EDITORIAL PHILOSOPHY

*South Carolina Living* exists to serve the member-owners of the state’s electric cooperatives. In addition to timely news from their local co-op, we deliver a lively mix of lifestyle and general-interest stories that celebrate all that’s great about living in the Palmetto State. We explore food, music, culture, travel, health, home improvement, gardening and the best seasonal festivals and events.

More than 554,000 homes and businesses receive the magazine, and statistically valid market research measures our total readership at 1 million. We’ve been a fixture in South Carolina households for decades, and in a 2013 survey, 4 out of 5 readers told us they never miss an issue.

We have earned that connection and trust among readers because we do not sell editorial. Period. Advertising (or lack thereof) has no bearing on our editorial content.

That policy, and the legacy of trust that it creates, is a benefit to our advertisers. The “halo effect” of our award-winning editorial content reflects kindly on advertisers’ products and services. In fact, 83 percent of our readers say that ads in the *South Carolina Living* provide them useful information about product and services. They trust us, so they’ll trust you.

ADVERTORIAL & SPONSORED CONTENT POLICY

An effective way to tell your story your way is to blend brand advertising with paid advertorial articles (we can provide examples). Advertorials, sometimes called sponsored content, are formatted like traditional articles (stories, photos, graphics, etc.) and are an effective means of telling the story behind your brand or product.

The space for these articles is purchased at regular ad rates, and the creation of the content is entirely the responsibility of the client. To avoid any confusion among readers, we adhere to traditional ASME standards and all USPS and FTC regulations. Advertorial content will only be considered if it meets these guidelines:

- The logo of the magazine will not be used on the cover or any other page of an advertising section.
- Advertorial content must be formatted in typefaces different from those used in the editorial pages of *South Carolina Living*.
- The editors of *South Carolina Living* will not create or provide text, photos or graphics for an advertorial page or section. Our ad services team can help you find freelance services for content creation if needed.
- In the case of Web, email newsletter or mobile app advertorial placements, we require a background screen or tint to distinguish advertorial content from our editorial news stream.

These policies protect our integrity and your investment. Advertorials and other forms of sponsored content work best when they provide useful and engaging content related to a brand or service. Do that, and the “Advertisement” label actually boosts your credibility with readers.

CO-SPONSORED CONTESTS, DRAWINGS AND EVENTS

At the publisher’s discretion, *South Carolina Living* may choose to partner with an ad client to produce co-sponsored content or run co-sponsored contests, prize drawings or reader events. In all cases, there must be a clear benefit to our readers or to South Carolina’s not-for-profit electric cooperatives.

In these partnerships, the magazine may provide editorial support and some content creation services, and we will attach our name and logo to content, publicity and ancillary products as it directly relates to delivery of the reader or electric cooperative benefit. Any reader-submitted data or lead-generation information gathered in the course of these projects remains the property of *South Carolina Living* but may be shared with client partners per specific terms of the agreement and applicable law. That sharing proposition must be made clear to readers and participants before they submit information.

IDEAS WELCOME

If you’ve got a marketing partnership idea that benefits and respects our readers, we’d love to talk to you about it. Our first goal is to serve our member-cooperatives and the 1 million-plus South Carolinians who use their electricity. We are confident we can help serve them with high quality, dependable businesses and services who advertise in *South Carolina Living*.

—January 2015