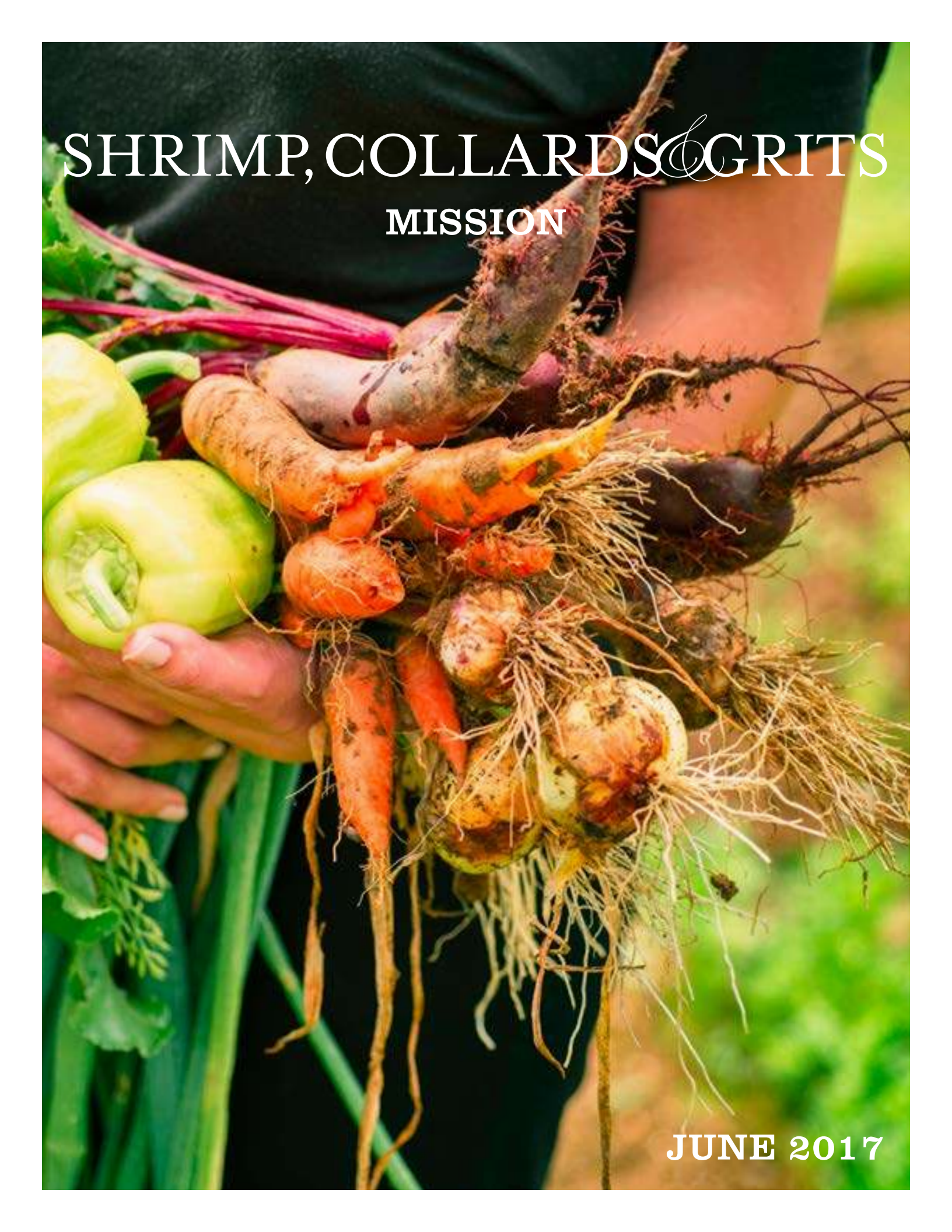


A close-up photograph of a person's hands holding a large, fresh harvest of vegetables. The bundle includes several orange carrots with their roots, several white radishes with green leaves, and a bunch of green onions. The background is a soft-focus green field.

