



## *Our Standards*

Our mission is to emotionally connect our readers with the local businesses that will regard them with the greatest of respect and care for them as individuals. Our journalistic heritage provides the ultimate insider experience with an original approach to healthy living, parenting, leisure and much more.



We guarantee all our visitors a stimulating experience, one that satisfies your inherent curiosity while respecting your intellect and sophistication when it comes to experiencing the very best life has to offer.



## *Our Promise*

We strive to exceed the highest standards of written and visual journalism in all our digital media.



As always, we will approach the subject of editorial content with intelligence and refinement guided by a keen sense of the elegance and good taste.

## **Circulation & Demographics**

**A DEDICATED, READERSHIP**  
Publisher's estimate as of 01/01/2009

**AUDIENCE DEMOGRAPHICS**  
For those looking to market their products and services to the ideal and most capable consumers, look no further than **CarolinaLiving.info**.

**Demographic % Comp**  
25-34 14%  
35-49 43%  
50+ 43%  
Male/Female 40/60  
Married/Partnered 82%

**Education**  
Attended College 92%  
Post-Graduate Study 36%

**Employment**  
Professional/Managerial 84%  
Owner/Partner 16%

**Income**  
Households \$160,000+ 75%  
Households \$200,000+ 22%  
Households \$600,000+ 3%

**Real Estate Value**  
Primary Residence \$250,000+ 71%  
Source: 2008 Carolina Living .info  
Subscriber Survey,

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