

Independent publisher turned franchisee... Abby Simon adds Discovery Map of Mt. Pleasant to her existing publishing portfolio

For the past four years, Mount Pleasant resident Abby Simon has helped natives and tourists discover Charleston “inside and out” with her publication *Charleston Inside/Out*. In purchasing a Discovery Map franchise, she decided to add to her publishing empire and put her hometown quite literally on the map.

“Mount Pleasant is a city of more than 80,000 people and it shows up on pretty much every top 10 list for best places to live in South Carolina,” said Simon, who, in addition to Discovery Map of Mount Pleasant and *Charleston Inside/Out*, publishes *Man About Town*. “Mount Pleasant has also become a popular tourist destination for visitors both on their way to and from Charleston. People are going to love our map because, up until now, there really has been no map for visitors that clearly shows the many fun things you can do in Mount Pleasant.”

Abby first learned of Discovery Map via the owner of Discovery Map of Charleston, Judy Werner. She knew Judy from her work in publishing *Charleston Inside/Out* and *Man About Town*.

“Judy had owned the map previously, sold it to a couple and then bought it back. After doing my own research on Discovery Map, I could see why. There really is nothing like the Discovery Map in our market,” said Simon.

Added Abby, “From a work perspective, owning a Discovery Map franchise made sense as I was already in touch with many of these advertisers due to my other publications. So, having Discovery Map in my tool chest provides an additional resource to court advertisers.”

The initial run for Discovery Map of Mount Pleasant’s first edition was 250,000 copies. Abby anticipates a next edition in January 2019. She’s also got her eye on other locations in her neck of South Carolina and beyond for future maps.

“Boone and Blowing Rock in North Carolina, as well as Summerville and North Charleston in South Carolina would all be great places for a Discovery Map,” said Abby.

Businesses interested in advertising in the next Discovery Map of Mount Pleasant can contact her at 843-697-8869 or abbys@discoverymap.com. For more info on the Discovery Map of Mount Pleasant, visit their Facebook page, <https://www.facebook.com/DiscoverMtPleasantSC/>.

