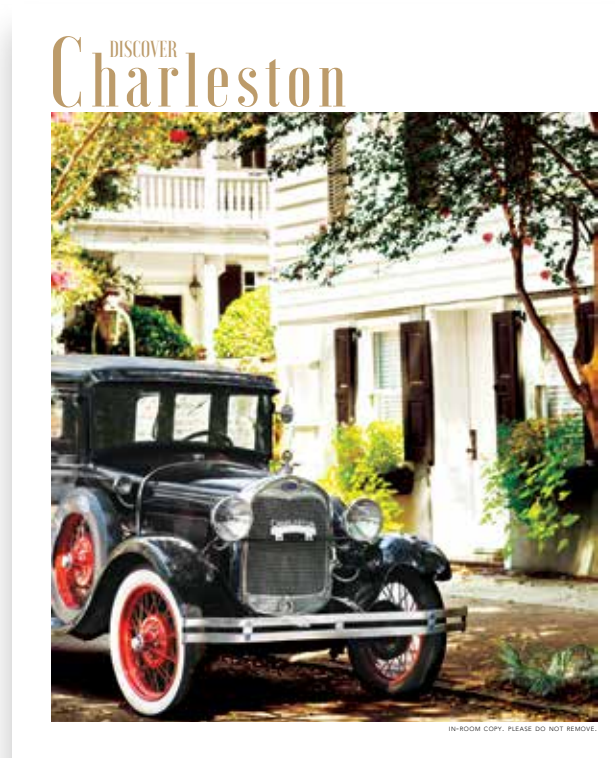
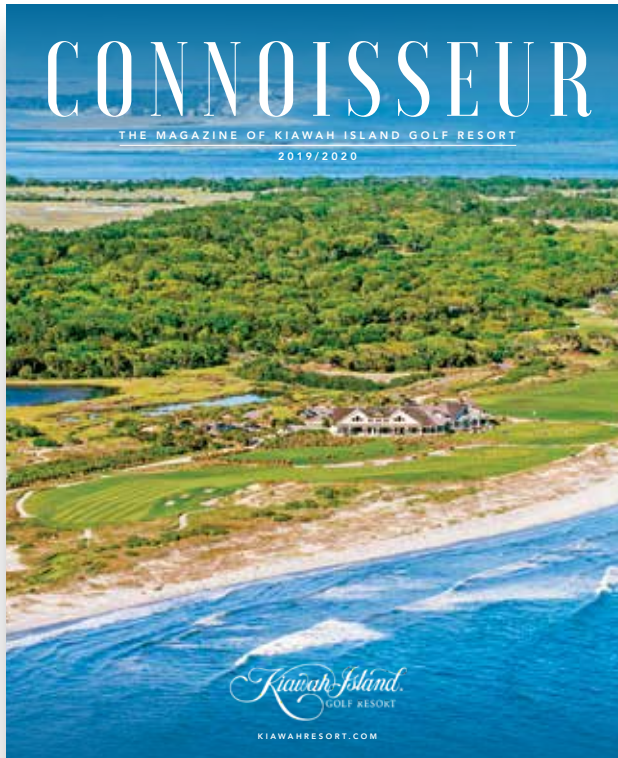


HCP MEDIA'S AWARD-WINNING LOWCOUNTRY SUITE OF PUBLICATIONS IS COMPRISED OF IN-ROOM DESTINATION GUIDES THAT COVER EVERYTHING YOU NEED TO KNOW ABOUT CHARLESTON AND ITS SURROUNDINGS.



