

# HILTON HEAD

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

# BLUFFTON

MONTHLY MEDIA KIT 2022



*Where were you in 1985, 35 Years ago? Glad to say Monthly and I were both here. Thank you Monthly magazine 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.**

# WELCOME

***Get into the spirit of the Lowcountry with Hilton Head Island and Bluffton's premier lifestyle magazines.***

For 35 years we have been covering the people, trends, and stories that make the Lowcountry great. Every month, and every day, we deliver on our brand promise—to connect the community through in-depth coverage of all things local. Our roots are deep, our audience is growing and our passion for driving results for our advertisers is unwavering.

Monthly brings together first-rate design, editorial and photography to highlight the distinctive and evolving heritage of the communities we serve.

News, opinion, business, health, fashion, bridal, home, real estate, dining, arts and entertainment — if it's happening on Hilton Head Island or in Bluffton, it's featured on Monthly's platforms.

We are Hilton Head Monthly. We are Bluffton Monthly. We are the Voice of the Lowcountry.





# CONTENT

## OUR SCOPE

- People
- Local News
- Home & Garden
- Health
- Art & Culture
- Sports
- Business
- Calendar of Events
- Dining
- Opinion
- Senior Living
- Parenting
- Community
- Real Estate



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

- PATRICIA WILKENS, HILTON HEAD ISLAND RESIDENT FOR 25 YEARS.

