

2015-2016 MEDIA KIT

My Charleston

A publication of **The Post and Courier & CHARLESTON SCENE**



The definitive guide to life in the Lowcountry

Launched in 2010, the annual *My Charleston* magazine delves intimately into the many reasons we all fell in love with Charleston.

Written by the award-winning journalists of *The Post and Courier* and brimming with stunning photography, *My Charleston* brings to life the Lowcountry's history, culture and characters while providing practical advice on everything from beaches and shopping to fine dining.

Readers and advertisers alike have discovered the tremendous value of *My Charleston*. With each year, it becomes a more highly-anticipated publication.

Special features | 2015-16

Readers share “their” Charleston

Last year, we invited readers to submit their photos and suggestions for some of the “best of” Charleston. This year, we expand on that theme with our Readers Choice feature. This new feature is guaranteed to increase reader engagement, social sharing and generally generate a buzz that will benefit advertisers.

Reach and distribution

More than 100,000 copies to residents and visitors alike

LOWCOUNTRY HOMES

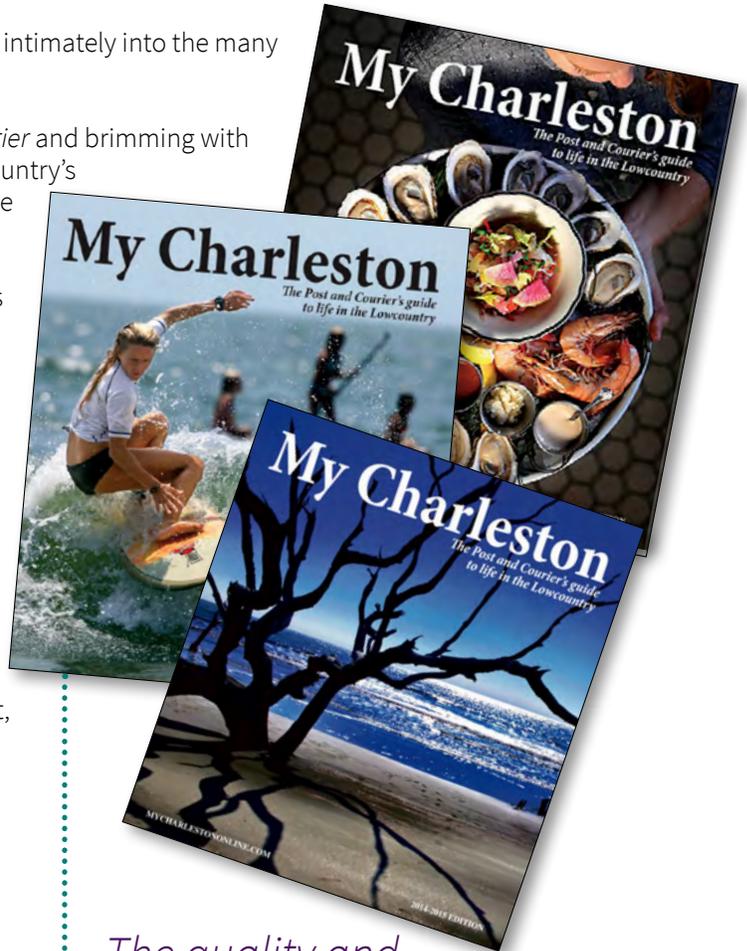
Delivered directly to about 65,000 households throughout the Lowcountry inside *The Post and Courier*.

NEWCOMERS

Distributed to local real estate professionals, and delivered throughout the year to local hotels and the Charleston International Airport.

KEY LOCATIONS

Available year round at restaurants, retail shops and tourist destinations. Also distributed during major events such as the Cooper River Bridge Run, Southeastern Wildlife Exposition and Spoleto.



The quality and distribution of this product is unlike any other guide.

HIGH QUALITY

With a glossy cover and vivid full-color reproduction throughout, *My Charleston's* eye-catching format will grab readers' attention.

BROAD APPEAL

My Charleston will have broad appeal as a powerful resource for people relocating to the area and for those who have called it home for years.

LONG SHELF LIFE

My Charleston will be available all year in its printed form and online. Your business receives 365 days of advertising, with your message at readers' fingertips.

