



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.*





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

Lot Owners
Valued - \$600K+ • 215 records

Selected from traditional feeder markets

Distribution of out-of-state homeowners

| | | | |
|-------------------------|-----|--------------------------|-----|
| Ohio | 496 | Virginia | 316 |
| New York | 304 | North Carolina | 373 |
| Pennsylvania | 513 | Kentucky | 111 |
| Georgia | 826 | South Carolina | 374 |
| Massachusetts | 132 | Tennessee | 184 |
| Connecticut | 156 | | |

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.

who?

you.

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

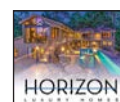
DIGITAL RATES

Run of Site

\$100 per month (includes a full performance report) / **300x250 or 300x600**

Run of Site ads (also referred to as RoS) will be displayed in the right hadn't rail of the site and rotate every 20 seconds. The 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 (includes a full performance report) / **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

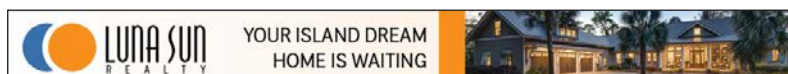


Anchored Floorboard

\$300 per month (includes a full performance report) / **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



Rate base effective with January 2018 issue. Rates are gross. No additional charge for bleed. For more information, please contact your sales representative.

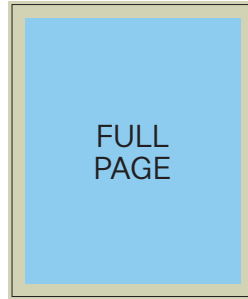


rates.

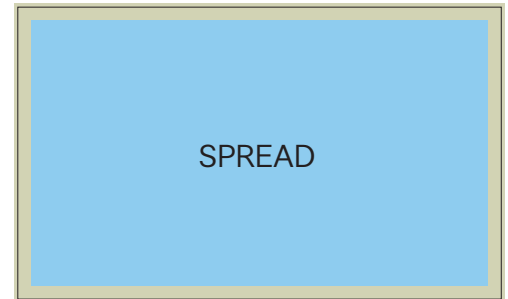
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Example of non-bleed two-thirds ad.
Ad is within the .5 inch safe area.

NON-BLEED BLEED TRIM = 9 x 10.875



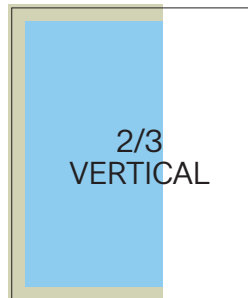
8" X 9.875"
9.25" x 11.125"



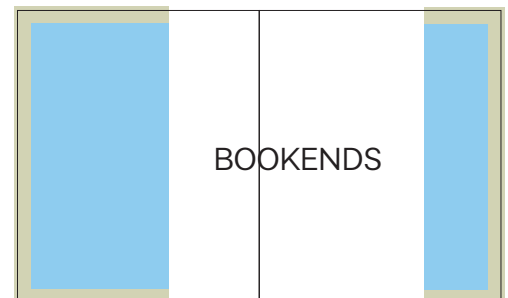
17" X 9.875"
18.25" x 11.125"

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

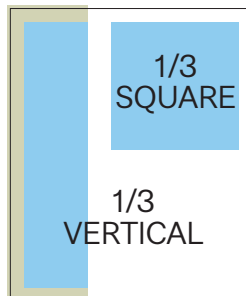


5.125" X 9.875"
5.875" x 11.125"

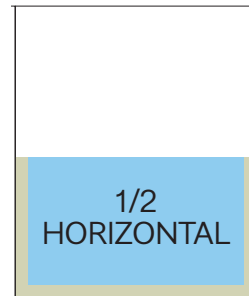


BOOKENDS FEATURE
2/3 VERTICAL & 1/3 VERTICAL
Limit 3 per issue

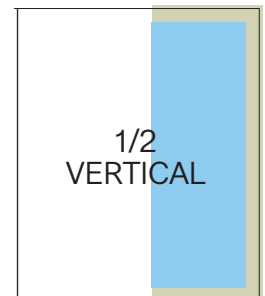
4.75" X 4.75"



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.