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MEDIA GUIDE

2011-2012

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# Kiawah Island Legends

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*Legends* magazine is an award-winning, annual publication showcasing Kiawah Island and South Carolina's famed lowcountry. Its exceptional prose, graphics, and design have intrigued an affluent, discriminating readership for 22 years.

Kiawah offers an unusually select market of sophisticated, well-educated, and well-traveled individuals. Each edition of *Legends*, regarded by many as America's leading niche publication, is thus targeted with great care to appeal to this elite demographic.

Kiawah Island is a second home to most of its 5,000 owners, the great *majority* of whom live and work in the Northeast and Midwest. A Kiawah property owner has an average income of \$750,000 with net worth averaging \$4.3 million.

Select high-end hotels in Charleston and the Five Star/Five Diamond Sanctuary Hotel on Kiawah distribute complimentary copies of *Legends* to all guests year round. In addition, *Legends* is distributed to approximately 30,000 selected high net worth individuals in the US and abroad. Altogether 60,000 copies are printed and distributed.

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## EDITORIAL LINEUP FOR 2012:

Soaring views of The Ocean Course, host of the 2012 PGA Championship, with Q&A from course designer, Pete Dye

California artist and writer Geoff Cunningham paints The Ocean Course

The colorful hues of historic Charleston

A pictorial of Kiawah's Captain Sam's Peninsula by renowned nature photographer, Tom Blagden

Music is the heartbeat of Charleston's Spoleto Festival USA

A Travelogue: County Clare, Ireland, Kiawah Island's "sister" in the Old Sod

Charleston's Golden Age: Life in the 18<sup>th</sup> Century

The farmers and fisherman behind Charleston's award-winning cuisine

The women of the Lowcountry

A Retrospective: The spectacular art of Manning Williams

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CONTRIBUTING  
WRITERS INCLUDE:

Tom Coyne  
Sandy Lang  
Geoffrey Cunningham  
Carol Lee Caldwell  
Jeff Allen  
Tom Savage

CONTRIBUTING  
PHOTOGRAPHERS INCLUDE:

Ben Williams  
Tom Blagden  
Steve Uzzell  
David Sullivan  
Brownie Harris  
Patrick O'Brien

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“Luxurious, posh, sumptuous, all help to describe the magazine *Legends*, the paradigm of elegance. Immediately the feel of this publication sets the stage for a graceful tour of distinction and fine living.”

- *Folio Magazine*

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ONLY LEGENDS OFFERS COMPREHENSIVE DISTRIBUTION

- Distributed in Charleston at 20+ preferred hotels, historic inns, and bed & breakfasts.
- Mailed to select national subscriber lists of High Net Worth individuals.
- Mailed to thousands of qualified property buyers for Kiawah real estate.
- Distributed to the 1,500 families and their guests of the exclusive Kiawah Island Club.
- Presented in Kiawah Island accommodations, including the 5 Star/5 Diamond Sanctuary Hotel.
- Distributed on-Island to guests through Freshfields Village shops, three on-island Real Estate Sales Centers, Island kiosks, and Kiawah Island Home / Villa rental companies.
- Mailed to all 5,000 property owners, complimentary.

## DISTRIBUTION AND READERSHIP

*Legends* is published annually by Kiawah Island Publishing, Inc. (a subsidiary of Kiawah Partners, the island's long-time developer). Volume 23 will be published in March of 2012. Approximately 60,000 complimentary copies of *Legends* are printed and distributed with a total readership likely to approach 500,000.

*Legends* enjoys an extraordinary shelf life; many readers display it as a coffee table book along with previous issues. Great pride is taken that readers say "they simply cannot throw it away."

