



THE SCOUT GUIDE®
CHATTANOOGA

MEDIA KIT

Vol. 12

THE SCOUT GUIDE®
CHATTANOOGA
TENNESSEE

Vol. 11
CITY GUIDE



OUR MISSION

PEOPLE WORTH *MEETING*. STORIES WORTH *HEARING*. BUSINESSES WORTH *SUPPORTING*.

THE SCOUT GUIDE is a *100% woman-founded* national franchise that offers an elevated advertising experience to local businesses through our printed city guides and on our digital channels. We are community builders that showcase the people and faces behind local businesses.

<p>AN ESTABLISHED <i>BRAND</i> <i>IDENTITY</i></p>	<p>1.9million ANNUAL WEB PAGEVIEWS</p>	<p>1million FOLLOWERS</p>
<p>90+ FRANCHISES</p>	<p><i>OVER A</i> <i>DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES</p>	<p>227K EMAIL SUBSCRIBERS</p>
<p>4.2K+ ADVERTISERS</p>	<p>1.2million COPIES IN CIRCULATION ANNUALLY</p>	<p>AN <i>AFFLUENT</i> AUDIENCE</p>

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 2023 — Dec. 2023 (The above numbers encompass all of our local markets + national account)



AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

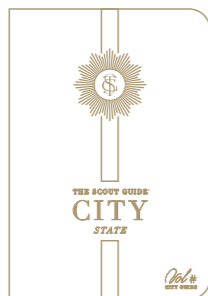
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on a variety of digital platforms, The Scout Guide editors/owners offer local business owners an advertising experience unlike any other.

PRINT

A *timeless* publication that is kept and treasured

12 months of strategic local distribution

Creative consultation, *professional* photography, & *personal* spread design



DIGITAL

A network of potential partners *coast to coast* nationwide

A *commitment* to helping readers discover more about you and your offerings

Dedicated coverage on social media, online directory, & editorial features



IN PERSON

A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another

Access to launch party & *local events*.



PRINT GUIDE

LOCAL *DISTRIBUTION*

City guides are published annually and distributed strategically throughout the year. Due to the quality of the paper, exquisite design, and elegant format, TSG is uniquely positioned as a keepsake. Recipients keep guides on hand for personal reference, place them in guest rooms, and pass them along to friends. In addition, the TSG audience is comprised of frequent travelers who order guides to ensure that they experience the best of local wherever they go.



20K
COPIES PRINTED ANNUALLY

DIRECT MAIL

Delivered to homes in targeted neighborhoods

MEMBER DISTRIBUTION

Distributed through TSG Member Locations

COMMUNITY EVENTS

Non-profit initiatives, art shows, festivals, and special events

DESTINATIONS AND LOCAL FAVORITES

Boutique hotels, concierge services, entertainment venues

NATIONAL AND LOCAL DIGITAL COVERAGE

INSPIRING *AND* INFORMATIVE

NATIONAL

TheScoutGuide.com displays the breadth of the TSG network, which is coast to coast nationwide. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information. TSG is also a trusted resource for travel, where our visitors discover how to shop, dine, and live like a local while exploring a new city. While the content is designed to appeal to a national audience, its purpose is to encourage readers to engage with experts and businesses on a local level by hiring excellent service providers in their hometowns, buying with intention, and seeking out unique local finds within their communities.

BROWSE OUR WEBSITE

[THESCOUTGUIDE.COM](https://thescoutguide.com)

1.9 million

WEBSITE PAGEVIEWS

1 million

FOLLOWERS

227K

EMAIL SUBSCRIBERS

LOCAL WEBSITE

The Scout Guide Chattanooga website offers readers dynamic local lifestyle content that fosters a well-lived life and deeper connection with the community. This content is promoted over TSG Chattanooga social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/CHATTANOOGA](https://thescoutguide.com/chattanooga)

12.8K

WEBSITE PAGEVIEWS

5.6K

WEBSITE VISITORS

2.1K

EMAIL SUBSCRIBERS

LOCAL SOCIAL MEDIA

Through our social media platforms, The Scout Guide audience discovers the latest news from their local business community, alongside tips, inspiring articles, and behind-the-scenes content. TSG features a variety of editorial content and gives our audience real-time information about local events and unique brand experiences they don't want to miss out on.

 18K

FOLLOWERS

 5.4K

FOLLOWERS

LOCAL NETWORKING EVENTS

DEEP TIES TO *COMMUNITY*



The Scout Guide offers advertisers access to networking events, beginning with a customized, hyper-local launch party and followed by “member mingles” hosted by local businesses. Each event provides distinctive opportunities for advertisers to network with not only other advertisers in the guide, but also members of the community.