SHRIMP, COLLARDS & GRITS

MISSION

JUNE 2017

MISSION

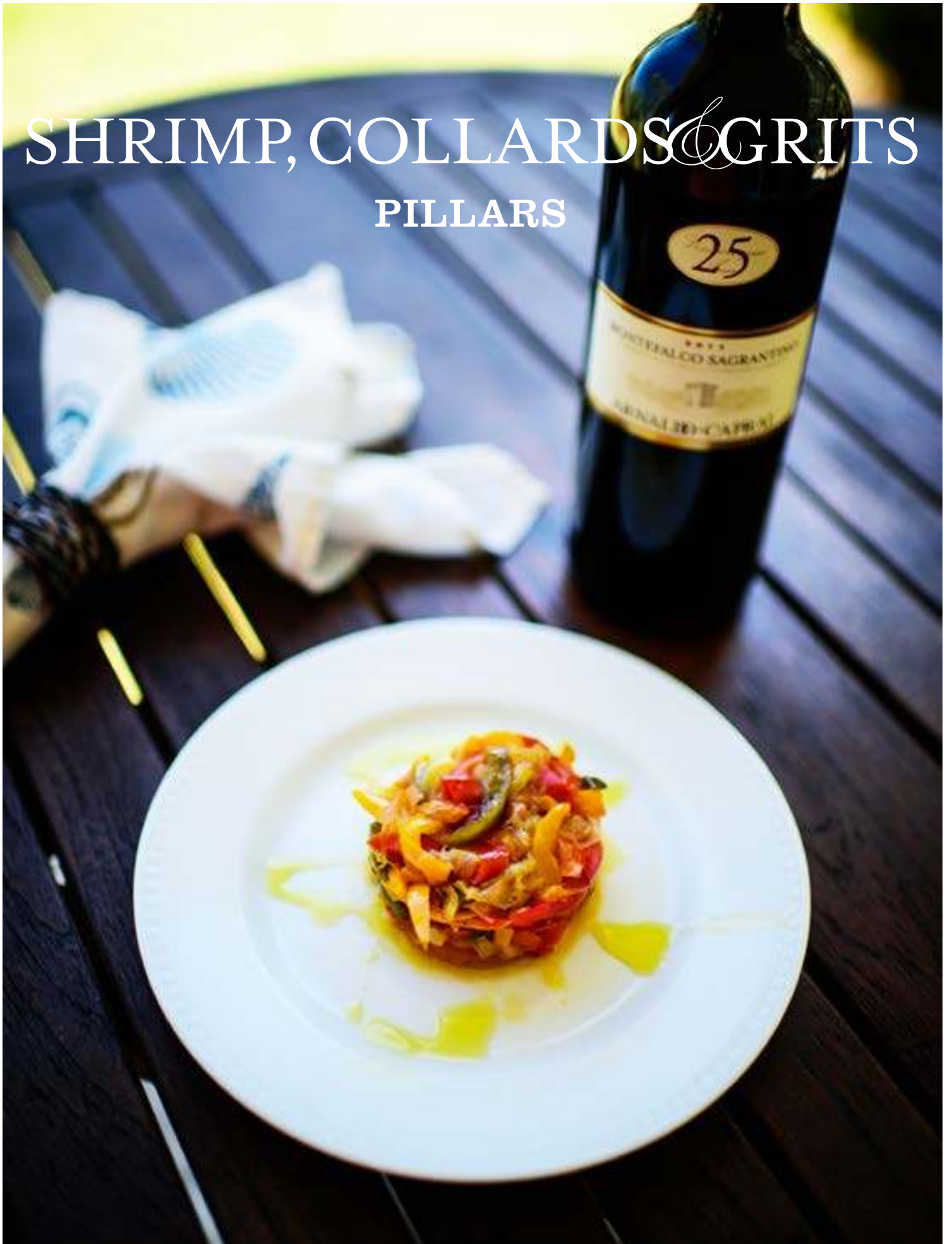
Shrimp, Collards & Grits Magazine is a unique presentation of the old south, capturing the power of place, style, character and enchantment of southern culture. *SCG Magazine* is the only magazine to go from the rugged shrimp docks or distant oyster banks to refined tablescape vistas overlooking majestic settings.

