

charleston magazine 2015

charlestonmag.com

charleston
1975 - 2015
40th
Anniversary



THE CITY MAGAZINE SINCE 1975

STRATEGIC BRANDING OPPORTUNITIES THROUGH PRINT, WEB, & EVENTS

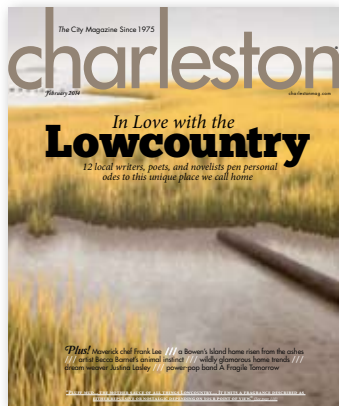
As the city's premier and longest-standing high-end lifestyle magazine, *Charleston* embodies the beauty, style, and sophistication of our much-celebrated region. Our award-winning combination of compelling journalism and superb photography and design has created the largest and most loyal audience of affluent readers—residents, visitors, and second-homeowners alike—in the Lowcountry.

INTERACTIVE BRANDING

via Gulfstream Communications

THE GULFSTREAM FAMILY: From Charleston and the South Carolina coast to the mountains of Western North Carolina, we put your brand in front of the most lucrative consumer markets across the Southeast with *Charleston*, *Charleston Weddings*, *Grand Strand*, *House Calls*, and *WNC* magazines through integrated marketing strategies in print, web, social media, and event platforms.

PRINT



J. B. BOYD

ONLINE



SIGNATURE EVENTS

BAKER MOTOR COMPANY
CHARLESTON FASHION WEEK
MARCH 17-21 / 2015



MAC KILGUFF

Bank
PRESENTS
GIVING BACK AWARDS



RUTA ELVIKYTE

READER DEMOGRAPHICS

GENDER

44.4% Men

55.6% Women

EDUCATION

28.7% > Attended College

40.0% > Have One or More College Degrees

HOUSEHOLD INCOME

4.8% > \$35,000 to \$50,000

11.3% > \$50,001 to \$75,000

22.9% > \$75,001 to \$100,000

17.9% > \$100,001 to \$150,000

13.3% > \$150,001+

78% Own their homes

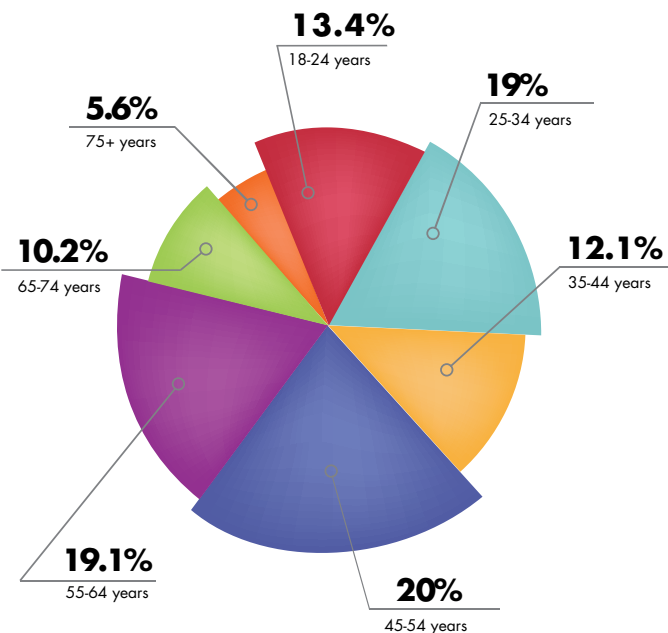
54% Own homes valued at \$1 million-plus

41% Have attended an opera, symphony, and/or theater performance within the past 12 months

46% Have purchased women's clothing in the past 4 weeks

50% Have purchased men's clothing in the past 4 weeks

AGE



Our readers tell us they spend at least an hour reading each issue and view the advertisements as a key resource in making their buying decisions. Our advertisers get results!