# 2022 EDITORIAL CALENDAR



**JANUARY:** New You

**MAY:** Homes

**SEPTEMBER:** City Guide

**FEBRUARY:** Love

**JUNE:** Outdoors

**OCTOBER:** The Real South

**MARCH:** The Food Issue

**JULY:** Summer Fun

**NOVEMBER:** Concours/Luxury

**APRIL:** Heritage

**AUGUST:** Back To School

**DECEMBER:** Holidays

# OUR READERS

**86%**

HAVE A COLLEGE DEGREE OR  
POST-GRADUATE DEGREE

**57%**

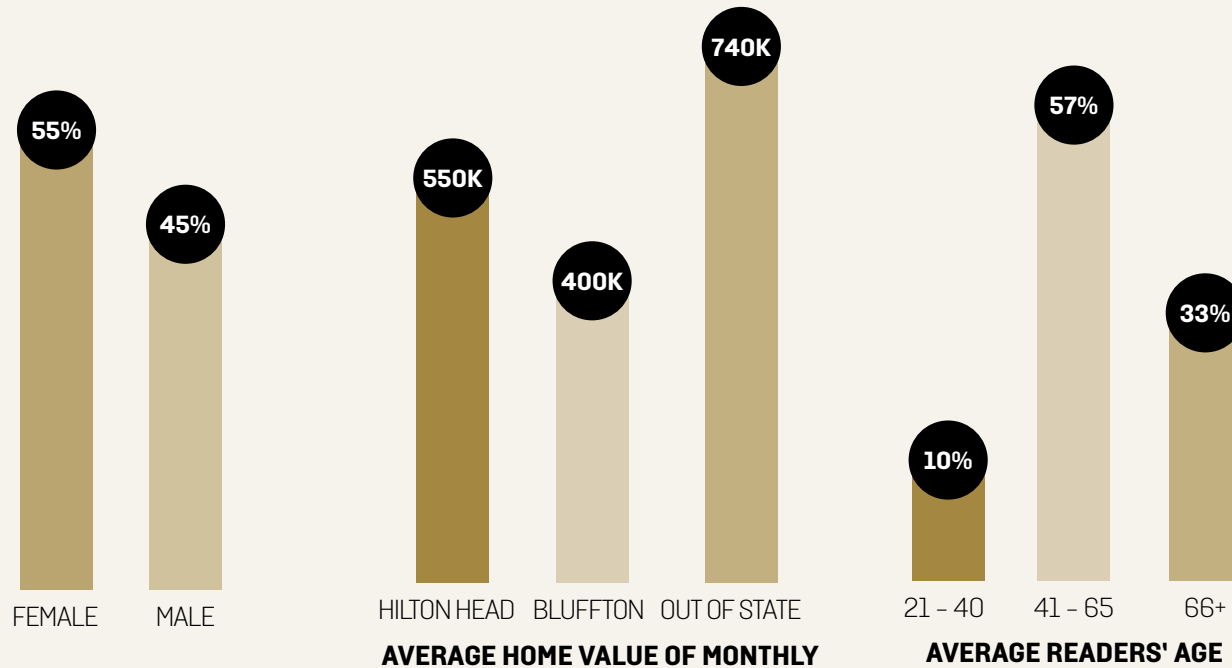
HAVE A HOUSEHOLD INCOME  
OVER 100K

**78%**

HAVE 2+ CHILDREN

**73%**

OF READERS ALSO READ  
US ONLINE





# 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)*



**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 PER ISSUE**

Magazine Readers .....	85,050
Website Users .....	22,000
Newsletter Readers .....	18,000
Social Media Engagement .....	20,300

**31,500**

**EACH ISSUE 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.**



*I can't thank you, Anthony and Rob enough for making this article come to life. The public comments that I received, along with family reactions, are a true testament to how well read your publication is and has always been. Thank you all from the bottom of my heart!*

**- MISSY SANTORUM, PALMETTO ELECTRIC**

# CONTRIBUTORS

## CONTRIBUTING WRITERS

Amy Coyne Bredeson  
Melinda Copp  
Nell Curran  
Becca Edwards  
Jessica Farthing  
Nina Greenplate

Carrie Hirsch  
Justin Jarrett  
Barry Kaufman  
Mark E. Lett  
James A. Mallory  
Mike Sampogna

Nicole Schultz  
Edward Thomas  
Vickie McIntyre  
Clay Bonnyman Evans  
Tim Wood

## CONTRIBUTING PHOTOGRAPHERS

Madison Elrod  
Amber Faust  
Guido Flueck  
Jackie Friel  
Matt Garbade

Butch Hirsch  
Rob Kaufman  
Scott Lengle  
Krisztian Lonyai  
Eston Parker

Mike Ritterbeck  
Ruthe Ritterbeck  
Lloyd Wainscott



# DIGITAL

Monthly's digital properties provide additional touchpoints for passionate readers to connect with the Lowcountry.

## HILTONHEADMONTHLY.COM

**188,640+**  
UNIQUE VISITORS PER YEAR

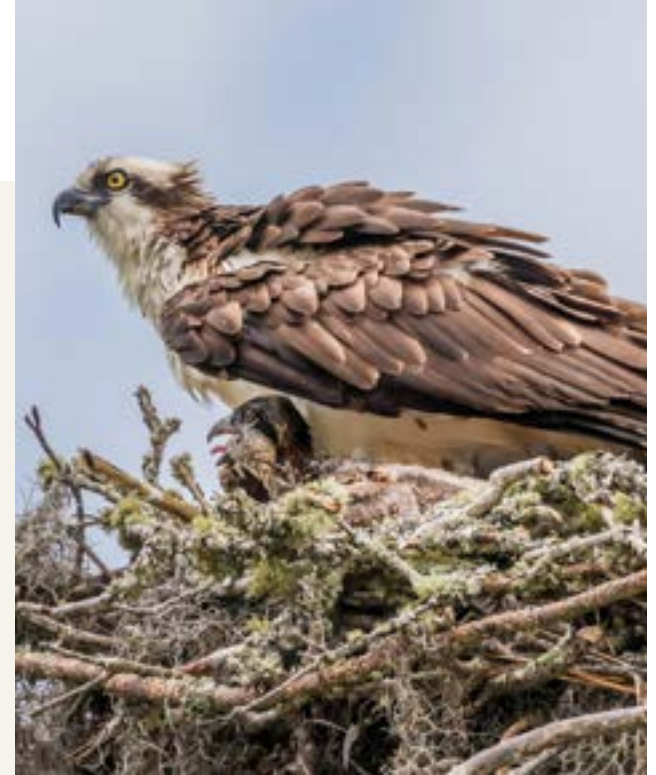
**25,000+**  
NEWSLETTER SUBSCRIBERS

## DIGITAL MAGAZINE EDITION

**2,000+**  
DIGITAL READERS PER MONTH

Twelve issues per year, coinciding with magazine on-sale dates.

