

IN TRENDS • MAKE BEESWAX CANDLES

THE WEATHER ISSUE • STORM



2025

Business Building Opportunities with LOCAL Life

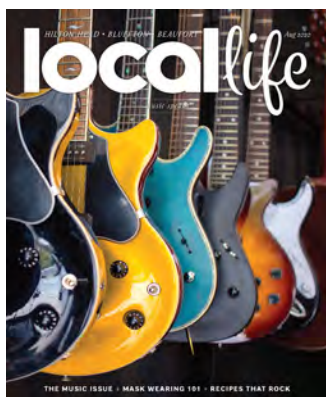
LOCAL Life is about living well in the Lowcountry. Stories are everywhere: intriguing people and places, food and fashion, culture and creativity, homes and health.

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.

local life
locallifesc.com



WHO IS LOCAL LIFE?

LOCAL Life is a lifestyle brand enjoyed upscale homeowners and visitors.

WHERE DO PEOPLE RECEIVE LOCAL LIFE?

In the Mailbox

- About 10,000 readers have taken the time to complete and mail subscriber cards and many even pay to ensure they always get their copy in the mail. Now that's loyalty and engagement!
- Over list strategist curates an additional 8,000-10,000 readers based on home value (over \$500,000), affluent community and lifestyle. This includes new homeowners who are excited to learn about your business.
- LOCAL Life is delivered to 100% of the million-dollar plus oceanfront homeowners and 100% of the luxury homeowners in communities like Palmetto Bluff, Long Cove, Wexford, Sea Pines, Colleton River and more.

In Select Locations

- LOCAL Life is **not** a grocery store magazine. It is only available in the finest shops, restaurants, private airport and million dollar vacation rental homeowners.

Digital Issue

- Thousands of people read the digital issue of LOCAL Life each month, which includes advertiser's links.

HOW DO YOU KNOW THAT LOCAL LIFE IS DELIVERING TO THE AUDIENCE WE CLAIM?

- Good question. LOCAL Life retains an independent auditor (CVC) who validates our postal and printer statements, google analytics and shipping information to ensure what we claim is true. To ensure transparency we share the audit on our website and provide copies of our actual printing and postal statements upon request. It's easy to claim an audience but we provide proof of delivery.



www.cvcaudit.com

WHO TRUSTS THEIR ADVERTISING TO LOCAL LIFE?

In an independent reader survey, magazine readers stated that they feel the advertisers in LOCAL Life are of higher quality than advertisers in other media. We couldn't agree more and we thank our advertisers for their trust and loyalty. Here are a few that have been with us for years, many since the day we were born.



Daniel
Ravenel

Sotheby's
INTERNATIONAL REALTY

FORSYTHE
JEWELERS • SINCE 1927

Outside



HARGRAY



CHARTER ONE
REALTY



BILLY WOOD APPLIANCE



CUSTOM AUDIO VIDEO
Expert Team - Smart Solutions

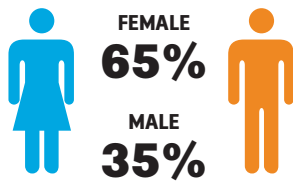
Our clients are very discerning homeowners who care about quality. I know they read LOCAL Life because I see the magazine on their coffee tables when I am in their homes. That is why LOCAL Life is the only print publication we use to help us find new clients and reinforce our brand to existing clients.



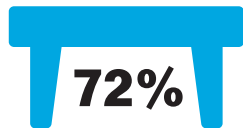
— **Sandy Benson**

Custom Audio Video
Advertiser for 3+ years

FACTS ABOUT OUR AUDIENCE



AVERAGE HOUSEHOLD INCOME
\$273,993



SHELF LIFE
72% of our readers keep LOCAL Life on their coffee table, and **69%** hang on to LOCAL Life for many months.



PALMETTO BLUFF



We look forward to receiving our copy of LOCAL Life each month, it's the highlight of our mailbox. We moved here a few years ago and LOCAL Life has helped us get connected to the community, find the best events to attend and even how to make a better cocktail. We make sure we keep copies in our guest room because our visitors love it too.