The words "**Shrimp**" (the sea) "**Collards**" (southern lifestyle) & **Grits** (the farms) embody the essence of the southern culture, exploring the rich history, food, art, folklore and people. In the words of the late Ray Ellis (Southern Artist), "Shrimp, Collards & Grits" is strictly southern.

In an ever changing modern world; we seek to embrace the new while having a reverence for the old. Join us as we travel down distant southern roads.

SHRIMP, COLLARDS & GRITS

PILLARS



PILLARS

SOUTHERN SEAFOOD CULTURE

local fisheries • fishermen • commercial fishing • sustainability

FOOD & DRINK

tablescapes • restaurants • chefs • farm to table • cocktails • entertaining • book reviews

COASTAL OUTDOORS

fishing • hunting • conservation • wildlife

TRAVEL & DESTINATIONS

town profiles • legendary plantations • lodges • inns • islands • historical locations

ART & LIFESTYLE

art trends • artist spotlight • music • craftsmanship • design

SHRIMP, COLLARDS & GRITS

CONTENT



CONTENT

OFF THE DOCKS

- Whiteboot Heroes
- Vanishing Fleet
- Local
- Dock Dogs
- Seasonal Harvest
- Conservation

LIFE IN THE LOWCOUNTRY

- Gatherings
- Porch Life
- Art in the South
- Artist Spotlight
- Let's Set the Table
- Celebrations
- Inspired Seaside Designs
- Characters
- Photo Essay
- Interview