Publishing Saturday, Sept. 5, 2015

Glossy cover ad deadline: July 22 | Inside ad deadline: Aug 5

New themed editions

New this year, we will be sharing ways to enjoy Charleston all year long with special *My Charleston* themed editions on Beaches, Communities, Tastes/Nightlife and Holidays. These issues will be published at different times throughout the year (see schedule below).

Inside Charleston Scene

These special issues will be included inside *Charleston Scene*, *The Post and Courier's* weekly guide to local entertainment. In addition to reaching 275,000 engaged readers inside *The Post and Courier*, *Charleston Scene* is also distributed to more than 250 targeted locations across the Charleston area.

Beaches

A guide to the best beaches and related businesses and personalities by category.

June 4, 2015



Communities

A guide to the best things about our region by location and category.

July 23, 2015



Holidays

A guide to enjoying Charleston during the holidays, including events, gift ideas and more.

Nov. 5, 2015



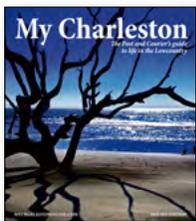
Tastes & Nightlife

A guide to the best food and nightlife offerings in the region and best food and beverage-related personalities in Charleston by category.

Jan. 14, 2016



Special bundled packages allow for year round advertising opportunities



My Charleston annual magazine + *My Charleston* themed section (running inside *Charleston Scene*) + Production of 30-second video + Exclusive high impact and ROS digital ads + Mobile push notifications on event app

Year round *My Charleston* Multimedia Packages

Get year round exposure for your business with these multimedia packages that include premium ad space in the signature annual *My Charleston* magazine plus an ad in one themed edition and year round multimedia ad opportunities.

	Annual <i>My Charleston</i>	Themed <i>My Charleston</i>	Native Advertising	Video	Plan it SC Mobile Push Notifications	High Impact Digital	Digital Banner Ads
Package #1 Total Investment: \$10,000 <i>(value: \$15,990)</i>	Full Page (1) My Charleston Signature Annual Magazine	Full Page (1) My Charleston Themed Issue	Quarterly (4) Native advertising articles on site section	1 30-second video production + play on My Charleston section	12 push notifications	Quarterly (4) Pushdown ads on charlestonscene.com	300K Medium Rectangle (300x250) ROS impressions to run throughout the year on charlestonscene.com
Package #2 Total Investment: \$7,500 <i>(value: \$9,690)</i>	Full Page (1) My Charleston Signature Annual Magazine	Half Page (1) My Charleston Themed Issue	Twice a year (2) Native advertising articles on site section	1 30-second video production + play on My Charleston section	12 push notifications		300K Medium Rectangle (300x250) ROS impressions to run throughout the year on charlestonscene.com
Package #3 Total Investment: \$6,000 <i>(value: \$7,990)</i>	Half Page (1) My Charleston Signature Annual Magazine	Half Page (1) My Charleston Themed Issue	Twice a year (2) Native advertising articles on site section	1 30-second video production + play on My Charleston section	12 push notifications		200K Leaderboard (728x90) ROS impressions to run throughout the year on charlestonscene.com

My Charleston Signature Annual Magazine

Print	Digital	Total Investment
Glossy Back Cover	100K impressions	\$3,895
Glossy Inside Front Cover	75K impressions	\$2,995
Glossy Inside Back Cover	75K impressions	\$2,995
Premium Full Page 1	50K impressions	\$2,395
Premium Full Page 3	50K impressions	\$2,295
Premium Full Page 5	50K impressions	\$2,195
Full Page	40K impressions	\$1,895
Half Page	25K impressions	\$1,195
Quarter Page	15K impressions	\$695

My Charleston Themed Issues:

Print	Digital	Total Investment
Premium Back Cover	25K impressions	\$1,195
Premium Inside Front	25K impressions	\$1,195
Premium Inside Back	20K impressions	\$1,095
Premium Full Page 3	25K impressions	\$1,195
Premium Full Page 5	20K impressions	\$1,095
Full Page	20K impressions	\$895
Half Page	15K impressions	\$725
Quarter Page	10K impressions	\$475

Bundle and Save!

- 2 Themed Issues: **10% discount ***
- 3 Themed Issues: **15% discount ***
- 4 Themed Issues: **20% discount ***

Purchase Signature My Charleston + 2 or more Themed Issues and receive double the digital impressions

** Discount applies to themed issue only*

The Post and Courier
postandcourier.com

For more information or to reserve your ad, please contact your Account Executive or our Advertising Department at (843) 958-7390.