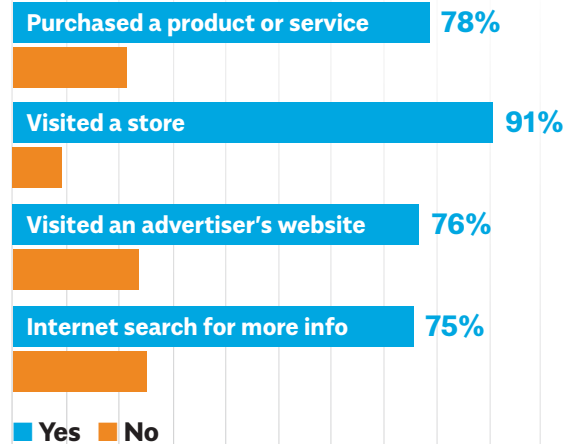


— Joe & Chris Dattilo
Residents, Palmetto Bluff
Readers since 2019

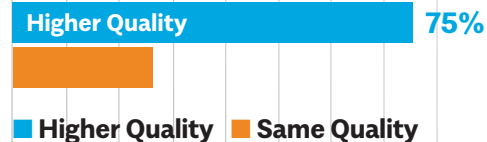
SURVEY SAID...

An independent survey found:

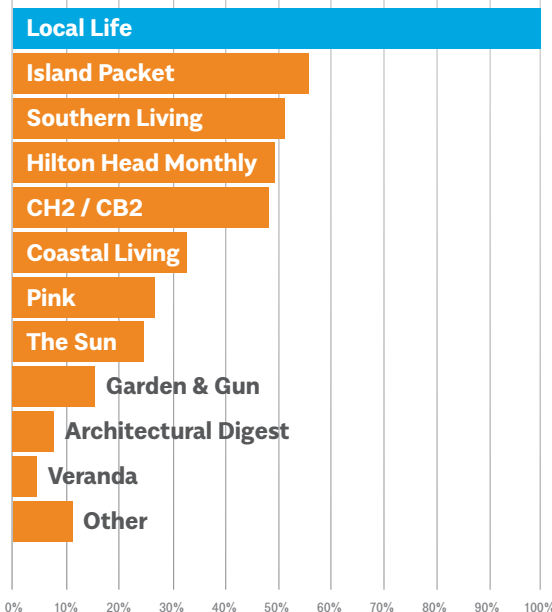
After seeing an ad in Local Life, readers have:



Readers consider advertisers in Local Life to be of higher quality than most magazines.



Publications read on a regular basis by Local Life Readers:



For a complete copy of the CVC Audit and Survey scan the QR code.



RATES

	12X	6X	3X	1X
Spread	\$2995	\$3334	\$3485	\$3637
Full Page	\$1995	\$2299	\$2404	\$2508
2/3 Page	\$1568	\$1725	\$1803	\$1881
1/2 Page Vt	\$1150	\$1265	\$1322	\$1379
1/3 Page Sq	\$836	\$920	\$961	\$1003
1/3 Page Vt*	\$878	\$966	\$1009	\$1053

* limited availability



Complimentary ad design is included when a brief form is completed.

Artwork due by the 5th of the prior month.

Specs and more details will be provided upon signing.

KICK IT UP A NOTCH

Digital Advertising Add-Ons

These opportunities are exclusive to LOCAL Life advertisers and in limited supply.

Reservations will be on a first-come, first-serve basis.

LOCAL Life provides all creative developed from print ad assets.

Local Life Audience Extension

Digital Issue Sponsorship

\$350. Sold out.

Waitlist available.

Newsletter Presenting Box

\$300. One spot per weekly email.

Includes an image and

Two lines of copy with link.

Newsletter Content Ad

\$150. One spot per weekly email.

Website box ad

\$150/month.

Six spots each month.

Website Leaderboard

\$300/month. Three spots each month.

Magic Cube Ad

\$300/month. Three spots each month.

