

ISLAND Vibes

The pride of Isle of Palms yesterday,
today and tomorrow.



MISSION STATEMENT

Island Vibes' mission is to inform, educate and entertain our readers with valuable content that enriches the lives of Isle of Palms' citizens and visitors. Island Vibes will be a trusted source of information, creativity and foster a sense of connection and community among our readership. Island Vibes will be dedicated to highlighting the unique and talented individuals that make the island a special place to live, work, play and retire. Our tagline says it all: "The pride of Isle of Palms yesterday, today and tomorrow." Island Vibes is a community newspaper with the personality of a magazine!

AUDIENCE

Residents, tourists, families on vacation or looking to explore the island.

CIRCULATION 20,000+ HARD COPIES

Direct mailed to subscribers and island residence, distributed through IOP and Mount Pleasant Harris Teeters, SC Welcome Centers and Asheville/Hendersonville airport

DIGITAL CIRCULATION

250,000 + impressions by geofencing Isle Of Palms and around each SC Welcome Center, and Asheville/Hendersonville airport

TOPICS OF COVERAGE

- Community news
- Chamber news
- Council news
- Editorial from the mayor
- Business news
- Real estate trends
- Retirement and recreation
- Food features
- Nature
- Art
- Music
- History