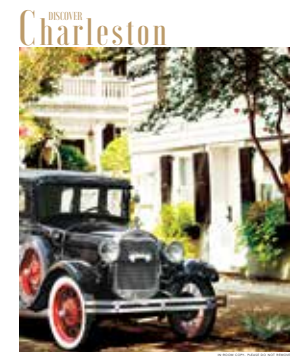
2020 / 2021 MEDIA KIT



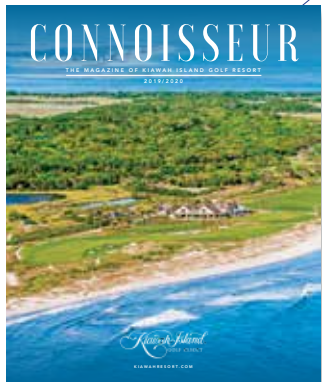
ADVERTISE WITH US

Charleston is consistently ranked the No. 1 visitor destination in the U.S. by *Condé Nast Traveler, Travel + Leisure* and other authorities in the tourism industry. Approximately 6.9 million* travelers, eager to immerse themselves in the history, heritage and culture of the region, have invested more than \$7.37 billion in the local economy**. These visitors traveled to the Holy City to explore its renowned attractions, indulge in its legendary dining, enjoy world-class art and experience the city's unique retail destinations. Most are repeat visitors looking to explore more of the city and its surroundings each time they stay.

* Charleston Area Convention and Visitors Bureau
 ** College of Charleston's Office of Tourism 2017 Analysis



Exclusive distribution in over 5,512 hotel rooms throughout greater Charleston



Kiawah Island Golf Resort
 • 1,555 in-room distribution
 • NEW hotel opening in 2021!



1,030 in-room distribution throughout Seabrook Island



Kiawah Island



Charleston



Barrier Islands

DISTRIBUTION

Exclusive distribution at 75 Properties across 8,862 rooms

- Kiawah Island Golf Resort
- Beachwalker Rentals
- Carroll Realty
- East Island Rentals
- Fred Holland Realty
- Charleston Marriott
- Planters Inn
- Wyndham Vacation Rentals
- Cambria Charleston Riverview
- Church Street Inn
- Comfort Suites West of the Ashley
- Doubletree by Hilton Hotel & Suites Charleston Historic District
- Hawthorn Suites West Ashley
- Holiday Inn Charleston Historic District
- Holiday Inn Express Charleston
- Home2 Suites By Hilton West Ashley
- Kings Courtyard Inn
- The Barksdale House Inn
- The Governor's House Inn
- Town & Country Inn and Conference Center
- Andrew Pinckney Inn
- Fulton Lane Inn
- Market Pavilion Hotel
- Renaissance Charleston Historic District
- The Vendue Charleston Art Hotel
- Ansonborough Inn
- Comfort Inn Downtown Charleston Hotel
- Courtyard Charleston Waterfront
- Francis Marion Hotel
- Hampton Inn Charleston Historic District
- Holiday Inn Charleston Riverview
- Holiday Inn Express Downtown Ashley River
- Indigo Inn
- King Charles Inn
- La Quinta by Wyndham Charleston Riverview
- Residence Inn by Marriott Charleston Riverview
- SpringHill Suites by Marriott Charleston
- The Jasmine House Inn
- The Lodge Alley Inn
- The Meeting Street Inn
- Two Meeting Street Inn
- Best Western Patriots Point
- Cambria Mt. Pleasant
- Courtyard By Marriott
- Days Inn Patriot's Point Mt. Pleasant
- Hampton Inn Charleston/Mt. Pleasant Patriots Point
- Holiday Inn Express & Suites Charleston
- Home2 Suites By Hilton Mt. Pleasant
- Mainstay Suites Mt. Pleasant
- Residence Inn Mt. Pleasant
- Shem Creek Inn Mt. Pleasant
- Sleep Inn Mt. Pleasant
- Towneplace Suites Charleston Mt Pleasant
- Wyndham Garden Charleston Mt. Pleasant
- Charleston Harbor Resort & Marina
- Comfort Suites Mt. Pleasant
- The Beach Club at Charleston Harbor Marina
- Country Inn By Radisson
- Best Western Airport Inn & Suites
- Staybridge Suites Ashley Phosphate
- Wingate by Wyndham
- Residence Inn by Marriott Charleston Airport
- Crowne Plaza Charleston Airport
- Embassy Suites Charleston Airport Hotel & Convention Center



Number 1

visitor destination in the U.S.
by *Condé Nast Traveler, Travel + Leisure* and other authorities
in the tourism industry.