IN-ROOM PLACEMENT AT THESE HOTELS & INNS

Charleston magazine reaches the lucrative consumer and travel markets through in-room distribution at fine hotels, inns, and B&Bs. *Charleston* is the only publication in the rooms of six properties named among the Top 10 Hotels & Inns in the state (see bolded below).

1837 B&B	Historic Charleston B&B
27 State Street B&B	Holiday Inn, Charleston Airport & Convention Center
Aloft Charleston	Indigo Inn
Andrew Pinckney Inn	Inn at l'On
Ansonborough Inn	Jasmine House Inn
Ashley Inn	John Rutledge House
Barksdale House Inn	King Charles Inn
Battery Carriage House	Kings Courtyard Inn
Boardwalk Inn	Market Pavilion Hotel
Cannonboro Inn	Meeting Street Inn
Carolina Coastal Properties	Middleton Place Inn
Charleston Harbor Resort	Mills House Inn
Charleston Place Hotel	Phoebe Pember House
Charleston Riverview Hotel	Planters Inn
Church Street Inn	Renaissance Charleston Hotel
Cottages on Charleston Harbor	Restoration on King
Crowne Plaza Hotel	Shem Creek Inn
Doubletree Guest Suites	Tides Folly Beach
Dunes Properties	Two Meeting Street Inn
Elliott House Inn	Vendue Inn
Embassy Suites Convention Center	Water's Edge Inn, Folly Beach
Francis Marion Hotel	Wentworth Mansion
French Quarter Inn	Wyndham Vacation Rentals— Kiawah & Seabrook islands
Fulton Lane Inn	& Isle of Palms
The Governor's House Inn	Yeamans Hall Club
Harborview Inn	Zero George
Hilton Garden Inn, Charleston	
Waterfront/Downtown	

Charleston ranks **No. 3 in Southern Regional Publication Sales** and in the top 20% of all magazine titles sold nationwide by Barnes & Noble.

(Source: Ingram Content Group)

CIRCULATION & DISTRIBUTION

130,000*	TOTAL AVG. READERSHIP PER ISSUE
1,560,000*	TOTAL ANNUAL READERSHIP
25,000	TOTAL AVG. PRINT RUN PER ISSUE
11,000	PAID SUBSCRIBER COPIES
200	QUALIFIED, REQUESTED COPIES
7,840	IN-ROOM HOTEL & RESORT COPIES
4,000	NEWSSTAND COPIES
1,000	TARGETED EVENT COPIES
960	OFFICE COPIES

EDITORIAL CALENDAR & ADVERTISING MATERIALS DEADLINES

JANUARY	So Charleston Challenge	11/17
FEBRUARY	40 Reasons to Love Charleston	12/12
MARCH	Fashion & Style	1/16
APRIL	Home & Garden	2/13
MAY	The Arts	3/17
JUNE	Summer Guide	4/16
JULY	Home Design	5/15
AUGUST	40th Anniversary Issue	6/16
SEPTEMBER	Luxury	7/16
OCTOBER	Outdoor Living & Adventure	8/13
NOVEMBER	Giving Back & Gift Guide	9/16
DECEMBER	Food & Wine	10/16

TESTIMONIALS

"We have customers and collectors nationwide coming in with our full page ads from *Charleston* magazine on a regular basis. The comments on our ads are very complimentary and often!"

— Sharon Crawford, Coleman Fine Art gallery director

"Mount Pleasant Towne Centre has been a loyal advertiser for six years and counting! *Charleston* is the magazine for all things Charleston, and we couldn't be happier with our results."

— Erin Engebretson, Mount Pleasant Towne Centre marketing manager

ADVERTISING RATES & DEADLINES

(Rates are net and per insertion)

FOUR COLOR

	1X	4X	8X	12X
Spread	\$4775	\$4275	\$3975	\$3475
Full page	\$2750	\$2450	\$2250	\$1950
Bookend (12X buy only)				\$2750
2/3 vertical	\$2250	\$2050	\$1850	\$1550
Island (limited availability)	\$2125	\$1925	\$1725	\$1525
1/2 horizontal (no vertical)	\$1850	\$1650	\$1450	\$1200
1/3 horizontal or vertical	\$1500	\$1350	\$1200	\$950
1/6 horizontal or vertical	\$750	\$700	\$650	\$600

PREMIUM POSITIONS

Back Cover (12X buy only)	\$4800
Inside Front Cover Spread (12X buy only)	\$4800
Inside Back Cover (12X buy only)	\$3200

PREFERRED POSITIONS

There is a 10% premium on preferred ad positions, which are on a space-available basis as determined by the publisher.