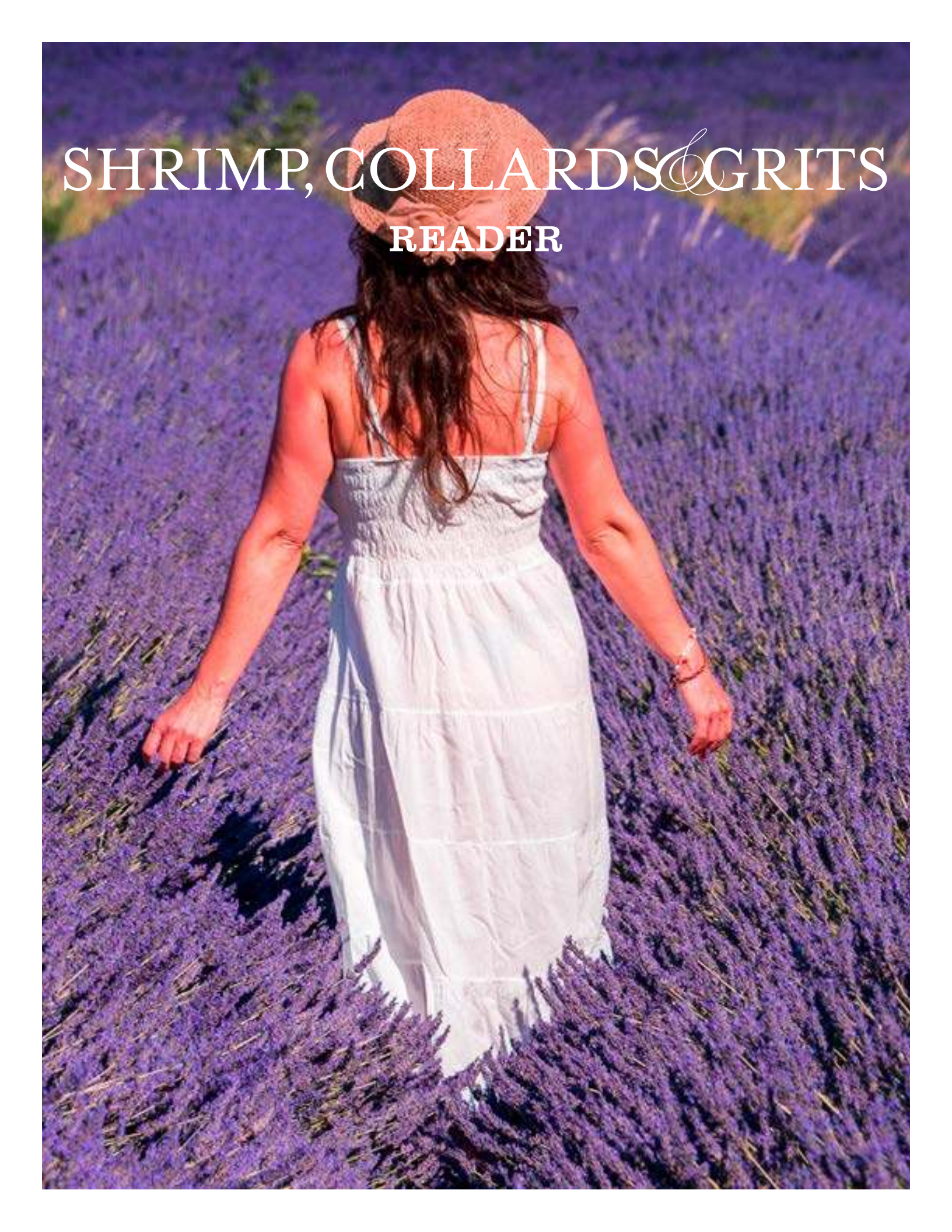
SEASONAL EATS

- Farmstand Fresh
- Roadside Retreats
- Cookbook Review
- Restaurant Review

COLUMNS

- Ebb Tide Down South
- Lowcountry Sporting Life
- The Literary Corner
- Cook and Tell

FEATURED CONTENT BY ISSUE

A woman with long dark hair, wearing a wide-brimmed straw hat and a white tiered dress, is seen from behind walking through a vast field of purple lavender. The field stretches out to the horizon under bright sunlight. The text 'SHRIMP, COLLARDS & GRITS' is written in a large, white, serif font across the top, with 'READER' in a smaller, bold, white, sans-serif font centered below it.

SHRIMP, COLLARDS & GRITS

READER

READER

Our readers are a community of people from every state who look to *SCG Magazine* for the **power of place and simple, soulful, southern goodness.**

Whether their passion is food and drink, a deeply felt reverence for the power of story, the arts, wildlife, fishing or exploring "lesser known" captivating people and places, *SCG Magazine* is relevant.

The *SCG Magazine* reader is an upscale consumer with discretionary income to dine out, travel, shop and enjoy leisure activities. Among our readers are those long time book buyers already familiar with our brand, who know and love our *Shrimp, Collards and Grits Lifestyle Book Series*.

SCG Magazine's targeted demographic is the upper income women decision makers in the 30 year old and greater range. However, our magazine crosses all demographics and gender boundaries.

As of June 2017, readership has exceeded original estimates of (25,000) as we have quickly transitioned to Newsstand Sales with our second issue. *SCG Magazine* will have a projected readership after the inaugural first four issues of 75,000 by year end. This is largely due to our magazine's paid distribution path and value to the customer.

Note: Data based on conservative projections & estimates as of June 2017.

SHRIMP, COLLARDS & GRITS

AUDIENCE



AUDIENCE

Shrimp, Collards & Grits Magazine is a premium quality southeast regional publication distributed through paid subscriptions, newstand sales and various promotional efforts. Built on an existing brand developed over a 7 year period. Having over 75,000+ book publications sold in the marketplace, our brand is recognized for quality recipes, stories & art.

