

Advertising with **The Coastal Observer** connects your business with a trusted, engaged local audience.

As the newspaper of record for the Waccamaw Neck, we place your message in a high-credibility environment where local businesses are noticed, remembered, & chosen.

Market & Audience Overview

The Coastal Observer delivers an affluent, educated, & loyal audience where credibility influences buying behavior.

Primary Coverage → Pawleys Island, Litchfield, & Murrells Inlet

44 Years of Community Trust

A respected local news source with a loyal homeowner readership that values credibility & supports businesses featured consistently in our pages.

Affluent Market

Median household income: **\$92,096 — 33% above the South Carolina average & 36% above Georgetown County**, reflecting strong discretionary spending power.

Highly Educated Readership

49.5% of residents hold a bachelor's degree or higher, creating a thoughtful, brand-aware audience that makes intentional purchasing decisions.

Common Advertisers:

Reality, Restaurants, Events, Services, Healthcare.

Audience insights informed by U.S. Census and local readership data.

Print Readership

A trusted print environment where ads are read, retained, & acted upon.

- Weekly distribution to established local homeowners.
- Loyal, repeat readership with strong household pass-along.
- High attention & recall for display advertising.

The Coastal Observer has an estimated **11,800+** readers weekly.

Print Advertising

Flexible ad sizes designed to match your goals, budget, & level of visibility.

Full Page	Maximum visibility for brand launches & major promotions.
Half Page	Strong presence with budget efficiency.
Quarter Page	Ideal for consistent weekly visibility.
Eighth Page	Entry-level exposure & announcements.

Open Rate: \$10.25 per column inch.	Contract discounts for ads 10 column inches or more. →	Term	Rate/Column Inch
		6 weeks	\$8.75
		13 weeks	\$8.00
		26 weeks	\$6.80

For more details, contact us (see page 3).

Extend Your Reach Beyond Print

The Coastal Observer extends advertiser reach beyond print through multiple digital channels.

Digital Advertising Options:

Homepage & premium website banners → **\$120/month.**

Sponsored social posts & short-form video → **13k+ followers** on social platforms.

Sustained brand visibility between weekly print editions.

Direct response opportunities with clickable links that convert readers into customers.

Why Advertising with The Coastal Observer Works



Digital placements can be bundled with print advertising for maximum exposure.

- Trusted local news source for decades.
- Highly targeted geographic reach.
- Strong community credibility.
- Consistent visibility across print & digital.

Through consistent, trusted visibility, the Coastal Observer builds long-term brand recognition within the local market.

Contact Us:

mpswenson@coastalobserver.com

(843) 237-8438

97 Commerce Dr, Pawleys Island, SC

COASTAL
OBSERVER

coastalobserver.com