

# DON'T MISS THE OPPORTUNITY:

## BE PART OF THE OFFICIAL CAROLINA PARK MAGAZINE

### OFFICIAL CAROLINA PARK MAGAZINE

Published by  
Mount Pleasant  
Home

DIRECT-  
MAILED TO ALL  
CAROLINA PARK  
RESIDENTS



One of the ways I market the lifestyle offered here at Carolina Park and Riverbend is with our Carolina Park Magazine. The Carolina Park Magazine is available to prospects when they visit our new sales center. We also include the magazine in our information packets.

#### Haley M. Cuzzell

Carolina Park Development  
Community Sales Manager  
Represented by Carolina One New Homes



The developer of Carolina Park has entered into an agreement with Mount Pleasant Home and Mount Pleasant Magazine to publish **Carolina Park Magazine**.

The official magazine for Mount Pleasant's most active and popular new community will be used to introduce new residents to Mount Pleasant and Carolina Park.

## THE DISTRIBUTION METHODOLOGY

### Sales Center Distribution

The new Carolina Park Sales Center is currently distributing copies of the **Carolina Park Magazine** to prospects who visit the center, in addition to including copies in all outgoing information packets. Copies are provided to all new homeowners.

Local real estate offices receive copies of the official **Carolina Park Magazine** to use in their relocation packages.

Hard copies of the magazine will be distributed at the Carolina Park sales center.

### Digital Distribution

Realtors are currently sending links to the digital version of **Carolina Park Magazine** to their clients. The official development website, [www.CarolinaPark.com](http://www.CarolinaPark.com), includes a link to [www.CarolinaParkMagazine.com](http://www.CarolinaParkMagazine.com), which ensures that advertisers will reach quality prospects. To further increase online readership, the official Carolina Park publication also is made available on 25 different websites, including: [www.MountPleasantBuilders.com](http://www.MountPleasantBuilders.com), [www.CharlestonBuilders.com](http://www.CharlestonBuilders.com), [www.SummervilleBuilders.com](http://www.SummervilleBuilders.com), [www.SneefarmHomes.com](http://www.SneefarmHomes.com), [www.ReadMountPleasantHome.com](http://www.ReadMountPleasantHome.com), [www.ILoveMountPleasant.com](http://www.ILoveMountPleasant.com) and [www.MountPleasantBuilders.com](http://www.MountPleasantBuilders.com).

### E-Blasts

**Monthly** e-blasts will be sent to Charleston Realtors, encouraging agents to send **Carolina Park Magazine** to their clients.

**Quarterly** e-blasts will be sent to all South Carolina Realtors, informing them about this Charleston-based, online marketing tool. The logos of companies that run full-page ads in **Carolina Park Magazine** will be showcased on all e-blasts.



## YEARLY DIGITAL & PRINT INVESTMENT

| SIZE         | ONE YEAR | TWO YEARS |
|--------------|----------|-----------|
| Full Page    | \$4,200  | \$3,200   |
| Half Page    | \$3,200  | \$2,500   |
| Quarter Page | \$2,700  | \$2,200   |

MOUNT  
PLEASANT  
DANIEL ISLAND | ISLE OF PALMS | SULLIVAN'S ISLAND MAGAZINE

Mount Pleasant  
HOME  
DANIEL ISLAND | ISLE OF PALMS | SULLIVAN'S ISLAND

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