

HILTON HEAD & BLUFFTON

— | MONTHLY **M** VOICE *of the* LOWCOUNTRY | —

THE LOWCOUNTRY'S
#1 City
Magazine



PRINT | MEDIA | DIGITAL | MARKETING

WE CREATE THE MOST RELEVANT CONTENT

Our advertisers benefit from the bond created with our readers.

People

J LOCAL JOURNALISM IS WORTH SUPPORTING

Home & Garden

RE-FRESHING YOUR WORKSPACE

Health

skin HEALTH

Local News

BRIDGE PROJECT

Senior Living

HILTON HEAD EXTERMINATORS' ROBERTSON RETIRING AFTER 30 years OF BATTLING BUGS

Arts & Culture

I'LL PAINT THE NIGHT, I THINK THE NIGHT IS PRETTY

Sports

SEEKING SAFETY

Dining

where to dock & dine

Parenting

streaming off screen

Calendar of Events

FUN calendar

Local

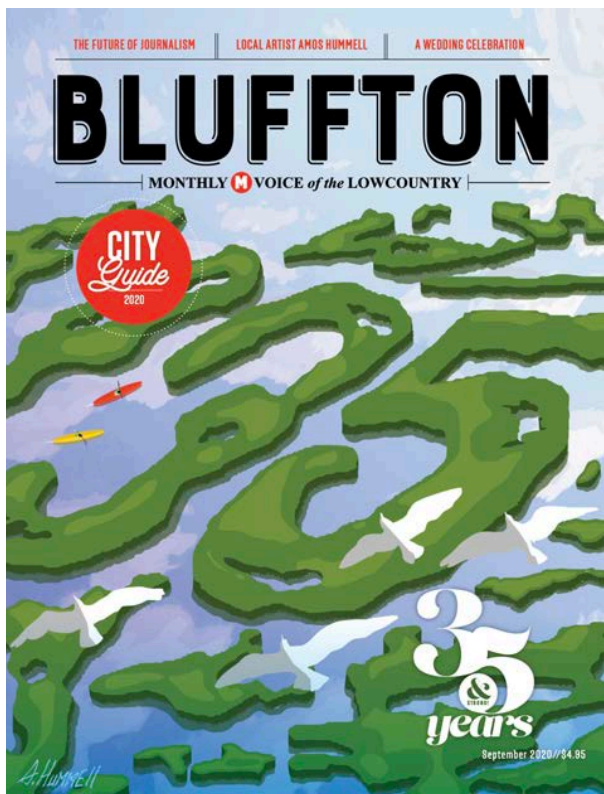
a passion for informing the public

Business

WHY EVERY BUSINESS NEEDS A TM

Opinion

unlocking the power of women



2021 EDITORIAL CALENDAR

January: **New You**

- Education
- Financial Planning
- Health/Fitness

February: **Love**

- Annual Bridal Guide
- Valentine's Gift Guide
- Pools
- Lowcountry Lawyers

March: **The Food Issue**

- Home & Garden & Grilling
- Alternative Med
- Outdoor Adventure
- Top Chefs

April: **Heritage**

- Top 25 Golf Communities
- Spring Fashion
- Leading Ladies

May: **Mothers**

- Health & Wellness Guide
- Summer Camps
- Kitchen & Baths
- Mothers Day Gift Guide

June: **Fathers/Outdoors**

- Summer Fun
- Father's Day Gift Guide
- Summer Bridal
- Top Home Professionals

July: **Summer Fun**

- Summer Fashion
- Beauty Book
- Made in SC
- Staycation Daytrips

August: **Back To School**

- Pets
- Compassionate Care
- Top Realtors

September: **City Guide**

- Lowcountry Living
- Property Management
- Home Tech
- Fall Bridal

October: **Concours/Luxury**

- Arts in Lowcountry
- Cars
- Breast Cancer
- Leading Men

November: **The Real South**

- Retire in the Lowcountry
- Holiday Gift Guide
- Charitable Giving
- Winter Fashion

