

the strength of the coastal market

The coast is the **fastest growing real estate market** for primary and secondary homes.

- 43% of the nation's total single family building permits and 51% of the nation's total multi-family housing units occurred in coastal communities – both indicators of economic growth along the coastline.
- 54% of the nation's total seasonal homes are in coastal counties.

The **most affluent regions** in the United States are along the coast.

- 45 of the top 50 richest zip codes in the U.S. are located on the coast.
- Median household income in coastal counties is 17% higher than non-coastal counties.

The coast is where Americans are spending the majority of their **leisure time**.

- Vacationing at the shore, a lake, or a beach is the #1 vacation destination in the past year and future.
- Coastal states earn 85% of all U.S. tourism revenues.

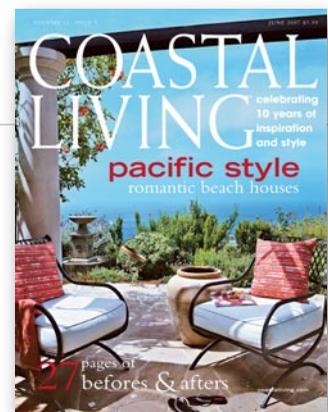
The **most populated regions** in the United States are along the coast.

- More than half of the population lives within 50 miles of the coasts.
- 23 out of 25 most densely populated U.S. counties are coastal.

SOURCES: AMERICAN DEMOGRAPHICS 1.4.06; CENTER FOR ENVIRONMENT AND POPULATION NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION; NATIONAL OCEAN SERVICE; U.S. DEPARTMENT OF COMMERCE; VANDELVOICH 2006 NATIONAL LEISURE TRAVEL MONITOR

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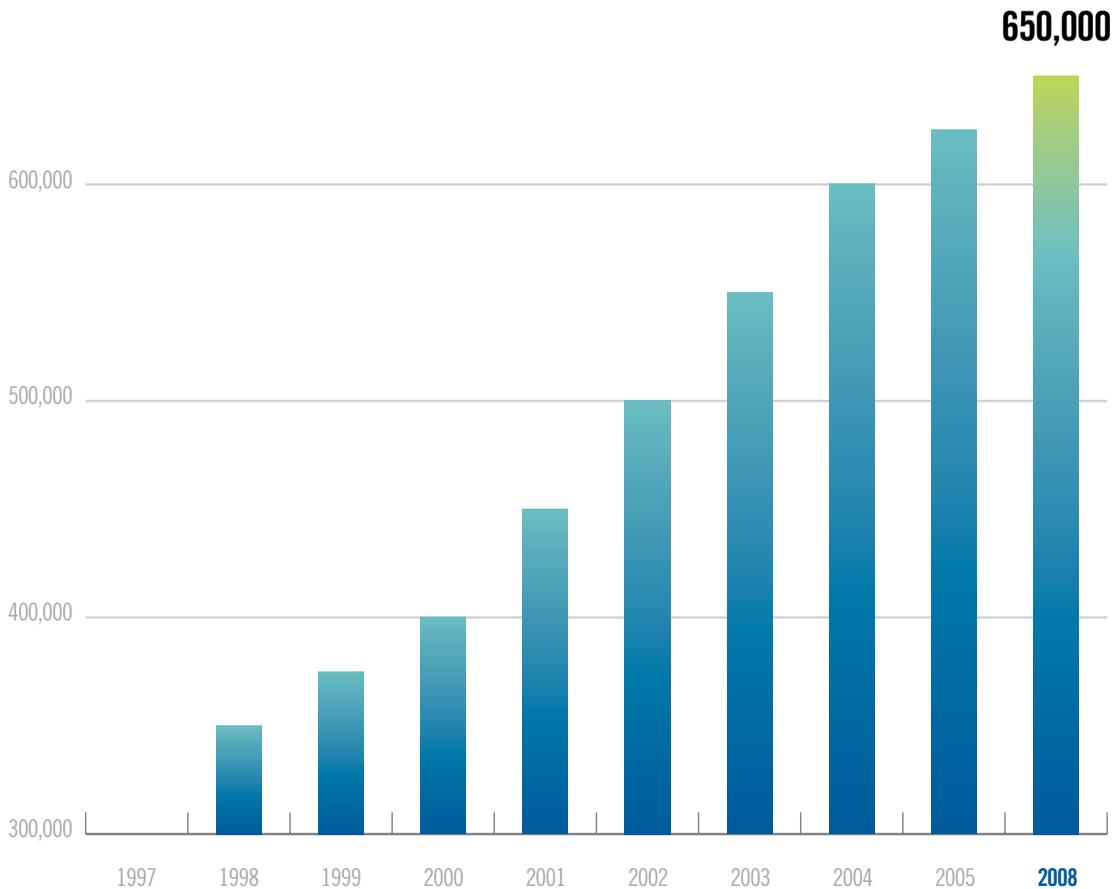
demographics

