Digital Profile

WEBSITE

AVERAGE MONTHLY PAGE VIEWS: 400K
EMAIL READERSHIP: 45K

SOCIAL MEDIA

DEMOGRAPHICS

AGE	Website	Social Media
18-24	19%	5%
25-34	32%	25%
35-44	16%	36%

GENDER		
Female	82%	95%
Male	18%	5%

TOP CITIES

Charleston   Columbia
Greenville   Savannah
Charlotte