TOTAL AUDIENCE

25,000+

RATE BASE

TBD

HILTON HEAD/BLUFFTON: 40%

BEAUFORT: 15%

SAVANNAH: 15%

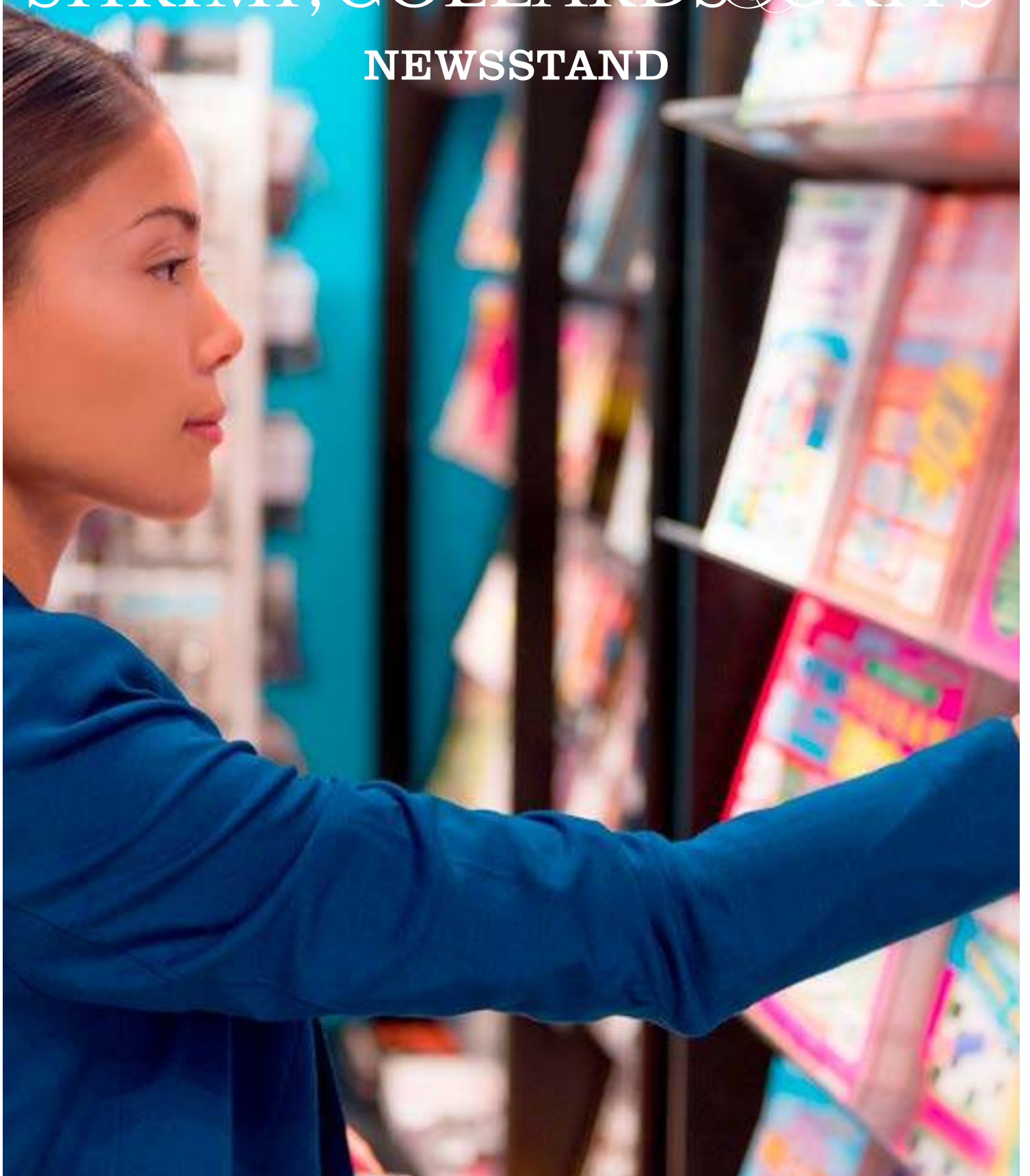
CHARLESTON: 15%

GREATER SOUTHEAST REGION: 15%

Note: Data based on conservative projections & estimates as of June 2017.

