



locallife

*live like
a local.*

As the upscale lifestyle brand of Hilton Head Island and Bluffton, **LOCAL Life** embodies the sophistication, beauty and style of the much-celebrated South Carolina Lowcountry. The printed magazine and innovative digital assets capture readers with eloquently written words, stunning photography and outstanding design. Distributed to a loyal audience of affluent readers — residents, visitors and second-homeowners alike — **LOCAL Life** is a reflection of Lowcountry living at its finest.



live.

LOCAL Life is the cultural barometer of Hilton Head Island and Bluffton, celebrating people that lead and inspire us; what we listen to and watch; how we dress, live and socialize.



eat.

The next best thing to eating food is talking about it. **LOCAL Life** whets the food lover's appetite with creative recipes, innovative cooking techniques, advice from top chefs and a guide to the best restaurants.



play.

Hilton Head Island and Bluffton residents enjoy golf, tennis, the surf, sand and sun. That's the **LOCAL Life**. Our brand celebrates everything from outdoor adventures to the Lowcountry's best events and festivals.



mission:

LOCAL Life is about **living well** in the Lowcountry. Stories are everywhere: intriguing people and places, food and fashion, culture and creativity, homes and health.

These stories embody our local **style** and **sophistication** with a southern twist. Eloquently written words and stunning photography capture the **local essence** in a way that educates, entertains and **engages** locals who are inspired and want more.

Our next-generation marketing solution **connects** residents and visitors to the Lowcountry lifestyle with a monthly printed magazine, innovative digital assets and sponsored events.

LOCALS KNOW.

*live like
a local.*



roots.

LOCAL LIFE

what's happening
fascinating people
untold history • local landmarks

LAND & SEA

amazing homes • beautiful boats
intriguing aircraft • iconic gardens
conservation & preservation

FOOD & DRINK

from ocean to table • local eats
crafted cocktails & wine
notable chefs

TRAVEL & LEISURE

a day's drive • direct flights
hotels & resorts • lodges

STYLE & DESIGN

home decor • interior design
fashion • local shopping
beauty

ARTS & ADVENTURE

art • music
literature • theater • spas
recreation • outdoors

HEALTH & WELLNESS

fitness • nutrition
medical innovations

*they run
deep.*





who?

LOCAL Life reaches a highly affluent, engaged and well-educated marketplace.

TOTAL DISTRIBUTION: 30,000

Mailed copies: 23,000

This selection will reach the top 40% of homeowners by value in Beaufort County including owners in high-end gated communities.

Our mailing list is based on the following criterion:

Hilton Head Island and Daufuskie Island **primary** homeowners
Value - \$425K+ • 12,000 records

Bluffton and North of the Broad primary homeowners
Value - \$300K+ • 7,000 records

Communities include: Sea Pines, Wexford, Forest Beach, Long Cove, Palmetto Dunes, Indigo Run, Shipyard, Palmetto Hall, Port Royal, Hilton Head Plantation, Windmill Harbour, Colleton River, Belfair, Berkeley Hall, Palmetto Bluff, Callawassie Island, Spring Island, Oldfield, Bull Point and Habersham North of the Broad.

Beaufort County **secondary** homeowners
Valued - \$475K+ • 4,000 records

Distribution of out-of-state homeowners
(Selected from traditional feeder markets)

Ohio	Virginia
New York	North Carolina
Pennsylvania	Kentucky
Georgia	South Carolina
Massachusetts	Tennessee
Connecticut	

Lot Owners
Valued - \$400K+ • 215 records

Rack copies: 7,000

Magazines are distributed at high-end locations throughout the Lowcountry including hotels, villa rental companies and retail stores. Each rack is handcrafted on Hilton Head Island by Buona Terra Woodworks and uses reclaimed materials from Hurricane Matthew. Proceeds from each rack benefit The Deep Well Project.

you.



PRINTED PUBLICATIONS

30,000

Includes Households, 2nd Households,
Waiting Rooms, Hotels, Events

112,500 READERS

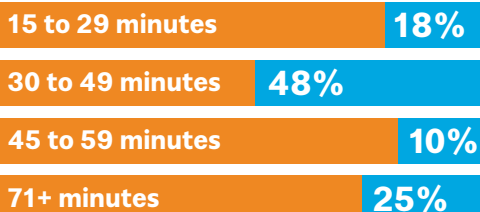


Average readers per issue
3.75

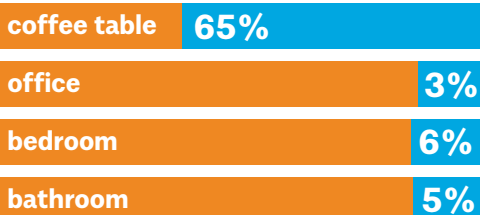
MEDIAN READER AGE: 50

Age range of readers: 35-70.

