SAVE THE DATE!
Voting for our Mom’s Choice Awards opens January 1.

Don’t miss our Lowcountry Family Expo coming TBD at the Charleston Area Convention Center!
Reach an audience with influence and buying power

*Lowcountry Parent* targets moms and dads who want local information about how to plan and manage their busy lives and families.

Our unique blend of stories and ideas educates, entertains and inspires our readers to be smarter and better informed parents, spouses, grandparents, friends and individuals.

- Women account for 85% of all consumer purchases, including everything from autos to health care. *(Yankelovich Monitor)*
- Women buy more than half of the new cars in the U.S., and influence up to 80% of all car purchases. *(Yankelovich Monitor & Greenfield Online)*
- U.S. moms spend an average of $822 on gadgetry each year and account for more than half of their household’s total consumer-electronics spending. *(Consumer Electronics Association)*

Distribution

35,000 copies of *Lowcountry Parent* are distributed throughout the tri-county with a readership of 88,000+ per month!

- Preschool and elementary school students bring home *Lowcountry Parent* in their backpacks.
- Community locations are chosen with our readership in mind. Distribution sites include doctors’ and dentists’ offices, daycare and recreation centers.
- In Harris Teeter locations throughout the Charleston area.
- Inside The Post and Courier to Advantage Members who request home delivery of *Lowcountry Parent*.

Demographics

<table>
<thead>
<tr>
<th>Monthly Distribution</th>
<th>35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Female</td>
<td>59%</td>
</tr>
<tr>
<td>Median Age</td>
<td>38</td>
</tr>
<tr>
<td>Median Income</td>
<td>$65,225</td>
</tr>
<tr>
<td>Home Owners</td>
<td>75%</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$191,922</td>
</tr>
</tbody>
</table>

Source: Media Audit Summer 2016
# 2021 Editorial Calendar

## January
**Health and Wellness Guide**
The ins and outs of Seasonal Affective Disorder (SAD)
New Year goals: Setting realistic family goals
How to teach your kids about the inauguration
Q&A: How to keep the kids entertained during the winter months
Photo Opp: Christmas PJs

**DEADLINES:** 12/04/20
Publication Date: 12/16/20

## February
**Overnight Camp Guide**
Lowcountry Family Expo
How to teach empathy to your kids
Teaching kids about the importance of heart health
Processing the Pandemic
Q&A: Exercising with kids
Photo Opp: Love

**DEADLINES:** 1/15/21
Publication Date: 1/27/21

## March
**Day Camp Guide**
Road trip 'n' with your family
Raising Strong Women
Raising a bookworm: Reading proficiency, where should they be?
Q&A: The impact of marijuana on teens
Photo Opp: Outdoor fun

**DEADLINES:** 2/12/21
Publication Date: 2/24/21

## April
How to make the most of your library membership
What can parents be doing to help their kids prepare for standardized tests
Meditation for kids
Q&A: Interview with a doula
Photo Opp: Beach photos
Fashion Feature

**DEADLINES:** 3/12/21
Publication Date: 3/24/21

## May
**Mom’s Choice**
Gardening with your kids
Anxiety: Signs and Symptoms of Childhood Anxiety
Teaching kids about Spoleto
Q&A: Saying yes ma’am and no ma’am, appropriate or not
Photo Opp: Mother’s Day

**DEADLINES:** 4/16/21
Publication Date: 4/28/21

## June/July
Doing Disney: Everything you need to know about planning a Disney trip
Camping with Kids
How to make the most of your staycation
Choosing the right nanny
Photo Opp: Father’s Day
Summer Fun Guide

**DEADLINES:** 5/14/21
Publication Date: 5/26/21

## July/August
Back to School Issue
Vaccines: Why rates are down, alternative schedules
How to win at losing: Helping kids learn to lose
Lunch Box Trends
Q&A: What to do about nightmares
Photo Opp: First Day of School

**DEADLINES:** 7/16/21
Publication Date: 7/28/21

## August

## September
Teaching kids about climate change
How to organize your photos: getting it off your phone and organized
Embracing the iPad: How to turn your tablet into a teaching tool
Q&A: Social Awareness; at what age does it start
Photo Opp: Be your selfie

**DEADLINES:** 8/13/21
Publication Date: 8/25/21

## October
Culturally appropriate Halloween costumes
Pros & Cons of a gap year (college)
2 year school vs. 4 years school
Q&A: When do you take your kid to the dentist
Restaurant Guide
Fall Events Guide
Photo Opp: Halloween costumes

**DEADLINES:** 9/18/21
Publication Date: 9/21/21

## November
Parental Drinking: Effects on the whole family
My kid’s a bully? What to do when your child is the bully
The real meaning of Thanksgiving
Q&A: Getting a flu shot
Photo Opp: Family photos

**DEADLINES:** 10/15/21
Publication Date: 10/27/21

## December
**Holiday Fun Guide**
Math for dummies: How to teach your kid the new ways of math
Reducing your family’s carbon footprint
Teaching your kids to be a good gift giver
Q&A: Poison Control: Keeping kids safe
Photo Opp: Holiday snapshots

**DEADLINES:** 11/12/21
Publication Date: 11/24/21

---

### In Every Issue
- **Cover Stories**: In-depth parenting and lifestyles features to enlighten any mom or dad.
- **Q&A**: Get to know gurus in a variety of fields, from master gardeners to life coaches, and glean their advice for busy families.
- **MOM of the Month**: Highlighting the rockin’ moms in our community.
- **LCP Swag Bag**: Chances to win great goods and cool outings.
- **Photo Opps**: Share your cutest family and kid photos.
- **Family Fun Calendar**: All the events you and your family need to know about to get the most out of living in the Lowcountry.
- **School Spotlight**: Highlights unique school programs in the Lowcountry.

* Glossy Ads due 1 week before listed deadline