\$7.37 billion

contributed by visitors to the local economy*



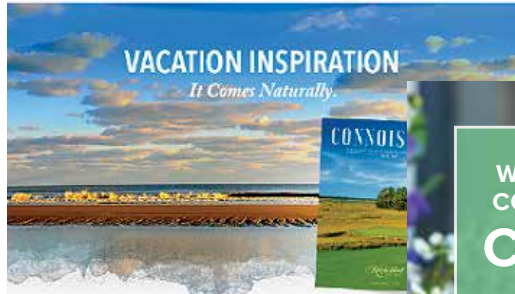
6.9 million

visitors to the Holy City**

* College of Charleston's Office of Tourism 2017 Analysis

** Charleston Area Convention and Visitors Bureau

DIGITAL & SOCIAL MEDIA



When you're not on Kiawah, are you dreaming of your next visit? The Connoisseur magazine are filled with stunning photos and insightful articles about our resort and nearby Charleston. Flip through your digital copy to get ideas for your next vacation and discover all the important details about our expansion that's already underway.

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PROUD HOST OF THE 2021 PGA CHAMPIONSHIP

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DIGITAL EDITION IS SENT TO **421,480** OPT-IN USERS WITH VERIFIED KIAWAH EMAIL ADDRESSES

WITH A LITTLE LUCK, YOU COULD FIND YOURSELF IN CHARLESTON

BRIGHT & LIVELY

Plan your trip to the Holy City with *Discover Charleston*, your comprehensive destination guide for everything Lowcountry. It has all the information you need to inspire your next adventure, from inside tips on navigating the city's most festive celebrations to finding its most Insta-worthy spring blooms, and it's free!

DiscoverCharleston.com

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- Dedicated social media and blog posts promote advertisers on all our accounts
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With our robust online presence — whether through our website or Facebook, Twitter and Instagram accounts — *Discover Charleston* can relay your message where readers are most engaged. The *Discover Charleston* Lowcountry suite of publications is also promoted throughout the year with print ads that run on Sundays in the *Miami Herald* and other McClatchy newspapers.



FACEBOOK
2018
REACH: 2,908

INSTAGRAM
2018
REACH: 3,116

TWITTER
2018
REACH: 21,762

TOTAL REACH: 27,861

CHECK OUT OUR SOCIAL MEDIA PAGES:

Facebook: @DiscoverCharleston
Twitter: @DiscoverCHS
Instagram: @DiscoverCHS
LinkedIn: HCP-Media

SPECIFICATIONS & RATES

01 Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK format. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. High-resolution PDF files are preferred.

02 A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.*

03 Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

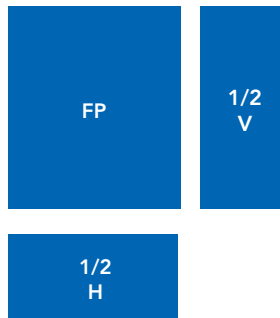
04 Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.

MECHANICAL SPECIFICATIONS

AD SIZE

	DIMENSIONS	
	Width	Height
Full Page (Trim)	9 x	10 7/8
Full Page (Bleed)*	9 1/4 x	11 1/8
1/2 Page Vertical	3 7/8 x	10 3/16
1/2 Page Horizontal	8 x	5



ANNUAL PUBLICATION RATES

All the rates outlined below include a year's worth of banner ads on DiscoverCharleston.com, the official website for *Discover Charleston, Kiawah Connoisseur, Sea Island Concierge and Charleston Coast Vacation Guide.*

Size	Four-Color
Full Page.....	\$7,500
Half Page.....	\$5,000
Back Cover	\$12,350
Inside Front Cover.....	\$9,500
Inside Back Cover.....	\$8,500
Guaranteed Position (Subject to Availability): +15%	
Bleed Premium:	No Charge

CLOSING DATES

Space Reservations: March 13, 2020
 Material Due: April 3, 2020
 Publication Date: May 2020

INQUIRIES AND SPACE RESERVATIONS FOR MAGAZINE

Ewald Fuchs
 Regional Sales Manager
 Office: 305-376-4954
 Cell: 786-348-9552
 E-mail: efuchs@hcpmedia.com

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 Miami, FL 33172

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