be your family’s go-to-for the golden years. MPSeniorLiving.com

Your pets are important to you – and to us! Let MP Pets be your guide on how to take care of your four-legged family members. MtPleasant.pet

Charleston School Directory
Covering the best in independent education and distributed year-round, our Independent School Directory will help your family make an informed decision regarding your child’s future.
CharlestonSchoolDirectory.com

Mount Pleasant’s ONLY business magazine highlights some of the area’s movers and shakers and keeps readers abreast of current business news and trends.
MPBusinessMag.com

We use Facebook fan pages to increase brand awareness for Mount Pleasant Magazine and for our advertisers. Advertisers benefit from having their message pushed out to our fans. According to Facebook, 76 percent of these fans are women, and the largest age group for both men and women is 35 to 54.

All content is subject to change at the discretion of the editor or publisher.
THE FOLLOWING RATES INCLUDE YOUR MULTIMEDIA APPROACH
Digital Edition • Social Media • Direct Mail • Inbound Links • 80,000 Readers Per Issue

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>6 Issue Commitment</th>
<th>12 Month Investment</th>
<th>12 Issue Commitment</th>
<th>24 Month Investment</th>
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<td>One-time, one issue placement fee of 15% additional charge (ads have to be 1/2 page or larger).</td>
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*Per issue investments can be paid in full or broken down into 2 monthly payments as seen above.

$150 charge for a high resolution PDF copy of your ad for reprints or use in another publication.

Brand the Mount Pleasant Magazine Cover with YOUR message.
Did you know that Mount Pleasant Magazine direct mails copies of each exciting edition to neighborhoods in East Cooper? Did you know that your business can purchase space on our direct mail covers to share your own marketing message with these households?

TERMS
Flexible payment options available. We accept all major credit cards and automatic ACH.

PRINT AD SIZES

MAPPED RATES 2021

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