

CoastalFamily

magazine

Dear Advertiser,

Thank you for requesting information on Coastal Family Magazine, now in its 15th year of publishing. Coastal Family's readership includes Chatham, Effingham and Bryan counties, as well as area tourists through our rack and hotel distribution. Not only are we the region's ONLY parenting magazine, we continue to be one of the area's larger circulation magazines, as well. No other publication in the area reaches women and families like we do.

Coastal Family, with an increased circulation of over 7,500 copies per month, is available at over 300 locations throughout Greater Savannah and the Lowcountry. We distribute to private and public elementary schools, pre-schools, day-care centers, pediatrician's offices, restaurants, grocery stores, Wal-Marts, and the area's largest hotels – carrying on our 16 year tradition of excellence. We also mail to high-demographic families.

Please take a minute to look over the enclosed information and then feel free to give us a call with any questions you may have.

Readership profile:

- 94% are women
- 89% are aged 25-45
- 92% are college educated
- 68% have household income over \$50,000
- 79% are homeowners
- 50% work full-time
- 99% have children aged birth to 15

In today's society, women make 85% of the purchasing decisions for the home. Reach them through Coastal Family Magazine!

We look forward to working with you to develop the most effective advertising campaign for your business!

Very Sincerely,



Louise D. Phelps
Publisher

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