How long a reader
initially spends
with an issue



Where a reader
keeps his or
her issue.



How long an issue is kept
before it is discarded.



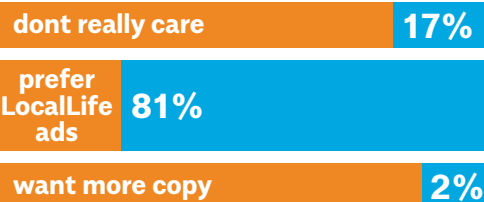
READER EDUCATION



42% of readers have average income of
\$280,345



Readers who prefer
unique ads with less copy
and more images.



Frequently purchase products or
services from ads seen in
LocalLife Magazine.



PURCHASES IN THE NEXT TWELVE MONTHS



- 30% Jewelry
- 79% Women's Apparel
- 66% Men's Apparel
- 84% Financial Planner / Tax Advisor / Tax Services
- 39% Children's Apparel
- 31% Athletic & Sports Equipment
- 49% Health Club / Exercise Class
- 30% Major Home Appliance
- 43% Home Improvements or Home Improvement Supplies
- 59% Furniture / Home Furnishings
- 92% Lawn Care Service & Supplies
- 59% Medical Services / Physicians
- 74% Vacations / Travel
- 92% Dining & Entertainment
- 34% New & Used Automobile, Truck or SUV

SOURCE:

Publication Audit Report
Circulation Verification Council

INITIAL AUDIT PERIOD:

October 1, 2017 - March 31, 2018



www.cvaudit.com



who?



testimonials.



“

WORTH
NEW YORK

“Worth is a high-end women’s clothing boutique. We were excited to try Local Life as our audience can be elusive and definitely has high standards. Our first ad has already more than paid for itself. The first week it ran, we got a call from someone who saw the ad and came in to make a significant purchase.”

— Kim Hall, Owner, Worth

“

 **NA★JET**
NORTH AMERICA JET CHARTER GROUP

“During the three months I advertised my Eclipse jet charter business, I or the charter company I use to set up the various trips, have received several calls from local businesses or even individuals interested in using the jet. The result has been actual booked trips that have more than paid for the cost of advertising. Based on the conversations I have had with interested current and potential customers, I expect a lot more in the coming months.

Thank you very much for all your and your staff assistance in preparing the art work and advertising. We have had a lot of compliments on it. You certainly have some very talented people in your organization.”

— Chris Grigoriou, North American Jet Charter Group

“

FORSYTHE
JEWELERS • SINCE 1927

“When we were first approached about advertising in Local Life we evaluated the opportunity seriously since we were not actively looking to increase our advertising budget. However, it didn’t take us long to understand the vision that Lori had for her not-yet-launched publication and recognize her elevated approach. We took the chance and agreed to the back cover placement for the first three issues. The feedback from our ads has been great...our clients (and new customers) have noticed! It’s because of this success, and the opportunity to work with Lori and team, that we happily signed an annual contract.”

— Andrea Bragg, Owner, Forsythe Jewelers



ISSUE FREQUENCY 12X per year

PRINT RATES

	12X	6X	3X	1X
Spread	\$2755	\$3031	\$3168	\$3306
Book End*	\$2470	\$2717	\$2841	\$2964
Full Page	\$1900	\$2090	\$2185	\$2280
2/3 Page	\$1425	\$1568	\$1639	\$1710
1/2 Page	\$1045	\$1150	\$1202	\$1254
1/3 Page	\$760	\$836	\$874	\$912
1/3 Page V	plus 5% (page dominator)			

* Book Ends limit 3 per issue

PREMIUMS

Back Cover	25%
Inside Back Cover	15%
Inside Cover	15%

DISCOUNTS

Non-Profit	25%
Camera Ready	10%
Pre Pay	3%

BONUS ITEM RATES

Gift Guide or His & Hers Retail Item (without ad) \$200 each

Showcase your retail item(s) within LocalLife seasonal Gift Guides or His & Hers Style Guides.



Call Outs in Featured Restaurants \$150 each

Feature your food or wine related events or news within the columns of our favorite restaurants.

Call Outs in Restaurant News \$150 each

Feature your food or wine related events or news within the always insightful Restaurant News.



rates.

Extended Local Life Audience

Run of Site / \$100 per month / 300x250 or 300x600

Run of Site ads (also referred to as RoS) will be displayed in the right hand rail of the site and rotate every 20 seconds. They are embedded into the site so they will not stay in view as the user scrolls.

