



# Kiawah – Seabrook Exchange Club

## Community Handbook 2017/2018

### **What is the Kiawah-Seabrook Exchange Club Handbook?**

The Kiawah-Seabrook Exchange Club handbook has been published annually for over 30 years. The Handbook is the only compiled directory of the property owners' names, addresses, and telephone numbers for all our coastal communities. It has become the comfortable resource guide of business listings for merchants and service providers, and the individual information our residents need to view throughout the year. The handbook includes a number of activity pages offering information on the arts, nature, trips of interest and the local tide tables which are designed for daily viewing.

### **Distribution and Readership:**

The communities served: Briar's Creek, Cassique, Kiawah Island, Kiawah River Estates and Seabrook Island, provide an exceptional audience for quality goods and services.



Approximately 6,500 owners receive a copy of the book via the US mail near the Memorial Day holiday weekend. The book is sent to their primary address to ensure delivery. Another 1,500 copies are distributed during the year to new residents, prospective property buyers and local businesses.

While this is an annual publication, it is not uncommon that the newest edition can be found on a convenient table or counter, while an older copy is kept in the bedroom or car. Although some of the information presented can be found through internet searches, there is no one electronic source for all the information presented. Whether it is finding a name/address or using the business listings when a particular product or service is needed, the book is used regularly throughout the entire year. Each Handbook ad is also online at [ks-exchangeclub.com](http://ks-exchangeclub.com), our Exchange Club web site.

### **What is the Exchange Club and Why do we publish the Handbook?**

The Exchange Club is the primary service club on the islands with a membership of over 100 men and women from our communities. Publishing the Handbook is a volunteer effort with the advertising proceeds providing funds for grants to a range of local charities. The Exchange Club has provided over \$2,000,000 to support these worthy local causes, and annual grants have averaged over \$100,000 for the past several years.

**Website: [ks-exchangeclub.com](http://ks-exchangeclub.com)**

**Email: [ks-exchangeclub@outlook.com](mailto:ks-exchangeclub@outlook.com)**

## Demographics?

The 6,500 property owners on our island communities represent a broad range of ages, financial well-being, and health. While many of our full time residents are retired, they are typically pursuing physically active lifestyles and have significant discretionary funds for goods and services. Whether they are full-time residents or not, they recognize the need to maintain or improve their homes. Also, according to the Charleston Chamber of Commerce, the Charleston area has over 4,000,000 visitors per year, and many of them rent lodgings on Kiawah and Seabrook to take advantage of the beaches and amenities available. The income range for this group is also significantly above the norm.

## What will an ad do for my business?

The handbook provides a direct advertising window to the 6,500 owners and large number of visitors of our communities. Our property owners are aware of the charities supported by the Handbook proceeds and want to reward our advertisers by purchasing their goods and services. Advertisers may be presented in three ways in the Handbook: (1) Alphabetical listing of all advertisers, (2) Business Listing by category, and (3) full-color Display Ads. Your advertising messages are readily available throughout the year to owners and visitors. Unlike mailings, your ad is available in a convenient form for 12 months, online and in print... not read once (or ignored) and thrown away.



## Why our Handbook?



The Handbook provides multiple exposures of your business contact information to an important customer set. You are advertising to the people who have shown that they know the value of keeping their property well maintained and improved to suit their high standards. Our directory and informational material is designed to keep them picking up the Handbook all year long. Whether they are preparing to visit or enjoying their time here, repeat customers or new prospects will be viewing your ads for your goods and services. The island communities are a proven market with the time and money to buy what they want when they see it. As we say “advertising in the Handbook is not a recommendation, but it does show who is committed to our communities”. If a great market is not enough, consider the good your advertising dollars do through the Exchange Club’s charitable activities.

## What are my advertising options?

### Display Ad and Business Category Listing - (Printed and Online)

Display Ad Size	Ad Price
1/4 Page - (1 Business Listing included)	\$350
1/3 Page - (1 Business Listing included)	\$475
1/2 Page - (1 Business Listing included)	\$625
Full Page - (2 Business Listings included)	\$1,000

### Business Category Listing Only - Printed and Online with no Display Ad purchased

1 Business Listing Only in Book & Online	\$200
Each Additional Business Listing	\$75
<b>Online Only with no Display Ad purchased</b>	
Online Listing only	\$100

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