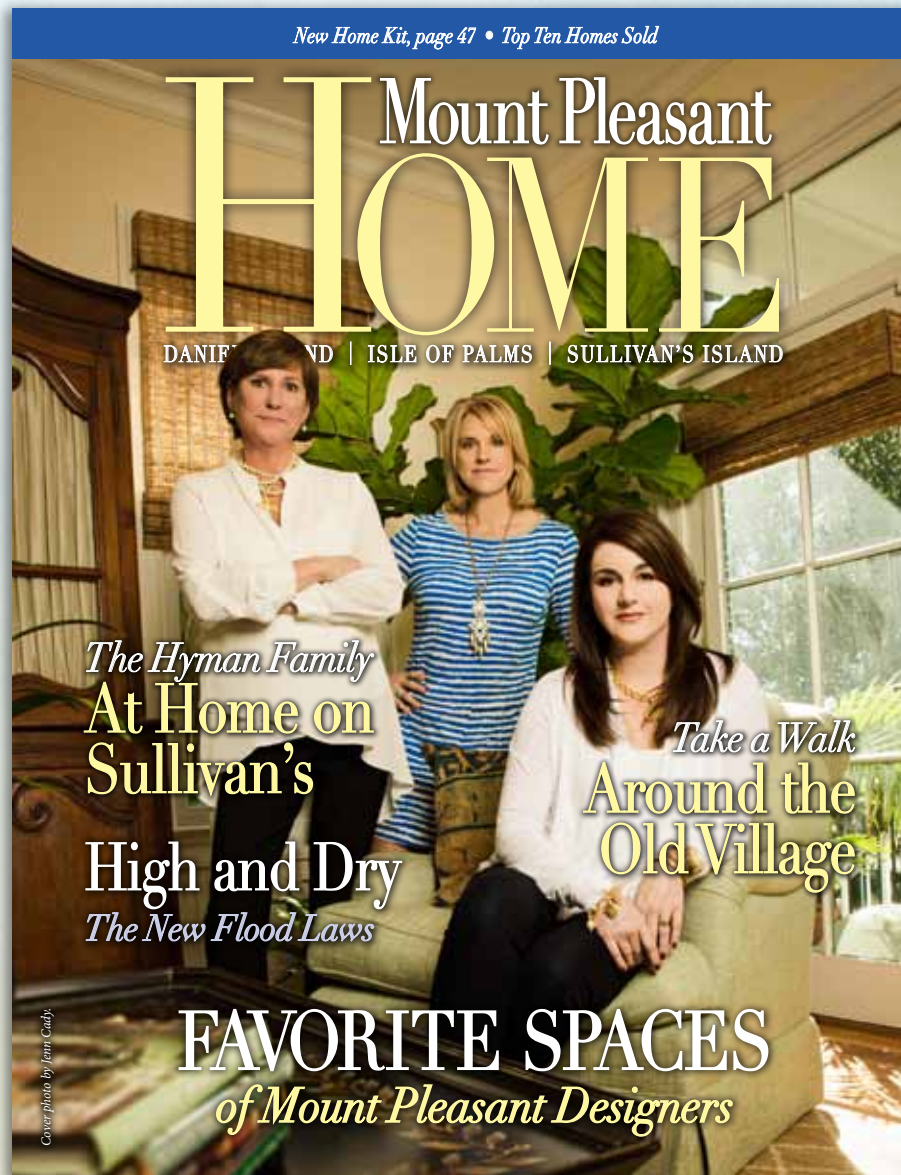


New Home Kit, page 47 • Top Ten Homes Sold



GENERATING LEADS
to grow your business. Combining the
power of print with the reach of the internet.