SHRIMP, COLLARDS & GRITS

NEWSSTAND



NEWSTAND

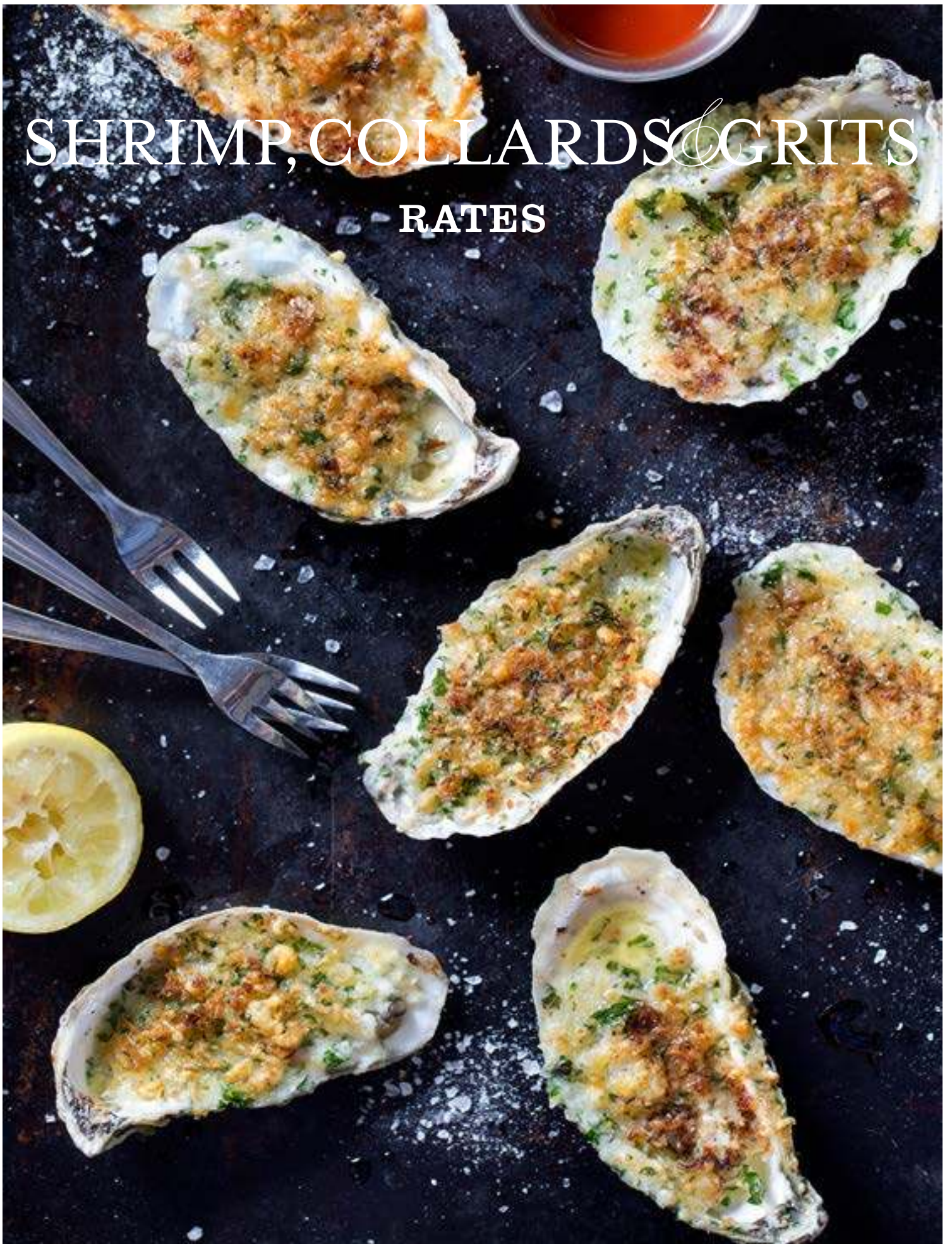
The magazine is being marketed to the major national chain bookstores, supermarket and drugstore chains, to high-retail chains such as Walmart, Sams Clubs, Costco, Target, and to independent bookstores and newsstands. Solicitations are being made to supermarket chains such as Giant, The Fresh Market, Whole Foods Market, Harveys, etc. **We are currently distributed in Publix, Kroger, Winn-Dixie, BI-LO, Harris Teeter, Piggly Wiggly, Barnes & Noble and Books-A-Million throughout the Southeastern United States.**