Demographics

Audience.....	3,269,000
Readers per copy	4.64
Female	72%
Male	28%
Graduated College+.....	47%
Married	65%
Median Age	49.4
Median HHI.....	\$88,531
Median Asset Value (excluding home)*	\$996,646

Home Ownership

Own home	85%
Median Home Value.....	\$376,280
Own 2+ Homes*	42%



Since launching in 1997, *Coastal Living* has more than doubled its Rate Base.

SOURCES: MRI DOUBLEBASE 2007, 2007 MEDICAL/SOHN AFFLUENT SURVEY (AHL 11/05/04)

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editorial overview

Homes/ Decorating

In addition to several general home stories with an architectural or decorating focus, we also have the following regular departments:

Signature Style: This column takes readers into the homes and shops of accomplished designers who share their secrets for creating great coastal looks.

Coastal Home: A one-page house plan. One of the most popular columns in the magazine, issue after issue.

Gardens: Examples of beautiful seaside gardens, plus features on coastal gardening topics.

Coastal Carpenter: This straight-forward, practical advice on issues unique to coastal construction and maintenance.

Places

From special seaside architecture to coastal communities, these features offer readers valuable advice to consider before purchasing their coastal dream home.

Coastal Community: Feature on a planned seaside community showing the reader where and how responsible coastal development is taking place.

So You Want to Live In: A feature on a coastal town that includes helpful information for readers who want to move there, from housing costs to the benefits and drawbacks of that particular location.

Guestbook: This regular column features well-appointed coastal houses for rent. Each issue showcases shining examples of vacation property, including rental rate, availability, contact information, and more.

Food & Entertaining

In addition to a major entertaining story complete with recipes and drink pairings, we also include the following regular departments:

Seafood Primer: To make preparing seafood both simple and fun, this reader-friendly feature gives cooks all the basics on a different topic each issue.

In the Coastal Kitchen: Features a roundup of topics including recipes from chefs or homeowners appearing throughout the issue, useful new kitchen tools, entertaining pointers, coastal cookbooks, seafood preparation tips, or a coastal cooking class.

Dinner in a Breeze: This one-page column features a quick and easy meal that can be prepared in under 30 minutes.

Lifestyle

This section highlights what's wonderful about life on the shore, its people, activities, and related products.

Currents: All things new and cool on the coast. The column is a mix of hip products, briefs on shoreside events, and travel tips. It also includes "Looking Good," a page of fashion and beauty products to help you look and feel good at the beach.

The Good Life: A column on a person or couple who have left established inland careers and begun new lives on the coast, creating new opportunities for themselves in their seaside community. Includes advice on how to take the plunge and make it work.

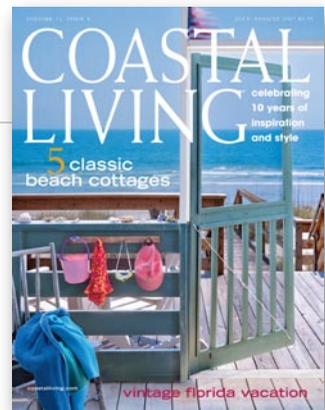
Travel

Readers turn here for features about destinations, dining, active travel, and inns on every coast, including the Great Lakes. They'll also find evocative photo essays.

High Five: Our Travel Editor's picks for the best coastal places and seaside icons, from great roller coasters to favorite lighthouses.

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apr '08

so you want
to live on the
coast



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coastal
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guide
to real estate and
coastal communities



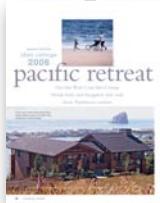
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our favorite
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