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## NATIONAL / INTERNATIONAL

Kiawah Island property owners  
Kiawah Island real estate prospects  
Doonbeg Golf Club - County Clare, Ireland  
\*Voted "Best European Golf Resort 2010"  
Christophe Harbour - St. Kitts, West Indies  
Complimentary subscriber's list

## KIAWAH, SEABROOK, AND JOHNS ISLAND

5,000 Kiawah Island property owners  
Kiawah Island Real Estate sales and  
information centers (3)  
Kiawah Island Club  
(*The River Course, Sasanqua, Cassique,  
The Sports Pavilion, and The Beach Club*)  
Kiawah Island information kiosks  
Kiawah Club Cottages (*VIP accommodations*)  
Kiawah Rental Companies  
Kiawah Special Events  
Resort conference guests and meeting planners  
Town of Kiawah Island Municipal Center  
The Sanctuary Hotel  
Bohicket Marina  
Freshfields Village  
Charleston Chamber of Commerce  
(*new corporate prospects*)

Charleston Executive Airport

Historic Charleston Foundation

*Legends* advertisers and select retail  
locations, hotels, inns, and bed &  
breakfasts including:

<i>1837 Bed &amp; Breakfast</i>	<i>King George IV Inn</i>
<i>Breakfast Tearoom</i>	<i>King's Courtyard Inn</i>
<i>36 Meeting Street</i>	<i>Maison Du Pré</i>
<i>Anchorage Inn</i>	<i>Meeting Street Inn</i>
<i>Andrew Pinckney Inn</i>	<i>Palmer Home</i>
<i>Ansonborough Inn</i>	<i>Phoebe Pember House</i>
<i>Battery Carriage House Inn</i>	<i>Planter's Inn</i>
<i>Beaufain Street B &amp; B</i>	<i>Renaissance Charleston Hotel</i>
<i>Charleston Governor's House</i>	<i>Rice Hope Plantation</i>
<i>Church Street Inn</i>	<i>The Francis Marion Hotel</i>
<i>Elliott House Inn</i>	<i>Thomas Lamboll House</i>
<i>Fantasia Bed &amp; Breakfast</i>	<i>Two Meeting Street Inn</i>
<i>Fulton Lane Inn</i>	<i>Vendue Inn</i>
<i>Governor's House Inn</i>	<i>Victoria House Inn</i>
<i>Historic Charleston Bed &amp; Breakfast</i>	<i>Villa de la Fontaine</i>
<i>Indigo Inn</i>	<i>Wentworth Mansion</i>
<i>John Rutledge House Inn</i>	<i>Woodlands Resort &amp; Inn</i>

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## RESORT GUEST PROFILE

- More than 200,000 guests stay overnight on Kiawah annually.
- The typical Kiawah Resort guest is married, in their early 40's with children, and has a median household income of \$160,000.
- The resort guest typically stays five nights on the Island; Charleston's average guest-stay is three nights.
- Most guests include at least one trip into Charleston during their stay to dine, shop, or tour.

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## PROPERTY OWNER PROFILE

- The typical property owner is 51 years old with a professional occupation, an annual household income in excess of \$750,000 and a net worth averaging \$4.3 million.
- Kiawah's 5,000 property owners live in 47 states and 17 countries, but are predominantly from the Northeast – PA, NY, CT, NJ, MA, and OH. Atlanta, Charlotte, St. Louis, and Chicago also contribute significantly to the mix.
- Kiawah is a permanent home to approximately 800 families, but the majority of owners enjoy the Island as a second home, vacation home, or pre-retirement residence — spending an average of six weeks or more annually.
- 44% of these non-residents owners plan to become permanent residents.
- 30% of the current lot owners plan to become permanent residents.

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OUR TOUCHSTONE IS TO MATCH HIGH-LEVEL PHOTOGRAPHY AND ART WITH PROSE  
BOTH COMPELLING AND INFORMATIVE OF LIFE ON A SPLENDID SEA ISLAND.

*Nature Culture History*

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# Kiawah Island Legends

2011 - 2012/VOLUME 23 ADVERTISING AGREEMENT

## RATES & POSITIONS

RATES	FOUR COLOR
Full Page	\$ 6,800
Half Page	\$ 4,000

## PREMIUM POSITIONS

Inside Front	\$ 8,000
Inside Back	\$ 8,000
Page One	\$ 6,800

PREFERRED PLACEMENT (FULL PAGE ONLY)  
Guaranteed for first third of book (specific page not guaranteed)  
pending Publisher's approval of ad creative. An additional fifteen  
percent (15%) of ad rate applies.

PRODUCTION COSTS  
AD RATES DO NOT INCLUDE PRODUCTION.  
Advertisers are to supply digital files that meet *Kiawah Island  
Legends* submission requirements.