Solicitations are also being sent to buyers for drugstore chains such as Walgreens, CVS, Rite-Aid, Good Neighbor Pharmacy, etc. Many of the supermarket chains have pharmacies in stores (as do Walmart, Costco, Target, others). Buyers for those chains are being solicited for both magazine mainlines in the stores and in the pharmacies.

We expect response to these solicitations and newstand sales to be strong and grow over time. We will concentrate our newstand efforts in a market area along the coastline from (St. Simons, GA to Georgetown, SC). The magazine can be found as far as Charlotte, Atlanta and Jacksonville.

SHRIMP, COLLARDS & GRITS

RATES



RATES

2017 RATE BASE

TBD

ISSUE FREQUENCY

4X per year

FREQUENCY DISCOUNTS

Rates are gross. No additional charges apply.

4-COLOR	1X	2X	3X	4X
Full Page	\$1800	\$1750	\$1700	\$1650
2/3 Page	\$1600	\$1550	\$1500	\$1450
1/2 Page	\$1500	\$1450	\$1400	\$1350
1/3 Page	\$1250	\$1200	\$1150	\$1100
1/4 Page	\$750	\$700	\$650	\$600

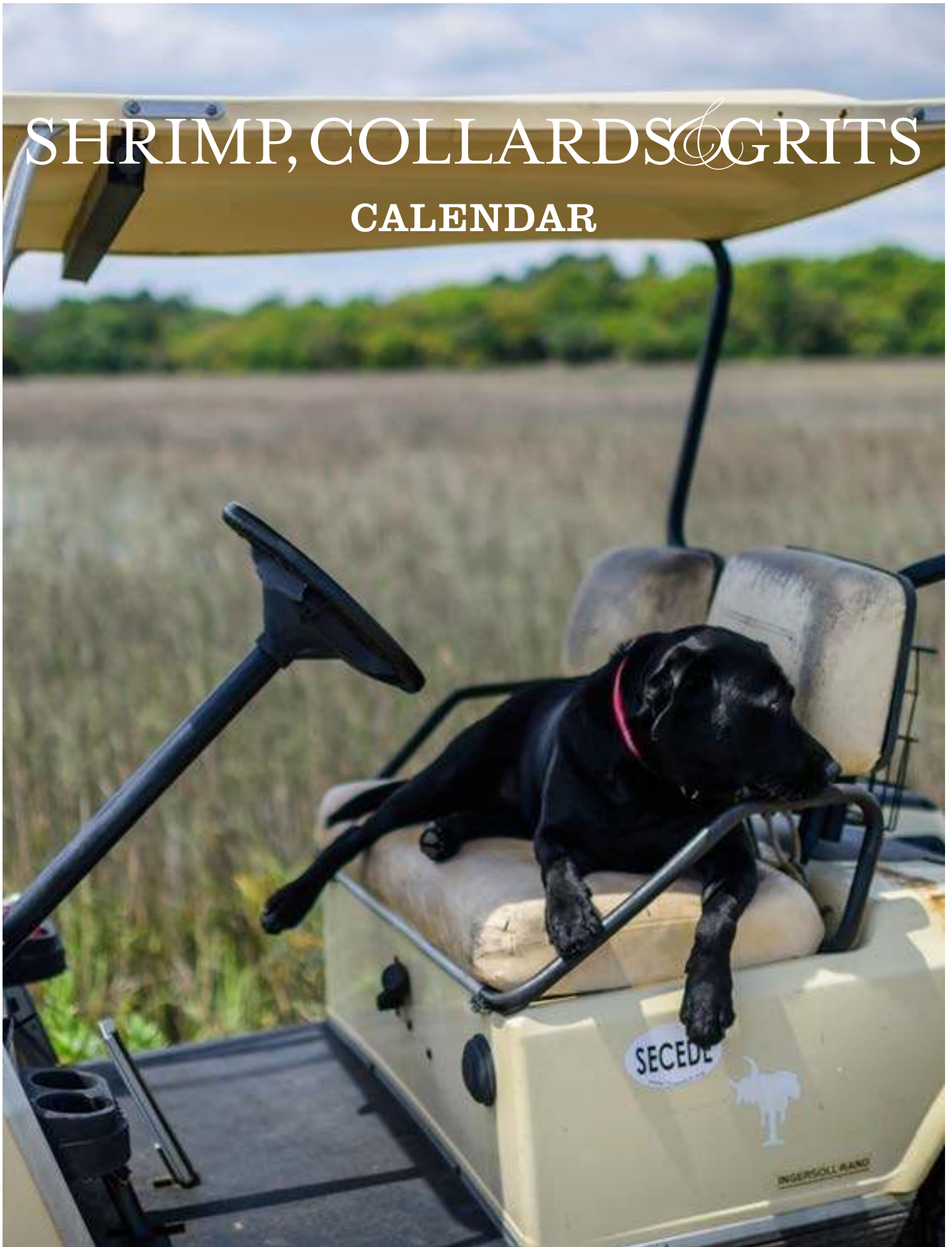
Ad Design can be provided at \$65 per hour.