Accessible on tablet, mobile and desktop.



WEBSITE VISITORS PER YEAR

188K

NEWSLETTER SUBSCRIBERS

25K

SOCIAL MEDIA FOLLOWERS

22K





# SOCIAL MEDIA

Monthly's active social media presence connects readers to the Lowcountry in more meaningful ways than ever before. Monthly offers opportunities to advertisers to promote content through our social media platforms.

**17,500+**

FACEBOOK

**3,400+**

INSTAGRAM

+

PINTEREST

YOUTUBE

TWITTER

**20,900+**

TOTAL SOCIAL FOLLOWERS

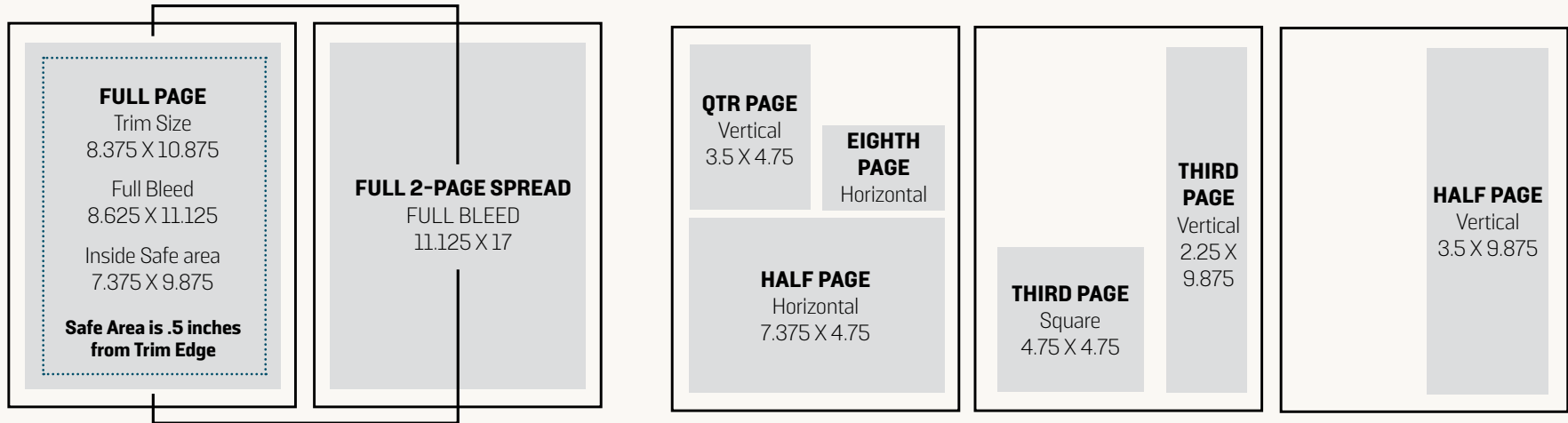
Source: Social Media as of July 2021.



# ADVERTISING SPECIFICATIONS

## MONTHLY MAGAZINE

Trim Size 8.375" x 10.875"



### AD DEADLINES

Space deadline and deadline to submit information for ads built by HHM: 10th of every month. Camera ready materials deadline: 15th of every month.

### GENERAL INFORMATION

**SAFETY:** 0.25" from trim on all sides

**BLEED:** 0.125" beyond trim on all sides

**IMAGE RESOLUTION:** 300 dpi

**COLOR SPACE:** CMYK only

### AD DELIVERY

Files larger than 5MB: Send camera ready ads as a press-ready PDF via email. Files over 5MB send via [yousendit.com](http://yousendit.com).

### WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

### COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading:

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Position marks or color bars in the live area
- Images not converted to CMYK

### DISCLAIMER

*Monthly* is dedicated to ensuring the best ad reproduction. We cannot take responsibility for materials that are not in accordance with these specifications.