Extend Your Reach

Reach a broader audience

online and target by

dozens of criteria.

Exclusive E-Blast

to 25,000 opt-in

emails

\$800

Requires 10 days

to design and test.

Programmatic Digital Display

75,000 impressions

\$825/month

100,000 impressions

\$1,000/month

6 month duration

Special restaurant and event promotional packages are available.

TOP 3 REASONS TO CHOOSE LOCAL LIFE

Upscale homeowners prefer LOCAL Life.

Readers are engaged and take action.

You are the company you keep. Your mother was right!



THEY REALLY LOVE US

Readers report that LOCAL Life is their favorite media in the Lowcountry.



74.6%

THEY SUPPORT OUR ADVERTISERS

74.6% of readers report to frequently purchase from advertisers seen in LOCAL Life.



THEY TAKE THEIR TIME

83% of our readers spend 30 minutes or more reading LOCAL Life.

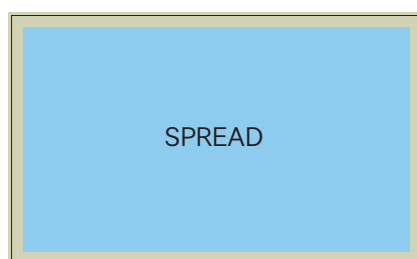
Ad Specifications

	NON-BLEED	BLEED
Spread	17" x 9.875"	18.25" x 11.125"
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 Vt	3.75" x 9.875"	4.5" x 11.125"
1/3 Page Vt	2.375" x 9.875"	3.125" x 11.125"
1/3 Page SQ	4.75" x 4.75"	

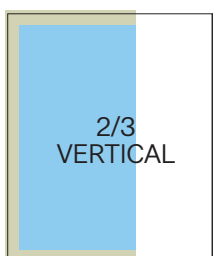
☐ TRIM = 9 x 10.875
 ☐ NON-BLEED
 ☐ BLEED



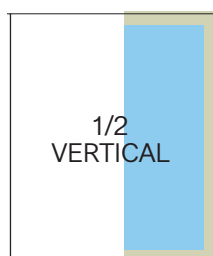
8" X 9.875"
9.25" x 11.125"



17" X 9.875"
18.25" x 11.125"

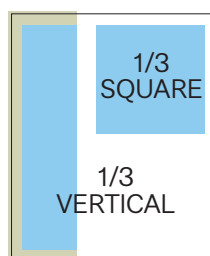


5.125" X 9.875"
5.875" x 11.125"



3.75" x 9.875"
4.5" x 11.125"

4.75" X 4.75"



2.375" X 9.875"
3.125" x 11.125"

ELECTRONIC ARTWORK REQUIREMENTS

- 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 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.

BLEED AD TIPS

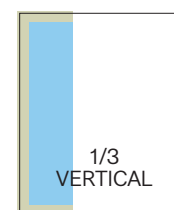
Our bleed ads **are not** our non-bleed sizes with an .125 inch bleed added. They are so much more!

Our bleed ad sizes include the .125 inch bleed on all sides.

This bleed will be trimmed (or tucked) so keep all important information within the active area and away from the edges.

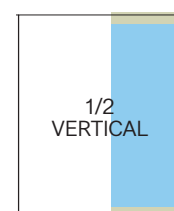
With the bleed trim in mind, design your ad accordingly. Keep important information (logos, headers, footers, etc) comfortably away from all sides of the ad.

HERE'S SOME TIPS:



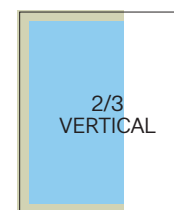
3.125" x 11.125"

Start your **THIRD VERTICAL BLEED** ad with a document sized to **2.875 X 10.875** then add a bleed of **.125**



4.5" x 11.125"

Start your **HALF VERTICAL BLEED** ad with a document sized to **4.25 X 10.875** then add a bleed of **.125**



5.875" x 11.125"

Start your **TWO THIRDS VERTICAL BLEED** ad with a document sized to **5.625 X 10.875** then add a bleed of **.125**