Selling points: Ad placement on every page of the LocalLife site, auto rotation means high number of users reached, low cost, located above and below LocalLife Facebook widget, best ad specs for images

Anchored Sidebar / \$200 per month / 120x600

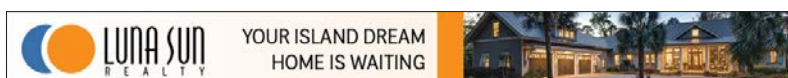
Ad placement is only on the pages with articles and content; not the homepage. This is also an anchored placement, like the Floorboard, except this one will latch itself to the right hand side of the browser window. Users will not have the ability to close this ad. These ads do not auto-rotate like the Run of Site ads described below; they will only rotate on page load.

Selling points: Anchored placement on article and content pages where users spend the most time, no ad rotation, 100% viewable for an extended period of time while user reads/views LocalLife content

Anchored Floorboard / \$300 per month / 970x90 or 728x90

Ad placement is only the homepage and anchors itself to the bottom of the browser window. This means it will stay in view, at the bottom of the screen, as the user scrolls. The user has the ability to close the ad via a small "x" in the corner or the ad will "self close" after 10 seconds to provide an unobtrusive user experience.

Selling points: Homepage exclusivity, no ad rotation (you will be there every time the homepage loads), anchored placement means 100% viewable ad, homepage is the most trafficked page on site



All include full performance reports



LOCAL Life Experience Custom Events

Let Local Life design and market a unique event to showcase your business.
Cost neutral for you.

*Examples: Chef Dinner, Tastings, Sip and Shop, product premieres, speakers and more.
Limited Availability.*



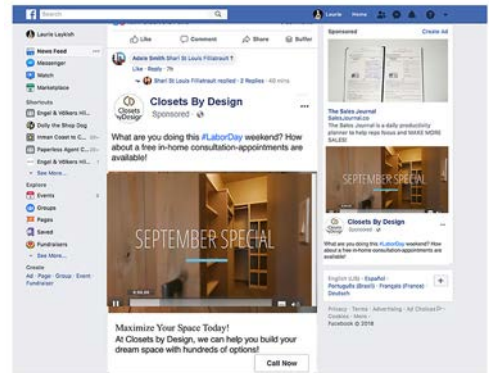
rates.

DIGITAL PLATFORMS

Extend your digital reach and engagement

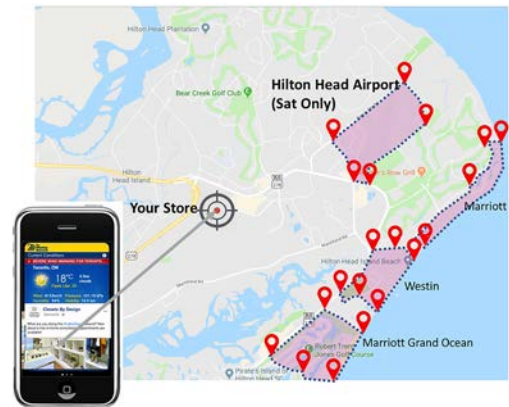
Facebook Video Ads / \$700 per month (Minimum 4 months)

- Includes creative design and video production
- Targeted placement in newsfeed and right sidebar
- Video Placement on LocalLifesc.com
- One unique and customized video per month that the advertiser keeps for use in digital and social media



Geo Fence Mobile Ads / \$720 per month (Minimum 4 months)

- Includes creative production of 3 ad sizes
- Targeted placement on mobile sites and apps
- Reaches prospects where they are, including competitors
- Tracking includes conversion – knowing how many people saw the ad and visited your business



COMING IN JANUARY

3 Targeted Content Newsletters / \$125



The Buzz – Every Monday

- A roundup of the top stories for the week
- Top events, dining, articles
- Max 3 ads that are integrated within the content of the newsletter and click to advertiser site



The Dish – Every Thursday

- Restaurant news and reviews
- Top dining pick(s) and wine of the week
- Recipes, chef profiles, 'foodie' tid bits
- Max 3 ads/coupons that are integrated within the content of the newsletter and click to advertiser site



The Nest – Every Saturday

- Home and Garden tips, hacks and products
- Design and décor ideas
- Million-dollar homes
- Max 2 Real Estate ads for million dollar+ listings that click to Realtor listing and 1-2 home ads that click to advertiser site

Rate base effective with January 2019 issue. Rates are gross. No additional charge for bleed. For more information, please contact your sales representative.



rates.

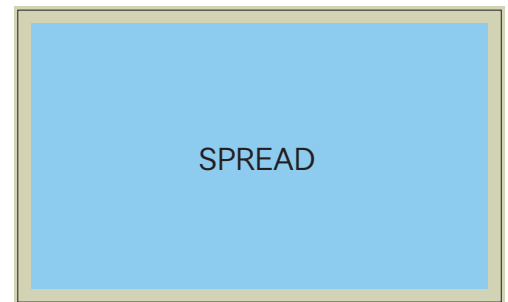
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Example of non-bleed two-thirds ad.
Ad is within the .5 inch safe area.