Purchase ad packages in *Charleston*, *Charleston Weddings*, *Grand Strand*, and/or *WNC* and receive a 10% discount off each ad if placed at the same time.

AD PRODUCTION

We have the capability to produce your ad or can recommend freelance graphic designers. If you wish to utilize our services, please have photos, copy, and any other materials needed to produce your ad by the materials deadline to allow for design time and approvals. We can provide up to three proofs. Design production services are offered at \$60/hour but can be discounted based on your advertising contract. *Please ask your advertising representative for an advertising sizes and specs sheet.*

Ad Specs

Full Page 9" x 10.875" (trim) 9.25" x 11.125" (bleed) 8.375" x 10.25" (suggested live area) Double-Track Spread (2 full pages) 18" x 10.875" (trim) 18.25" x 11.125" (bleed)	2/3 Page Vertical 4.767" x 9.311"	1/2 Page Horizontal 7.25" x 4.553"	1/3 Page Vertical 2.283" x 9.311" 1/3 Page Horizontal 4.767" x 4.553"
Island (runs as the only ad on a page) 4.767" x 7.031"	Bookend 3.158" x 10.875" on left page (for bleed: add 1/8" to top, bottom, & left edges)	spread 9" x 10.875" (trim) on right page 9.25" x 11.125" (bleed) 8.375" x 10.25" (suggested live area)	1/6 Page Vertical 2.283" x 4.553" 1/6 Page Horizontal 4.767" x 2.172"

ADVERTISING ONLINE

charlestonmag.com

Our award-winning website covers Lowcountry personalities, entertainment, fashion, food, and more. This dynamic, engaging resource is the go-to guide for living the Charleston life, wherever you are, 24/7.

OUR HOME PAGE RECEIVES OVER
1.7 MILLION YEARLY PAGE VIEWS!

HOME PAGE PLACEMENT

Each rotating skybox ad will receive a guaranteed minimum of 15,000 impressions. **COST:** \$525/month (minimum 3-month commitment)

SECTION PLACEMENT

Each rotating skybox ad will receive a guaranteed minimum of 10,000 impressions. **COST:** \$350/month (minimum 3-month commitment)

SECTION PLACEMENT POSITIONS:

- **Eat & Drink:** Get restaurant reviews, the scoop on new and notable restaurants and bars, and expert tips from local chefs. Search our dining guide and extensive recipe database.
- **Arts & Events:** Meet local artists and musicians. Search our calendar listings for entertainment, art exhibits, family activities, and festivals.
- **Style & Shop:** Check out the latest Scouting Report products and accessories, Street Styles, and Runway to Reality features.
- **Home & Garden:** Tour gorgeous homes, get expert décor tips and resources, and learn what to plant this month.
- **Blogs:** Editor's Picks, the Party Scene, Southern View, and more

ON THE TOWN

Charleston magazine's e-newsletter

Reach more than 13,000 readers who have subscribed to our free weekly e-newsletter to get a quick heads-up on can't-miss events, great recipes, mini profiles, giveaways, and more.

COST: \$1,300 per newsletter

ACCEPTED FILE FORMATS:

- **Size:** 160 x 600 pixels
- **File Type:** pdf, jpg, or gif
- **Color & Resolution:** RGB, 72 dpi
- **Max File Size:** 30K



SOCIAL MEDIA

- **Facebook** > 25,000+ fans
- **Facebook Reach** > 20 million+ yearly
- **Twitter** > 22,200+ followers
- **Pinterest** > 3,100+ followers
- **Instagram** > 4,800+ followers



Please note, we do not pay per clicks or purchase e-mails. All recipients of content have opted in of their own choice.