COVERS	1X	2X	3X	4X
Back Cover	\$3,500	\$3400	\$3300	\$3200
Inside Front	\$2400	\$2300	\$2200	\$2100
Inside Front Spread	\$3200	\$3100	\$3000	\$2900
Inside Back Cover	\$2300	\$2200	\$2100	\$2000

Contact Us Today! advertising@scglifestyle.com

SHRIMP, COLLARDS & GRITS

CALENDAR



CALENDAR

Each issue contains stunning visual journeys through the world of Southern lifestyle. Published with the utmost attention to detail in regards to printing, editorial and authenticity.

2017 EDITORIAL LINEUP

Spring 2017

Springtime in the South

Ad Close: December 15 • On Sale: February 19

Summer 2017

Southern Gatherings

Ad Close: April 25 • On Sale: May 31

Fall 2017

The Oyster Issue

Ad Close: June 25 • On Sale: July 31

Winter 2017

The Holiday Issue

Ad Close: September 25 • On Sale: October 31

Ad Materials due two weeks prior to ad close. Editorial Calendar Subject to change.

SHRIMP, COLLARDS & GRITS

DIGITAL



DIGITAL

SCG Magazine digital is an extension of the printed edition. Along with being a platform to serve its readers, www.scglifestyle.com is an active blog with updated articles to attract and sustain the readership. The digital edition of SCG Magazine is available for download worldwide (2018).

SCGLIFESTYLE.COM

The "go to" resource for those seeking to feel the pulse of the coastal southeast.

Projected Activity by 2018

- 200k page views/month
- 35k+ unique visitors/month
- 1.5 page viewed/visit

SCG MAGAZINE DIGITAL EDITION

Each issue of SCG Magazine will be digitally reproduced utilizing the functionality of Apple's iPad and provide additional content to its readers. The digital edition will bring interactivity to our readers through the use of videos and digital content.

- Four Issues per year
- Download and subscriptions sold on the App Store.(2018)
- Premium enhanced ad placements available on the digital edition.
- SCG Magazine Digital Edition will be available in 2018 on Google Play, Barnes & Noble Nook, Readly & Kindle.

SOCIAL MEDIA

SCG Magazine's social media connects directly with the readership community. Digital content and events are posted regularly.

- 11k + fans across twitter, facebook, Instagram and Pinterest.