ANNUAL EVENTS

LAUNCH PARTY

A celebration of the debut of the new volume during which advertisers receive guides for the first time and meet other featured business owners.

MEMBER MINGLES

Hosted in partnership with TSG advertisers, these events have included networking opportunities, happy hours, complimentary head shots, in-store shopping events and more.

**Events locally are subject to change and vary market to market*

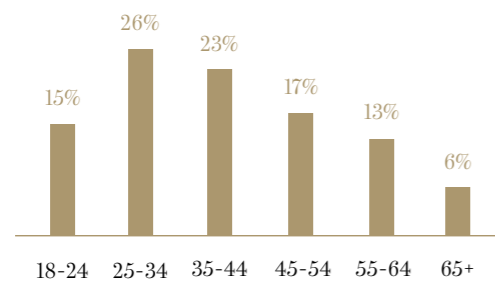


OUR AUDIENCE

A *LOYAL* AND *ENGAGED* FOLLOWING THAT ACTIVELY SEEKS OUT *HIGH-QUALITY* PRODUCTS AND SERVICES

LOCAL DEMOGRAPHICS

AGE



GENDER



INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

ENTERTAINING
and RECIPES

HEALTH
and WELLNESS

BUSINESS
and EDUCATION

NATIONAL READER BEHAVIOR

60%
DISCOVER LOCAL BUSINESSES

46%
SEEK INSPIRATIONAL CONTENT

44%
FIND TRAVEL RESOURCES

LIFESTYLE
50%
TAKE 4+ TRIPS PER YEAR
50%
HAVE A HOUSEHOLD INCOME OF
\$100,000 - \$499,000

25%
OWN 2+ RESIDENCES



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

Being a part of TSG has given me networking opportunities with unique Chattanooga business owners in ways I would not have expected! It has tremendously helped me grow my outreach of customers beyond the Ooltewah community.

KACIE TREXLER

Sweet E's Children's Boutique

Collaborating with The Scout Guide for us has been the perfect match. It has allowed us to reach new customers and to showcase our business along with other local businesses in a beautiful and creative way.

SARAH HART

Hart & Hive

Our partnership with Amy and The Scout Guide Chattanooga has been an important ingredient to our tremendous growth over the past few years. In particular, her like-mindedness in regard to the importance of professionalism and a creative approach to marketing and furthermore, her ability to listen to our needs and execute flawlessly have contributed to that growth.

CHARLIE McGINNESS

Chattanooga Shoe Company

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

<p>WOMEN to <i>Watch</i></p>	<p>COCOA ASANTE 423.227.8708 cocoaasante.com @cocoaasante</p> 	<p>THE MASAJ 423.805.9966 themasaj.com @themasajhatt</p> 	<p>COSMIC BLUES TRAVELING BAR cosmicbluesbar.com @drinkswithcosmo</p> 
<p>COME AS YOU ARE ART THERAPY comeasyouaretherapyllc.com @comeasyouaretherapyllc</p> 	<p>LOTUS CENTER FOR WOMEN 423.654.8900 lotuscenterforwomen.com @lotuscenterforwomen</p> 	<p>VIA CURATO 423.240.6675 viacurato.com @viacurato</p> 	<p>BOOB BOX shopboobbox.com @boob_box</p> 

SHARED SPREAD



HIGHLANDS RESIDENTIAL MORTGAGE
THE J LENDING TEAM

GUIDING YOU THROUGH A BETTER JOURNEY
6576 EAST BRAINERD ROAD | CHATTANOOGA | 865.712.0352
THEJLENDINGTEAM.COM | @THEJLENDINGTEAM | THE J LENDING TEAM
NMLS 179250, EQUAL HOUSING LENDER | NMLS 134871, NMLSCONSUMERACCESS.ORG

ONE-PAGE SPREAD



bluum

5243 Little Debbie Parkway
Suite 109
Ooltewah
423.541.6767
bluum.com
@bluumfed
Bluum

TWO-PAGE SPREAD

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

MARCH/APRIL 2024

Member Commitments

MAY-OCTOBER 2024

Creative Meetings and Photo Shoots

NOVEMBER/DECEMBER 2024

Spread Design and Final Approvals

FEBRUARY 2025

Volume 12 Launch



Amy Walters

OWNER | EDITOR

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@TSGCHATTANOOGA

f THE SCOUT GUIDE CHATTANOOGA