# WEBSITE ADS

## WEBSITE

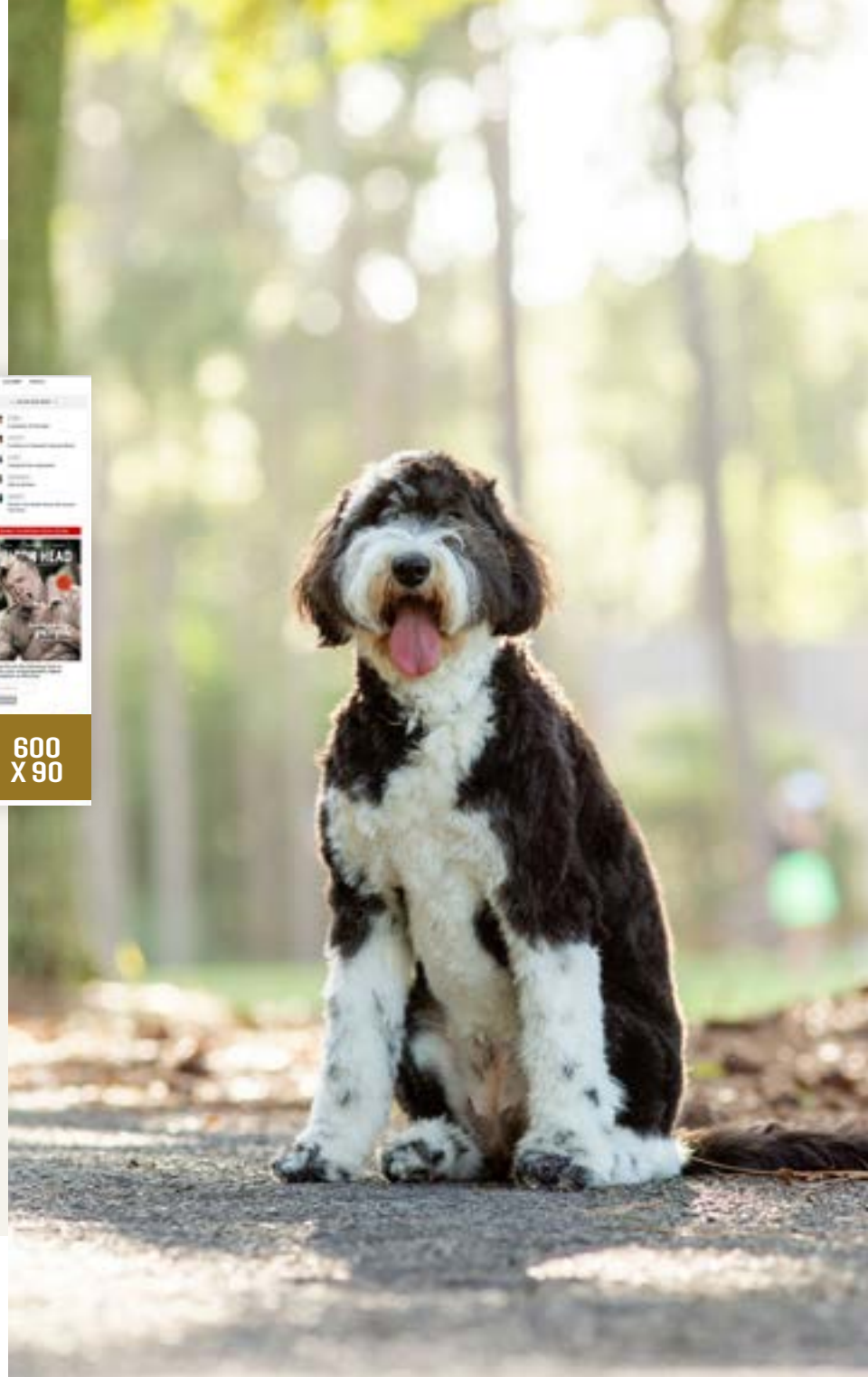
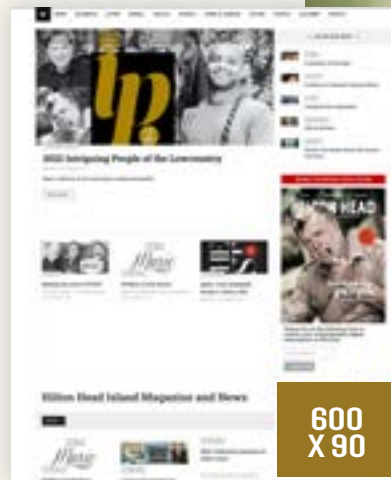
.....  
Leaderboard Ad  
.....

