

DISTRIBUTION

- Distributed in Charleston at 22 preferred hotels, historic inns, and bed & breakfasts.
- Mailed to select national subscriber lists of High Net Worth individuals.
- Mailed to thousands of qualified property buyers for Kiawah real estate.
- Distributed to the 1,500 families and their guests of the exclusive Kiawah Island Club.

NATIONAL / INTERNATIONAL

- Kiawah Island property owners
- Kiawah Island real estate prospects
- Complimentary subscriber list

KIAWAH, SEABROOK, AND JOHNS ISLAND

- 4,200 Kiawah Island property owners
- Kiawah Island Real Estate sales and information centers
- Kiawah Island Club (*The River Course, Sasanqua, Cassique, The Sports Pavilion, and The Beach Club*)
- Kiawah Club Cottages (*VIP accommodations*)
- Kiawah Special Events
- Town of Kiawah Island Municipal Center
- Bohicket Marina
- Freshfields Village
- Charleston Executive Airport
- The 2017 Kiawah Island Motoring Retreat

- Distributed on the Island to guests through the Sanctuary Resort, Freshfields Village, three on-island Real Estate Sales Centers, and Kiawah Island Home/Villa rental companies.
- Mailed to all 4,200 property owners complimentary.

**Advertisers receive unlimited complimentary boxes upon request for distribution.*

Legends advertisers and select retail locations, hotels, inns, and bed & breakfasts including:

*1837 Bed & Breakfast
Tearoom*

*Two Meeting Street
Inn*

Ansonborough Inn

*The Vendue
Charleston ARTS*

Church Street Inn

Wentworth Mansion

The Dewberry

Zero George

The French Quarter Inn

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Fulton Lane Inn

*The Charleston
Museum*

*Historic Charleston
Bed & Breakfast*

*Charleston Visitor's
Center*

Indigo Inn

John Rutledge House Inn

*Charleston Wine &
Food Festival*

King George IV Inn

*The Southeastern
Wildlife Exposition*

Kings Courtyard Inn

Meeting Street Inn

*Historic Charleston
Foundation*

Palmer's Pinckney Inn

Planter's Inn

The Spectator Hotel

Kauai Island
Legends

MEDIA GUIDE

2016-2017

LEGENDS 28

Kiawah Island Legends

Legends Magazine is an award-winning, annual publication showcasing Kiawah Island and South Carolina's Lowcountry. Its prose, photography, and design capture a profound sense of place and community and have intrigued a discriminating readership for 27 years.

Legends distribution offers an unusually select market of sophisticated, well-educated, and well-traveled individuals. Each edition is targeted to appeal to this elite demographic. Kiawah Island is second home to most of its 4,200 owners, the great majority of whom live and work in the Northeast and Midwest. A Kiawah property owner has an average income of \$564,000 with a net worth averaging \$6 million.

Legends is published by Kiawah Island Publishing, Inc. (*a subsidiary of Kiawah Island Real Estate*). Volume 28 will distribute in March of 2017. 40,000 copies of *Legends* will be printed with a total readership approaching 500,000.

2017 EDITORIAL LINEUP

Spoletto USA: The 40th Anniversary

Artist in Residence

Civil War in the Lowcountry
Skirmishes on the Sea Islands

The Diary of a Kiawah Pioneer:
The Fourth Installment

Old Relics:
A Tour of Charleston Plantations

A Fiction Story

by Local Writer Jonathan Sanchez

Bobcat Field Guide

Classic Southern Dishes

Ginko: The History of an Ancient Tree

Lowcountry Philanthropy

Kayaking the Kiawah River

"The magazine's unique mix of history, art, design, travel and Lowcountry current events is consistently informative and engaging. I especially congratulate you and your staff for the magazine's distinctive art direction and production design."

- Robert Pratt

READERSHIP

KIAWAH ISLAND VISITOR PROFILE

- More than 200,00 guests stay overnight on Kiawah Island annually.
- The typical Kiawah guest is married, in their early 40's with children, and has a median household income of \$110,000.
- Visitors typically stay five nights on the Island compared to Charleston's average guest-stay of three nights.
- Most guests include at least one trip into Charleston during their stay to dine, shop, or tour.

PROPERTY OWNER PROFILE

- The typical property owner is 60 years old with an annual household income in excess of \$564,000 and a net worth averaging \$6 million.
- Kiawah's 4,200 property owners live in 49 states and 17 countries, but are predominantly from the Northeast—PA, NY, CT, NJ, MA, and OH. Atlanta, Charlotte, St. Louis, and Chicago also contribute significantly.
- Kiawah Island is permanent home to approximately 1000 families, but the majority of owners enjoy the Island as a second home, vacation home, or pre-retirement residence—spending an average of nine weeks or more annually.
- 40% of these non-residents plan to become permanent residents.
- 30% of the current lot owners plan to become permanent residents.

“Luxurious, posh, sumptuous, all help to describe the magazine Legends, the paradigm of elegance. Immediately the feel of this publication sets the stage for a graceful tour of distinction and fine living.”

- Folio Magazine