December: **Holidays**

- HHAHBA Lighthouse Awards
- Holiday Gift Guide
- Readers Choice Awards

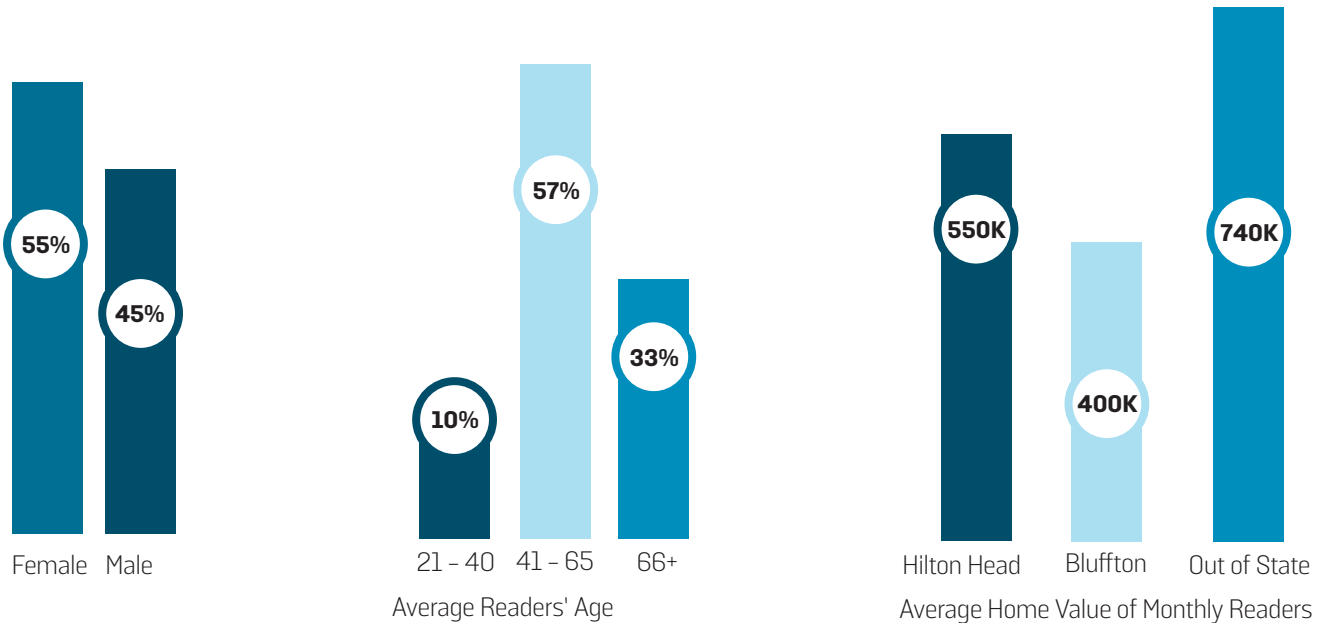
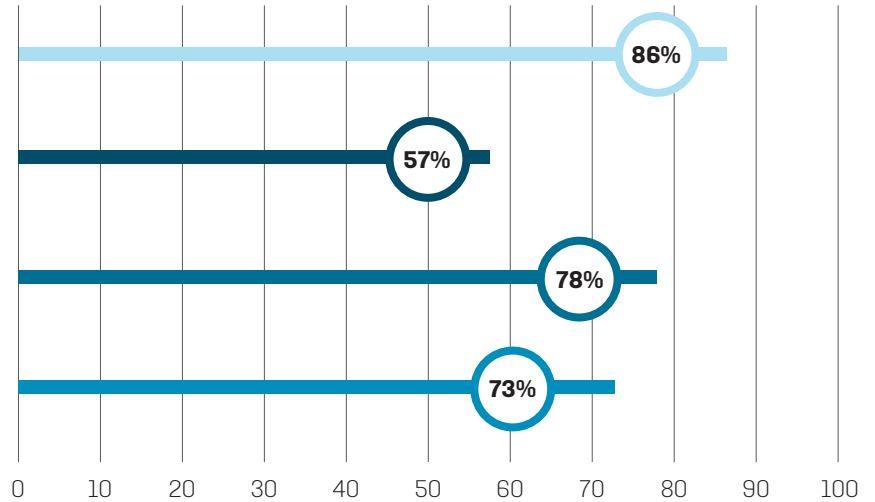


WE HAVE THE MOST **ENGAGED READERS**

Your ad will resonate with an attentive audience

OUR READERS

- 86% have a college degree or post-graduate degree
- 57% have a household income of over 100K
- 78% have 2 or more children
- 73% of readers also read us online



Website visitors per year

Newsletter subscribers

Social media followers



THE MOST POWERFUL CIRCULATION

We mail to all* single-family primary homeowners in the following neighborhoods:

Hilton Head Island

- Folly Field
- Forest Beach
- Haig Point
- Hilton Head Plantation
- Indigo Run
- Long Cove
- Palmetto Bay
- Palmetto Dunes
- Palmetto Hall
- Port Royal
- Sea Pines
- Shelter Cove
- Shipyard
- Spanish Wells
- Wexford
- Windmill Harbor
- Yacht Cove

Bluffton and Beaufort

- Belfair
- Berkeley Hall
- Callawassie Island
- Colleton River
- Hampton Hall
- Hampton Lake
- Moss Creek
- Oldfield
- Palmetto Bluff
- Rose Hill
- Spring Island
- The Crescent

Additional Neighborhoods:

We mail to the top 75% (home value) of primary residence single family homeowners in the following non-gated neighborhoods:

- Mid Island
- North Island
- Buckwalter
- General Bluffton Area (named and non-named subdivisions)

Street Distribution:

Our dedicated distribution team is replenishing over 75 distribution points on a daily basis including paid spots at Hilton Head, Bluffton and Okatie CVS pharmacies, Food Lion and Harris Teeter locations and other high traffic locations like Welcome Centers, Hotels and Villa Rental Companies.

Our Mailing List is Triple Verified

- Updated every month and sourced from Beaufort County Tax records
- We mail to specific addresses and track all neighborhoods in detail
- We verify deliverability by double checking addresses using the USPS database of deliverable addresses

*Subject to tax billable address filed with Beaufort County, SC and individual requests for "No Mail"

Monthly has a mail first distribution strategy that encourages subscriptions and engagement with every issue.

145,350

Total Audience

Magazine readers	85,050
Website users	22,000
Newsletter readers	18,000
Social Media engagement	20,300

31,500

Total Magazine Circulation

Total Mailed copies	23,000
Street Distribution	4,000
Digital Subscribers	4,500

We mail and deliver 1,000+ copies to top professionals and businesses

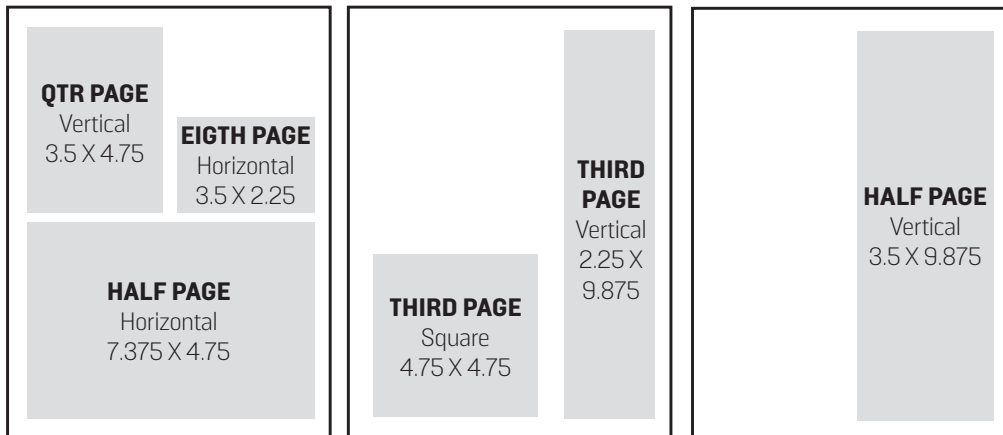
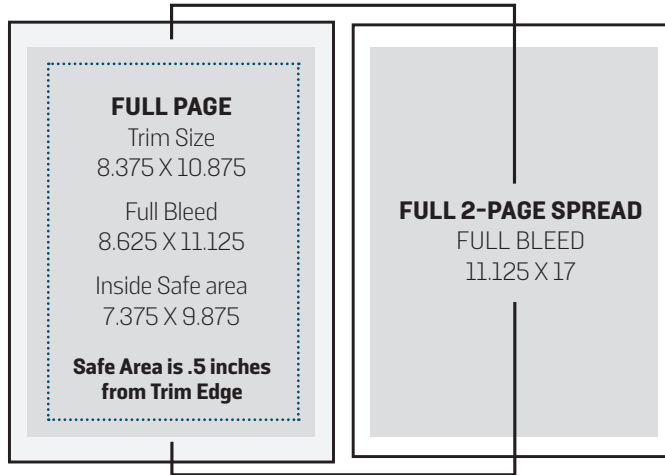
We mail 1,500 copies to a rotating list of select secondary homeowners.