Cube Ad  
.....

LEADERBOARD AD



CUBE AD



**HILTON HEAD**  
BLUFFTON

**MANNA MIA!**  
DIRECTED BY CASEY COLGAN

SHOW - AUG 22

**A Mother. A Daughter. 3 Possible Dads. And a Trip Down the Aisle You'll Never Forget!**

The story-telling magic of ABBA's timeless songs propels this enchanting tale of love, laughter and friendship with non-stop laughs and explosive dance numbers. We're thrilled to be producing this Arts Center favorite once again, in honor of our 25th Anniversary year, and at a time when we need this burst of happiness more than ever!

[CLICK TO PURCHASE TICKETS](#)

Or Call (843) 842-2787

**PASSIONATE!**

**A SING-ALONG: DANCE IN YOUR SEATS SHOW!**

**WILDLY ENTERTAINING**

**A Note About Safety**

In order for us to comply with Actors' Equity Association requirements, audiences must be properly masked while in the theater.

Thank you for your support and adherence to this mandatory directive.

[CLICK TO PURCHASE TICKETS](#)

Or Call (843) 842-2787

**ROCKED THE HOUSE!**

ARTS CENTER  
14 Butler Cove Lane, Hilton Head Island, SC 29928  
Hilton Head Island, North Inlet, and Parris are in the Heart of the Lowcountry.  
© 2021 Arts Center of Coastal Carolina. All Rights Reserved.

NEWSLETTER SPONSORSHIP AD

**HILTON HEAD**  
BLUFFTON

**728 X 90**

**YOUR WEEK AHEAD**

Looking for something fun to do this week? Find everything that is happening around the Lowcountry in our event calendar.

[VIEW MORE](#)

**ARTIST ALEX GENTEMANN PAINTS THE COLORS OF MUSIC**

Gentemann is among only 4 percent of the global population who has synesthesia — a neurological condition in which stimulation of one sensory or cognitive pathway (for example, hearing) leads to automatic, involuntary experiences in a second sensory or cognitive pathway (such as vision). It was not until recently that Gentemann realized his gift.

[READ MORE](#)

**ARTIST DEBBY BLOOM THRIVES ON POSITIVITY AND OPTIMISM**

Whether it's painting new subjects or moving across the country during a pandemic to open her first studio/ gallery in Palmetto Dunes Resort, she relies on creativity and optimism to guide her. It's a process she's been fine-tuning since childhood.

[READ MORE](#)

**728 X 180**

# NEWSLETTER

Written by Monthly's editor, the monthly newsletter is an opt-in extension of the magazine, featuring an array of original content and fresh perspectives on the Lowcountry's topics.

**25,000+**  
**OPT IN EMAIL SUBSCRIBERS**

**20%**  
**OPEN RATE**

NEWSLETTER SPONSORSHIP AD

- 90-120 words of copy written by Monthly to support the advertiser's current campaign (advertiser to supply copy points and one accompanied image)

DEDICATED NEWSLETTER

- Monthly's editor create a custom newsletter with a story dedicated to the advertiser and its current campaign (advertiser to supply brand messaging and copy points)
- 300 X 250 px supplied ad with link to preferred URLs
- Advertiser links and images included throughout narrative

# ADVERTISE WITH US



*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**

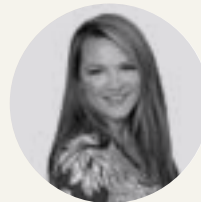


## **Co-Publisher**

**Meredith DiMuzio**

meredith@hiltonheadmonthly.com

843-384-4488



## **Account Executive**

**Majka Mochnac**

majka@hiltonheadmonthly.com

843-290-9372



## **Account Executive**

**Mary Ann Kent**

maryann@hiltonheadmonthly.com

843-384-9390



## **Account Executive**

**Markey McInerney**

markey@hiltonheadmonthly.com

843-949-2591



## **Account Executive**

**Cathy Flory**

cathy@hiltonheadmonthly.com

843-384-1538