

MOUNT PLEASANT

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

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MOUNT PLEASANT

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

SOCIAL | PRINT | DIGITAL

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.

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
Snee Farm
Sullivan's Island
Sweetgrass
Tides
Wild Dunes

THE FOLLOWING RATES INCLUDE YOUR MULTIMEDIA APPROACH

Digital Edition • Social Media • Direct Mail • Inbound Links • 80,000 Readers Per Issue

6x*
6 Issue Commitment
12 Month Investment

12x*
12 Issue Commitment
24 Month Investment

COVER PREMIUMS

AD SIZE	PER ISSUE TOTAL	MONTHLY INVESTMENT	PER ISSUE TOTAL	MONTHLY INVESTMENT
FULL PAGE	\$1,970	\$985	\$1,790	\$895
2/3 PAGE	\$1,370	\$685	\$1,240	\$620
1/2 PAGE	\$1,080	\$540	\$980	\$490
1/3 PAGE	\$764	\$382	\$694	\$347
1/4 PAGE	\$550	\$275	\$490	\$245
1/6 PAGE	\$390	\$195	\$350	\$175

PRIME PLACEMENT

DOUBLE TRUCK	\$3,500	\$1,750	\$2,994	\$1,497
BACK COVER	\$2,590	\$1,295	\$2,400	\$1,200
INSIDE FRONT	\$2,330	\$1,165	\$2,200	\$1,100
INSIDE BACK	\$2,230	\$1,115	\$2,100	\$1,050

SPECIAL PLACEMENT One-time, one issue placement fee of 15% additional charge (*ads have to be 1/2 page or larger*).

*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

Full Page Bleed 8.5" x 11.125" Full Page Trim 8.25" x 10.875" <i>Keep live matter at least 1/2" from ALL edges (7.25" x 9.875")</i>	2/3 Page 4.812" x 9.875"	1/2 Page Vertical 3.5" x 9.875"	1/2 Page Horizontal 7.25" x 4.812"	1/3 Page Vertical 2.312" x 9.875"	1/3 Page Horizontal 7.25" x 3.25"	1/4 Page Vertical 3.5" x 4.812"	1/6 Page Vertical 2.312" x 4.812" 1/6 Page Horizontal 4.812" x 2.312"
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