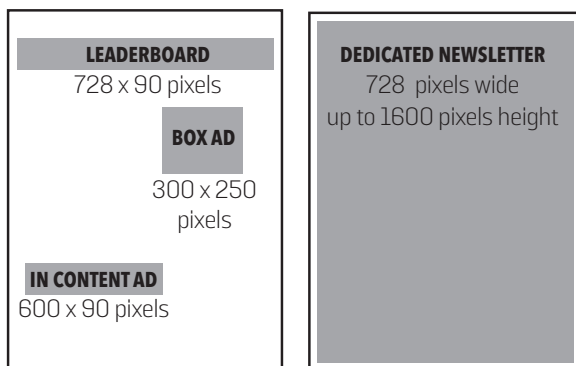
ADVERTISING SPECIFICATIONS

Monthly Magazine

Trim Size 8 3/8" x 10 7/8" or 8.375 x 10.875



Website & Newsletter



- Space deadline & deadline to submit information for ads built by HHM: 10th of every month
- Camera ready materials deadline: 15th of every month
- Files larger than 5MB: Send camera ready ads as a press-ready PDF via email. Files over 5MB send via yousendit.com.



THE #1 SOURCE FOR **DIGITAL & ONLINE MARKETING**

Let us prove to you how our methodology and capabilities are different, straightforward, and more competitive.

DIGITAL PRESENCE

A solid digital presence is necessary these days. We can help you from start to finish, including making sure your business can be found on the web, an easy-to-navigate website, e-commerce, Search Engine Optimization, social media, and reputation management.



DIGITAL MARKETING STRATEGY

A digital marketing strategy is an affordable way to extend your reach and pinpoint consumer's needs. From SEO & Device ID to Target Display Advertising, our programmatic resources allow your company and brand to be seen in real time by the right audience looking for your service or product. Working with you as a team to understand your marketing goals will allow us to design a very specific solution for your brand that will generate long-term success.

LET'S TALK MARKETING

We offer many capabilities from competitive analysis, e-mail database management and direct mail solutions to name just a few. Let's discuss your business goals and see how we can help you to succeed.

KUDOS & ACCOLADES

Monthly has been great for increasing our brand exposure and securing new business for my interior design firm. In addition to our monthly ads, HHM supports our success by offering extra promotions, eblasts, special features and great customer support. This is a very positive relationship and works well for us.

Joni Vanderslice - President & Owner
J Banks Design

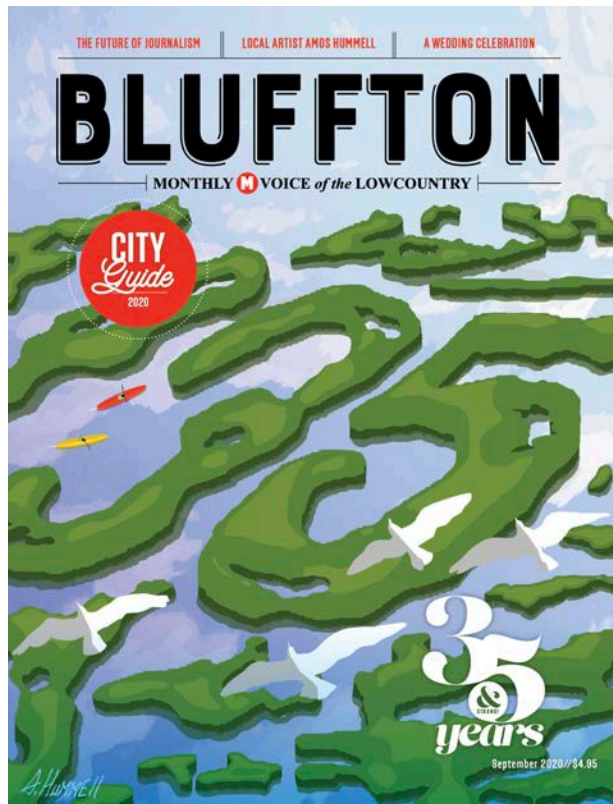
Where were you in 1985, 35 Years ago? Glad to say Hilton Head Monthly and I were both here. Thank you Hilton Head Monthly for supporting and being the "Voice of our Community" and for playing a very important part of my successful real estate business. Congrats!

- Charles Sampson, Island resident since 1972, Owner/Partner Charter One Realty.

Thirty-five years qualifies Hilton Head Monthly as the 'primo' publication for showcasing local people, places and things!

- Patricia Wilkens, Hilton Head Island resident for 25 years.





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