NON-BLEED BLEED TRIM = 9 x 10.875



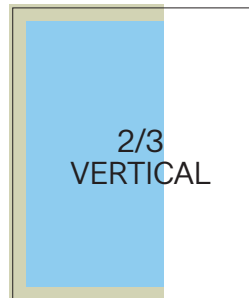
8" X 9.875"
9.25" x 11.125"



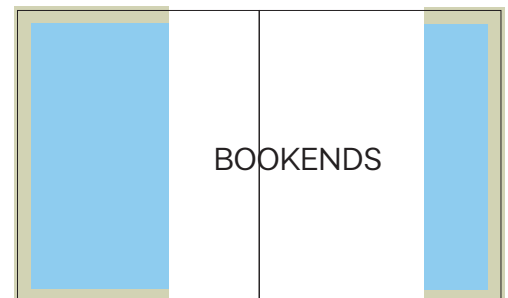
17" X 9.875"
18.25" x 11.125"

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Example of bleed two-thirds ad.
Ad bleeds off the page on three sides.

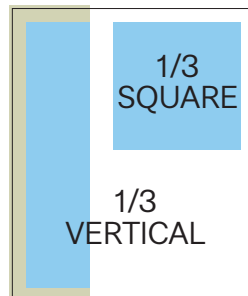


5.125" X 9.875"
5.875" x 11.125"

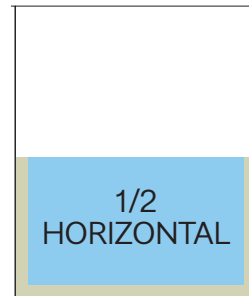


BOOKENDS FEATURE
2/3 VERTICAL & 1/3 VERTICAL
Limit 3 per issue

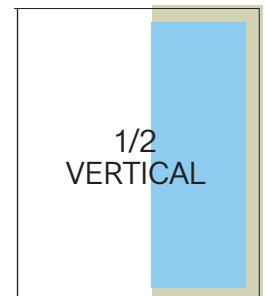
4.75" X 4.75"



2.375" X 9.875"
3.125" x 11.125"



8" X 4.75"
9.25" x 5.5"



3.5" x 9.875"
4.25" x 11.125"



No additional charge for bleed.
For more information, please contact your sales representative



ad guidelines

ELECTRONIC ARTWORK REQUIREMENTS FOR LOCAL LIFE MAGAZINE ADS

CAMERA READY

- Acceptable file formats are: High res or press ready PDF. InDesign (collected for output); Illustrator (eps, with all placed images included and all fonts converted to paths or outlines); Photoshop (tif, eps, pdf).
- All PMS colors MUST be converted to CMYK.
- All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles.
- Please include printer's marks and 1/8 inch bleeds, if applicable.
- We do not accept files created in Microsoft Publisher or Microsoft Word.
- Email camera-ready ads 10 MB or smaller to your sales representative.
- Send files larger than 10 MB using cloud services such as Dropbox or Google.
- LOCAL Life is a perfect-bound publication.
- Screen ruling is 175-line screen. Trim size is 9" x 10.875".
- Ads created by LOCAL Life may not be used in other publications.
- **Ads must reflect the look and feel of the magazine. Design assistance is available if needed.**

	NON-BLEED	BLEED
Spread	17" x 9.875"	18.25" x 11.125"
Book End	Features 2/3 Vertical & 1/3 Vertical	
Full Page	8" x 9.875"	9.25" x 11.125"
2/3 Page	5.125" x 9.875"	5.875" x 11.125"
1/2 Page V	3.5" x 9.875"	4.25" x 11.125"
1/2 Page H	8" x 4.75"	9.25" x 5.5"
1/3 Page V	2.375" x 9.875"	3.125" x 11.125"
1/3 Page SQ	4.75" x 4.75"	

SUBMISSION OF AD ELEMENTS FOR AD BUILD

- Acceptable ad element file formats are: pdf, jpg, tif, png, eps, and vector.
- Include all ad elements needed for ad build including logos, pictures, graphics and past ads for continuity.
- Do not use elements downloaded from the web. All elements must be high resolution.
- You must own the copyright to the elements you use, or have a legal license to use them.
- Email elements 10 MB or smaller to your sale representative.
- Send files larger than 10 MB using cloud services such as Dropbox or Google.

If you need further technical information, please call our production staff at 843.802.2258 ext 102.



CUSTOM-MADE MAGAZINE RACK

Handcrafted on Hilton Head Island by Buona Terra Woodworks. Each rack uses reclaimed materials and is personalized for your business. Beautiful hand-rubbed finish with retail space for your products.

LIVE LIKE A LOCAL.