## ADDITIONAL TERMS

This Agreement is subject to the following additional terms:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## AD MATERIALS CONTACT

Agency and/or Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone/Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

## AGREEMENT

AD SIZE: \_\_\_\_\_

AD RATE: \$ \_\_\_\_\_

ADJUSTMENTS: \$ \_\_\_\_\_

CONTRACT TOTAL: \$ \_\_\_\_\_

## AD MATERIALS DUE: NOVEMBER 15, 2011

The below advertiser agrees to advertise in *Kiawah Island Legends*.  
It is agreed that Kiawah Island Publishing, Inc. may not raise the  
advertising rates for the advertiser, and that the advertiser may  
not cancel this agreement during the contract period. Fifty percent  
(50%) of the total cost must accompany this contract to be effective  
and initiate an order. The balance shall be billed upon publication,  
to be paid upon receipt of invoice.

Advertiser Name \_\_\_\_\_

Billing Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Advertiser Contact Name (please print) \_\_\_\_\_

Telephone/Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

General information and contract terms and conditions are listed  
on the next page. Your signature indicates acceptance of these  
terms and conditions. Accounts not paid within thirty (30) days  
after the date of invoice will be charged one-and-a-half percent  
(1.5%) interest per month.

Agency and/or Advertiser Date \_\_\_\_\_

\_\_\_\_\_

KIAWAH ISLAND LEGENDS Salesperson

## TERMS AND CONDITIONS

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. All advertising space rates are based on receipt of exact size digital file. Advertising space rates will apply from the most recent effective Rate Card.
3. The Publisher will not be responsible for the production of ad materials that are not supplied as exact size digital file.
4. Advertising commissions are not paid to 3rd parties or outside agencies. They are a matter between advertiser and its agency, if any.
5. In the event of an error in any advertisement caused by the Publisher, the Publisher shall not be responsible for any amount in excess of the cost of the advertisement in which the error appears.
6. The advertiser assumes full and complete responsibility for the content of all advertising copies submitted, printed, and published pursuant to this Agreement and shall indemnify and save the Publisher harmless against any demands, claims, judgments, or liabilities by reason of the advertising, including reasonable attorney's fees incurred in the defense of such a claim.
7. It is agreed the Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, war, strikes, lockouts, accidents, posted delays, forces majeure, inability to obtain paper stock, and acts of government.
8. Positioning of advertisements is at the discretion of the Publisher except where a request for specific preferred position is paid for in advance and acknowledged by the Publisher in writing or waived by Publisher.
9. Orders containing incorrect rates will be inserted and charged at correct rates.
10. All standard 4A contracts accepted: if there is a variance from standard 4A contracts, please contact: Kiawah Island Legends, Post Office Box 413, Charleston, SC 29402, (760)213.4560.
11. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
12. No cancellations for advertising space, ad changes, or downgrading in color or ad size will be accepted (written or verbal) after space closing date.
13. Should an additional run of an issue be printed, failure to totally pay for advertising will result, at the Publisher's discretion, in deletion of delinquent advertiser's ad.
14. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be representation by the Advertiser and/or Advertising Agency that they have obtained the written consent of the use in the advertisement of the name, picture, and/or testimonial of any living person which is contained herein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense, attorney fees, or other liability resulting from any claims or suits filed for libel, violation of rights of privacy, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisement. All copy, text, and illustrations are subject to the Publisher's approval before execution of the order; and the right is reserved to reject or exclude copy which is deemed by the Publisher to be unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted and/or published. In the event of such cancellation or rejection by the Publisher, the advertising already run shall be paid for or billed at the rate provided for in the order.
15. The Publisher reserves the right to make an additional charge for advertisement containing difficult composition.
16. The Publisher assumes no liability except for refund of amount paid if for any reason it becomes necessary to omit an advertisement.
17. Ad materials will be held for 3 months from the date of publication, then destroyed unless prior return is specified in writing from advertiser.
18. All Advertisers will be presumed to have read and understood this Agreement and agreed to its conditions without any further contracts.
19. Unless requested in writing proofs are not required to be sent prior to publication to advertiser.

