

A publication of The Post and Courier



NORTH  
CHARLESTON  
MAGAZINE



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# Who can deny that North Charleston is a Lowcountry dynamo?

WITH GLOSSY COLOR PHOTOS AND CRISP MODERN DESIGN, NORTH CHARLESTON MAGAZINE IS A PUBLICATION THE COMMUNITY CAN BE PROUD OF.

**BOOMING ECONOMY** ▶ Even before talk of Boeing and wind turbines, North Charleston was supercharging the state's economy. Now the city is poised to become a national player in aeronautics and renewable energy.

**REVITALIZED, DIVERSE AND TRENDY** ▶ North Charleston features a mix of traditional neighborhoods, high-end development and trendy hot spots of revitalization. As the city's slogan points out, North Charleston is, indeed, "a great place to live, work or play."

**ITS OWN PUBLICATION** ▶ *North Charleston Magazine* trumpets what's best about this community. We will introduce community leaders, distinguished professionals and proud residents. We will tout the city's restaurants and attractions, promote its events and uncover its hidden gems.

## Departments



### Living

Residents and community leaders



### Working

Working professionals, businesses and products



### Playing

Events, entertainment options and attractions

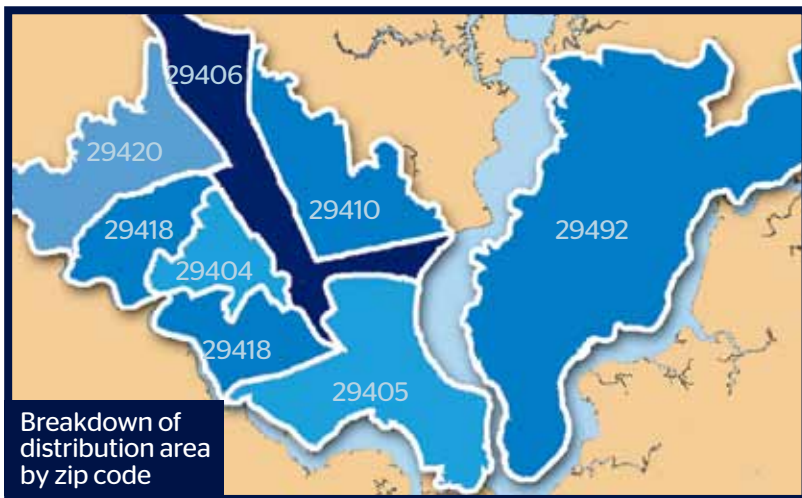
# Audience

*North Charleston Magazine* is written and designed to reach and resonate with:

**RESIDENTS AND POTENTIAL NEW RESIDENTS** of North Charleston and neighboring communities, including Daniel Island and Hanahan.

**PROFESSIONALS** who work every day in North Charleston, including thousands in the medical, educational, manufacturing and information technology fields.

**VISITORS** to North Charleston, including airline passengers, shoppers and event attendees.



## Distribution

Total distribution:  
15,000

In homes: 8,400 copies

*North Charleston Magazine* is distributed in *The Post and Courier* to homes in key zip codes and desirable demographics of North Charleston and the surrounding communities:

29405:	1,400
29406:	1,300
29418/04:	1,400
29420:	1,300
29492:	1,300
29410:	1,700

In the community:  
6,600 copies

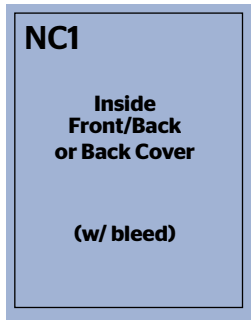
It will also be available at other key locations including larger employers, large retail outlets and tourist attractions.

All advertisers will be provided with free copies to distribute in their businesses.

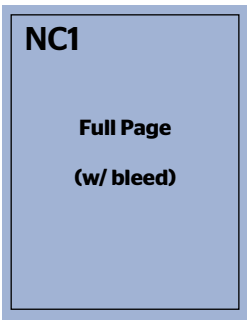
# Benefits to Advertisers

**POWERFUL REACH, DESIRABLE DEMOGRAPHICS** ▶ *North Charleston Magazine* offers advertisers a unique and compelling way to reach residents and working professionals of North Charleston and its surrounding communities. Our readership includes not only residents who are engaged in the community, but also the many young professionals who have moved to the area seeking a more urban and modern lifestyle.

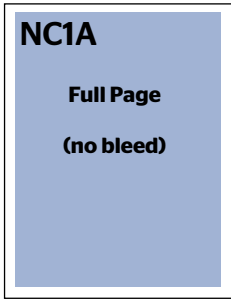
**QUALITY, CREDIBILITY** ▶ Printed in full-color throughout on glossy paper, *North Charleston Magazine* is sleek and attractive, making it a great showcase for your ad. The content will be informed and well-written by journalists familiar with the area. Your message will gain credibility with readers within the pages of this high-quality publication.



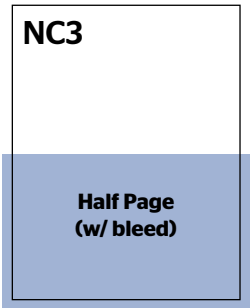
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Image area 8.125" x 10.5"



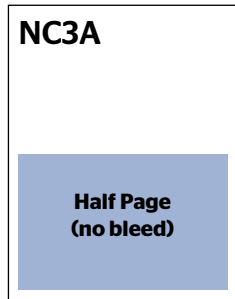
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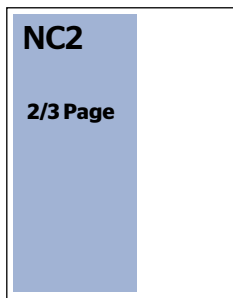
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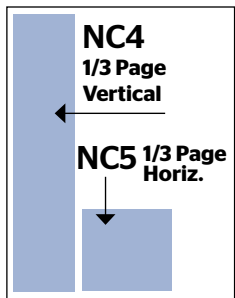
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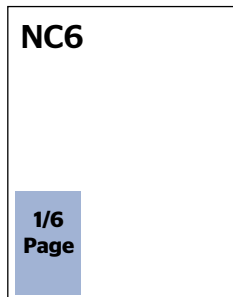
7.5" x 4.729"



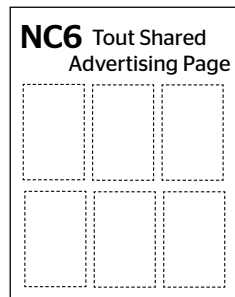
4.9444" x 9.625"



Vertical: 2.389" x 9.625"  
Horiz: 4.944" x 4.729"



2.389" x 4.729"



2.389" x 4.729"  
(free form layout)

## Rates

	1X	2X
Full Page	\$2,395	\$1,955
2/3 Page	\$1,895	\$1,595
1/2 Page	\$1,495	\$1,295
1/3 Page	\$1,195	\$895
1/6 Page	\$595	\$595
Tout Shared Page	\$395	\$395
<b>Premium Positions</b>		
	1X	2X
Back Cover	\$3,395	\$2,995
Inside Front Cover	\$3,195	\$2,795
Inside Back Cover	\$3,195	\$2,795
Page 3	\$3,195	\$2,795

## Details

Format.....Glossy Magazine

Schedule.....Fall and Spring Issues

Advertising Deadline.....**Sept. 30**

Publication Date.....**Oct. 31**

Inserted in The Post and Courier.....**Nov. 4**

# The Post and Courier

[postandcourier.com](http://postandcourier.com)

For more information or to reserve your ad, please contact your Account Executive or our Advertising Department at (843) 937-5468.