MOUNT PLEASANT HOME

1013 Chuck Dawley Blvd.

Mount Pleasant, S.C. 29464

843.881.1481

Advertising@MountPleasantHomeGuide.com

MISSION STATEMENT

The sister publication of Mount Pleasant Magazine, Mount Pleasant Home is aptly centered around East Cooper homes. Mount Pleasant Home has quickly become one of East Cooper's most trusted resources for finding and designing a new home, as well as renovating the home you have. Created for the Mount Pleasant area's busy, stylish residents who are always on the hunt for well-designed items to feather their nests, Mount Pleasant Home introduces readers, the local businesses who can help furnish their homes for years to come. Along with fresh sources and ideas that allow readers to shop right off the pages, the magazine proudly features the newest neighborhoods, plus the most innovative builders and real estate professionals in Mount Pleasant and the surrounding islands.

DISTRIBUTION & REACH

Mount Pleasant Home is published in print and digital formats four times a year. 15,000 copies are printed each issue, with a readership of 45,000 per issue. Digital distribution includes online exposure and 50,000 eblasts per issue.

The Print Distribution

Through relationships between Mount Pleasant Home and reputable vendors, we distribute the print magazine the following ways:

- Direct-mail to subscribers and anyone who has moved to or within the East Cooper area.
- Local grocery stores such as Harris Teeter, Bi-Lo and Publix as well as the popular drug chain CVS.
- Regional airports such as Mount Pleasant, Johns Island, Asheville and Charleston.
- East Cooper Hotels and select professional offices.
- The Mount Pleasant Visitor's Center.



The Digital Distribution

Readers can access the green version of the magazine from 32 local websites. Through this network, tens of thousands of digital pages are accessed, and even more exposure is guaranteed when 56,000 online readers are e-blasted a digital copy to read from their iPhone, Android, Kindle or other mobile device. While reading the online issue, readers can point and click directly to the websites and email addresses of participating advertisers.

East Cooper Online Network

The East Cooper Online Network, launched by Media Services more than a decade ago, currently consists of 22 websites that help generate local business. Our advertisers can be linked or purchase banner ads on a variety of sites within the network. No other media company or home magazine offers the depth of online exposure available through Mount Pleasant Home. Access these sites from this link: www.MountPleasantMagazine.com/east-cooper-online-network.

**EAST COOPER
ONLINE NETWORK**

Consisting of but not limited to:

- BelleHallPlantation.com
- CharlestonBuilders.com
- DanielIslandHomes.com
- DunesWestHomes.net
- DunesWestNeighborhoods.com
- HiddenLakesHomes.com
- ILoveCharleston.com
- ILoveHamlinPlantation.com
- ILoveOP.com
- ILoveMountPleasant.com
- IONHomesForSale.com
- MLSoFCharleston.com
- MountPleasantBuilders.com
- MountPleasantHomes.com
- RetiringToCharleston.com
- RetiringToSouthCarolina.com
- RivertowneRealEstate.com
- SeasideFarmsHomes.com
- SneeFarmHomes.com
- SullivanIslandHomes.com
- WildDunesHomesAndVillas.com
- SouthCarolinaBuilders.com
- SouthCarolinaHomes.net
- SummervilleBuilders.com

Charleston's New Home Kit

The New Home Kit is a welcoming package with an emphasis on new construction, designed to inform buyers about the variety of neighborhoods available throughout the Charleston area. New Home Kit requests are obtained through interactive marketing, such as direct response ads in both print and digital formats.

FACEBOOK AND SOCIAL MEDIA

Mount Pleasant Home uses social media, a significant and timely online tool, to drive quality traffic to our advertisers' websites. We utilize Facebook advertising and fan pages to increase brand awareness for the Mount Pleasant Magazine family and for our advertisers. Advertisers benefit from having their message pushed out to the 9,500+ fans Mount Pleasant Magazine has already attracted. Articles about selected advertisers that are published in Mount Pleasant Home are also promoted to Mount Pleasant Home's and Mount Pleasant Magazine's Facebook fans.