## SHIPPING INSTRUCTIONS

Send all contracts and insertion orders to:

*Kiawah Island Legends*

*Two North Adgers Wharf, Charleston, SC 29401*

*Telephone: (760)213.4560*

Send all ad materials to:

*Kiawah Island Legends*

*Two North Adgers Wharf, Charleston, SC 29401*

*Telephone: (760)213.4560*

## SIZE OF MATERIAL, NON BLEED

Full Page	9.5" x 11.5"
Half Horizontal	9.5" x 5.625"
Half Vertical	4.625" x 11.5"

## SIZE OF MATERIAL, BLEED

Keep live material .5" from trim on top, bottom, and outsides.  
For 2 page spreads, leave .25" gutter at the fold for perfect binding grind off.

Spread	20.25" x 12.25"
Full Page	10.25" x 12.25"
Trim Size	10" x 12"

*Bleeds should be at least .125" on all edges.*

*Safety Margin for Live Copy: .5" from all trim edges*

## PRODUCTION CHARGES

Advertisers must supply digital files that meet *Kiawah Island Legends* digital submission requirements, along with SWOP conforming proofs for ad insertion, or be charged for alterations by the Publisher's designated vendor for producing the art and a SWOP certified proof. To ensure color accuracy, an Epson proof is required for all color ads.

## PRODUCTION NOTES

### *Color Spaces*

Check that all colors in illustration programs are set to CMYK (spot colors are NOT supported). Note: Please DO NOT USE the default "New Color, New Color 1, etc." names when creating custom colors. Give each color a unique name.

Color or graphic files, including duotones and tri-tones, should be supplied in a single channel eps or tiff format. Make sure that colors are set for process separation.

### *Fonts*

Quark Users: Please DO NOT USE pseudo font settings, such as bold and italics. All fonts should have a "plain" style setting.

### *Imagery*

Images must be 300 dpi.

Bitmap images must be between 600 - 1200 dpi.

### *Four Color & Black and White Ads*

*Kiawah Island Legends* is printed Direct to Plate (DPT) format. We require that you provide us with either (A) an InDesign, Macintosh format file OR (B) a PDF/X-1a.

## *Submission Procedures for PDF/X-1a*

### *Preferred from InDesign (using Acrobat Distiller):*

- File > Package. Ensure all fonts and images are collected. Double check the Ink Manager to ensure all colors are process builds.
- File > Print. Print a Postscript File. Select a page size large enough to include crop marks and bleed if needed. Do not color manage. Allow the Postscript Printer to manage colors.
- Distiller. Download preset Distiller Job Options built for *Kiawah Island Legends* from our FTP site. Simply drag the file onto Distiller and it will install. Once installed, distill the Postscript File to a PDF/X-1a approved file.

### *From InDesign (only if you do NOT have Distiller):*

- File > Package. Ensure all fonts and images are collected. Double check the Ink Manager to ensure all colors are process builds.
- PDF/X-1a Preset. Download preset and install as InDesign option. Open Hard Drive > Application Support > Adobe PDF > Settings. Drop the preset into this folder. Once back in InDesign, select File > Adobe PDF Presets > Legends.

### *From Quark (using Acrobat Distiller):*

- File > Collect for Output. Ensure all fonts and images are collected.
- File > Print. Print a Postscript file. Select a page size large enough to include crop marks and bleed if needed.
- Distiller. Download preset Distiller Job Options built for *Kiawah Island Legends* from our FTP site. Simply drag the file onto Distiller and it will install. Once installed, distill the postscript file to a PDF/X-1a approved file.

### *FTP Site:*

**Server:** ftp.kiawahmarketing.com

**User:** kdp@kiawahmarketing.com      **Password:** seven3400

*Download Kiawah Island Legends folder for additional copies of the mechanical requirements along with preset Distiller Job Option.*

### *Submitting Ads for Print*

1. Submit file(s) on a CD or DVD.
2. All materials should be shipped to:  
*Kiawah Island Legends, attn: Hailey Wist  
Two Adgers Wharf, Charleston, SC 29401  
(760)213.4560.*
3. Materials MUST be received at the above address by  
*November 15, 2011.*
4. If you have any questions, please contact Hailey Wist at hailey\_wist@kiawahlegends.com or (760)213.4560.

*Please read ADVERTISING AGREEMENT for legal requirements.*