



EXPLORE. VISIT.



live

Southern  Communities

SOUTHERN COMMUNITIES
invites readers to explore the South's
most beautiful and unique locales,
from the well-known favorites to
the hidden gems.



Whether it's for a weekend or a
lifetime, [SouthernCommunities.com](https://www.southerncommunities.com)
provides readers everything they
need to experience first-hand the
richness of Southern life.

AUDIENCE

By matching real people to digital devices, Southern Communities reaches the most targeted and qualified audience in the retirement/relocation marketing industry.

While other sites rely heavily on organic traffic, Southern Communities leverages predictive analytics and online behavioral data to identify those people most likely to move to the south, and reach them when they are actively researching real estate.

AUDIENCE SIZE: 20,000+ monthly visitors*

Targeted Audience Demographics:

- 50 to 74 years old
- Married
- Home Owners
- Net Worth of \$500,000+
- High Creditworthiness**

*projected based on dedicated media spend
**based on Equifax ValueScore





Southern Communities take readers beyond the neighborhoods and outside of the gates with stories told through the lens of

“This could be *your* life.”

Each month our team of seasoned travel writers and local experts explore communities and share their unique stories, featuring the people and places that come together to enhance the quality of life for visitors and locals alike.

RESOURCES

As a comprehensive online resource for affluent baby boomers considering retiring or relocating to the Southeast, Southern Communities provides a host of valuable tools and information in one easy to navigate site.

Travel & Tourism

For those just starting their search, Southern Communities' travel tools make it easy to take the next step and explore areas in-person.

Living Options | Developments, Builders, Senior Living

Our profile pages provide a convenient way to learn more about each community's individual developments, builders and senior living options, and request more information about those of interest.

Real Estate Search | Broker Partners

For potential buyers, Southern Communities offers personalized real estate services through our broker partner network. With local knowledge and experience, our brokers help streamline the process, saving time and money in the search for the perfect primary residence or vacation home.

FEATURED AREAS

SOUTH CAROLINA

Hilton Head Island – Bluffton | Beaufort
Kiawah Island | Charleston | Lake Murray
Lake Greenwood | Greenville – Lake Keowee
Rock Hill | Aiken

NORTH CAROLINA

Wilmington | Asheville
Cashiers – Highlands | Charlotte

GEORGIA

Savannah | Golden Isles
Northern Georgia Lakes & Mountains | Lake Oconee



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