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 ONLINE SIGNATURE EVENTS

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

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!

Source: Media Audit, August 2014
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

IN-ROOM PLACEMENT AT THESE HOTELS & INNS

_Colored Cyan_ (Bold)
_1837 B&B_ 
_27 State Street B&B_ 
_Aloft Charleston_ 
_Andrew Pinckney Inn_ 
_Ansonborough Inn_ 
_Ashley Inn_ 
_Barksdale House Inn_ 
_Battery Carriage House_ 
_Boardwalk Inn_ 
_Cannonboro Inn_ 
_Carolina Coastal Properties_ 
_Charleston Harbor Resort_ 
_Charleston Place Hotel_ 
_Charleston Riverview Hotel_ 
_Church Street Inn_ 
_Cottages on Charleston Harbor_ 
_Crowne Plaza Hotel_ 
_Doubletree Guest Suites_ 
_Dunes Properties_ 
_Elliott House Inn_ 
_Embassy Suites Convention Center_ 
_Francis Marion Hotel_ 
_French Quarter Inn_ 
_Fulton Lane Inn_ 
_The Governor’s House Inn_ 
_Harborview Inn_ 
_Hilton Garden Inn, Charleston Waterfront/Downtown_ 
_Historic Charleston B&B_ 
_Holiday Inn, Charleston Airport & Convention Center_ 
_Indigo Inn_ 
_Inn at l’On_ 
_Jasmine House Inn_ 
_John Rutledge House_ 
_King Charles Inn_ 
_Kings Courtyard Inn_ 
_Market Pavilion Hotel_ 
_Meeting Street Inn_ 
_Middleton Place Inn_ 
_Mills House Inn_ 
_Phoebe Pember House_ 
_Planters Inn_ 
_Renaissance Charleston Hotel_ 
_Restoration on King_ 
_Shem Creek Inn_ 
_Tides Folly Beach_ 
_Two Meeting Street Inn_ 
_Vendue Inn_ 
_Water’s Edge Inn, Folly Beach_ 
_Wentworth Mansion_ 
_Wyndham Vacation Rentals— Kiawah & Seabrook islands & Isle of Palms_ 
_Yeamans Hall Club_ 
_Zero George_ 

EDITORIAL CALENDAR & ADVERTISING MATERIALS DEADLINES

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Theme</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>So Charleston Challenge</td>
<td>11/17</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>40 Reasons to Love Charleston</td>
<td>12/12</td>
</tr>
<tr>
<td>MARCH</td>
<td>Fashion &amp; Style</td>
<td>1/16</td>
</tr>
<tr>
<td>APRIL</td>
<td>Home &amp; Garden</td>
<td>2/13</td>
</tr>
<tr>
<td>MAY</td>
<td>The Arts</td>
<td>3/17</td>
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<tr>
<td>JUNE</td>
<td>Summer Guide</td>
<td>4/16</td>
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<tr>
<td>JULY</td>
<td>Home Design</td>
<td>5/15</td>
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<tr>
<td>AUGUST</td>
<td>40th Anniversary Issue</td>
<td>6/16</td>
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<tr>
<td>SEPTEMBER</td>
<td>Luxury</td>
<td>7/16</td>
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<tr>
<td>OCTOBER</td>
<td>Outdoor Living &amp; Adventure</td>
<td>8/13</td>
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<tr>
<td>NOVEMBER</td>
<td>Giving Back &amp; Gift Guide</td>
<td>9/16</td>
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<tr>
<td>DECEMBER</td>
<td>Food &amp; Wine</td>
<td>10/16</td>
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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 Engebritson, Mount Pleasant Towne Centre marketing manager

_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)

Sources: * Charleston magazine Circulation Dept. Numbers current as of August 2014 *Minimum guaranteed print run of 23,000; annual average print run expected to be 25,000. Total average readership calculation based on 5.2 pass-along average per measured city and regional magazine research survey. Remaining stats: Media Audit, August 2014.
ADVERTISING RATES & DEADLINES
(Rates are net and per insertion)

FOUR COLOR

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
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<tr>
<td>Spread</td>
<td>$4775</td>
<td>$4275</td>
<td>$3975</td>
<td>$3475</td>
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<tr>
<td>Full page</td>
<td>$2750</td>
<td>$2450</td>
<td>$2250</td>
<td>$1950</td>
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<tr>
<td>Bookend</td>
<td></td>
<td></td>
<td></td>
<td>$2750</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>$2250</td>
<td>$2050</td>
<td>$1850</td>
<td>$1550</td>
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<tr>
<td>Island (limited availability)</td>
<td>$2125</td>
<td>$1925</td>
<td>$1725</td>
<td>$1525</td>
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<tr>
<td>1/2 horizontal (no vertical)</td>
<td>$1850</td>
<td>$1650</td>
<td>$1450</td>
<td>$1200</td>
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<tr>
<td>1/3 horizontal or vertical</td>
<td>$1500</td>
<td>$1350</td>
<td>$1200</td>
<td>$950</td>
</tr>
<tr>
<td>1/6 horizontal or vertical</td>
<td>$750</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
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</tbody>
</table>

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 ¾” (400 x 525mm)
9 5/8” x 11 1/2” (400 x 525mm)

2/3 Page Vertical
4 7/8” x 9 3/4”

1/2 Page Vertical
2 2/8” x 9 3/4”

1/3 Page Vertical
1 1/8” x 9 3/4”

1/6 Page Vertical
4 7/8” x 2 1/2”

1/6 Page Horizontal

1/3 Page Horizontal
7 2/8” x 4 5/8”

1/2 Page Horizontal
7 2/8” x 4 5/8”

Double-Truck Spread (12 facing pages)
18” x 10 8/9” (457 x 273mm)
18 5/8” x 11 1/16” (457 x 273mm)

1/3 Page Spread
6 1/8” x 10 8/9”
9 5/8” x 11 1/16”

1/6 Page Spread
4 7/8” x 2 1/2”

Bookend (12X buy only)
3 1/8” x 10 8/9”
on the page
(left, right, and top, bottom, all edges)

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 decor 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 > 22,000+ 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.