RATES

ALL RATES ARE NET

2x*
2 Issue Commitment
6 Months

4x*
4 Issue Commitment
12 Months

SIZE	PRICE	Monthly	PRICE	Monthly
FULL PAGE	\$1,295	\$431.67	\$1,195	\$398.34
1/2 PAGE	\$700	\$233.34	\$600	\$200.00
1/3 PAGE	\$625	\$208.34	\$550	\$183.34
1/4 PAGE	\$525	\$175.00	\$495	\$165.00
1/6 PAGE	\$375	\$125.00	\$325	\$108.34
INSIDE				
FRONT or BACK	\$1,295	\$431.67	\$1,195	\$398.34
BACK COVER	\$1,495	\$498.34	\$1,395	\$465.00

COVER PREMIUMS

EDITORIAL LAYOUTS

2-PAGE EDIT \$2,100

3-PAGE EDIT \$2,995

Front cover exposure available to advertisers



*Rates reflect a per-issue investment.

2 issue commitment is for 6 months.

4 issue commitment is for 12 months.

PRINT AD SIZES

Full Page Bleed
8.5" x 11.125"

Full Page Trim
8.25" x 10.875"

Keep live matter at least
1/2" from ALL edges
(7.25" x 9.875")

1/2 Page Vertical
3.5" x 9.875"

1/2 Page Horizontal
7.25" x 4.812"

1/3 Page Vertical
2.312" x 9.875"

1/3 Page Horizontal
7.25" x 3.25"

1/4 Page Vertical
3.5" x 4.812"

ADDITIONAL PRODUCTION CHARGES:

\$25 for each additional proof after first two (four max)
\$75 for ads received after ad deadline • \$150 for ads received
up to one week after ad deadline • \$150 for a copy of a high
resolution PDF of your ad for reprints or for another publication



843-881-1481

SPECIAL SECTIONS



Be a part of the Best of Mount Pleasant Home issue

Piggybacking on the enormous success of our sister publication's Best of Mount Pleasant issue, Mount Pleasant Home brings readers a special Best of Home section devoted entirely to – You guessed it! – the home. Readers in Mount Pleasant, Daniel Island, Sullivan's Island and the Isle of Palms can vote for their favorite home-related professionals, companies and products in East Cooper, with categories spanning from Best Interior Designer to Best Window Treatments and everything in between. We take pride in publishing the winners – along with the second and third place contenders – in a smart, humorous fashion. You don't want to miss having your ad in this issue.

Realtor Round-Up section

Purchasing a home is one of the most important investments a person will make in his or her lifetime. As such, it's vital to work with a Realtor who has expert knowledge of the area and a proven record of success. Readers will be able to learn about the best real estate industry experts East of the Cooper in this special section featuring profiles of some of the area's premier realtors.



Custom Builders of East Cooper section

As purchasing a home is one of the most important investments a person will make, building a custom home is likewise a milestone in a person's lifetime. In our annual Custom Builders of East Cooper special section, we introduce readers to the Mount Pleasant area's best custom builders. Through profiles of the person and a behind-the-scenes look at the work they do, readers will get to know each builder on both a professional and personal level.

Special Sections Print value:

Advertisers will receive marketing content profiling them/their firm, as well as an image. Advertiser's name, firm name, phone number and website will be included in copy. Special Sections Online value: Realtor profiles will be pushed through our social media, plus integrated on multiple websites with links back to participating Realtor and brokers. Sponsorships of special sections, marketing content, e-blasts, digital versions and more are available.



Departments & Columns

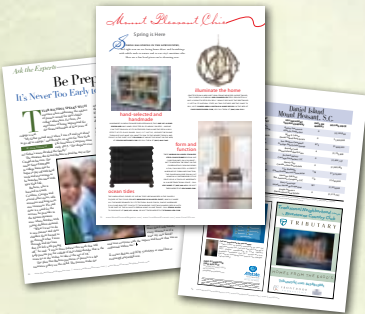
Mount Pleasant Home offers a diverse array of distinctive and informative departments and columns to put readers in touch with the best home-related products and professionals in the Mount Pleasant area.

Departments include:

Mount Pleasant Chic, Remodeling Files, Cooking in the Kitchen, Outdoor Living, Top Tens, Porch Talk, Pets in the Home

Columns in every issue include:

Publisher's Letter, Contributor's List, Ask the Experts, Most Asked About Features and more.



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