



THE SCOUT GUIDE
MOBILE BAY

MEDIA KIT

— Vol. 10 —



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.

AN ESTABLISHED <i>BRAND</i> IDENTITY	2.4M+ ANNUAL WEB PAGEVIEWS	1M+ FOLLOWERS	DEMOGRAPHICS AGE GENDER 64% FEMALE 36% MALE	READER <i>INTERESTS</i> DESIGN <i>and DECOR</i> STYLE <i>and BEAUTY</i> TRAVEL SMALL BUSINESS OWNER SPOTLIGHTS ENTERTAINING <i>and RECIPES</i>	READER <i>BEHAVIOR</i> <i>& LIFESTYLE</i> 80% USE TSG TO DISCOVER LOCAL BUSINESSES 50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE 36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS 47% USE TSG AS A TRAVEL RESOURCE 71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST 59% TAKE 1-4 TRIPS PER YEAR 39% TAKE 5+ TRIPS PER YEAR
90+ CITIES	OVER A <i>DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES	354K+ EMAIL SUBSCRIBERS			
4.4K+ ADVERTISERS	1.2M+ COPIES IN CIRCULATION ANNUALLY	AN <i>AFFLUENT</i> AUDIENCE			

AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

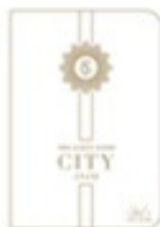
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on 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*.



THE POWER OF PRINT IN A DIGITAL AGE

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

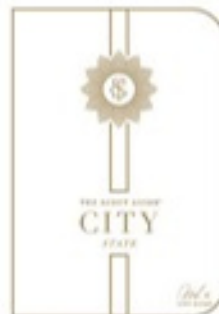
20K

COPIES PRINTED ANNUALLY

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.

With a tangible trusted print guide at its foundation, The Scout Guide elevates small businesses through a multidimensional advertising opportunity, offering a powerful and proven combination of a timeless tangible medium and dynamic and impactful content.

PHYSICAL ADS



PRINT ADS VS DIGITAL ADS

☐ Low performance ☒ High Performance

☐	Attention	☒
☒	Review Time	☐
☒	Engagement	☒
☒	Stimulation	☐
☒	Memory Retrieval Accuracy	☒
☒	Memory Speed and Confidence	☐
☒	Purchase and Willingness to Pay	☒
☒	Desirability	☐
☒	Valuation	☐

DIGITAL ADS





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 NATIONAL WEBSITE
THESCOUTGUIDE.COM

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Mobile Bay 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 Mobile Bay social media channels and through a dedicated newsletter.

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.

BROWSE OUR CITY WEBSITE
THESCOUTGUIDE.COM/MOBILEBAY

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.

OYSTER REVEL

A culinary event hosted by us featuring our advertisers. Guests purchase tickets to enjoy a festive afternoon of community, exceptional food and drinks, live music, and creative pyster dishes prepared by some of the Gulf Coast’s most talented chefs. Members attend this event complimentary.

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





WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

Whenever I walk into a friend's home and see The Scout Guide on a coffee table or shelf, I feel great knowing our advertisement isn't tossed with yesterday's paper or tuned out during the commute home, but instead kept handy for future reference.

ELAINE HOWARD

Star Jewelers on High | Columbus, Ohio

The Scout Guide has given our business a layer of legitimacy that has resulted in more business, as well as supporting the business we already have.

ADRIANNE BUGG

Pillar & Peacock | Richmond, Virginia

We love this publication and the prestige and clout it represents. When we travel we rely on The Scout Guide to point us to the best of the best. The photography and artistic spreads make our brand stand out in ways no other magazine gets close to. Our high end clients adore this magazine and often ask if they can take it with them when they check out. Cheers to being "Scouted" and for many more volumes into the future.

ROB & RACHEL ALDAY

Abode Luxury Rentals | Jackson Hole, Wyoming

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

12 month TSG membership includes spread in the print guide, copies of the print guide,
inclusion on local digital platforms, and listing in the national TSG directory

Space and categories are limited | Reservation for spread requires deposit | Payment options available upon request | Inquire for premium placement



ONE-PAGE SPREAD

\$5,700

PREMIUM
\$6,500

TWO-PAGE SPREAD

\$7,500

PREMIUM
\$8,300





MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

NEW! A La Carte Membership Add-Ons

This year, we are excited to introduce membership enhancements to elevate your brand.

Brand Visibility Audit

- \$1500 one time fee
- 1 meeting/call + a monthly plan
- Async support

Growth Partner

- \$2500 retainer
- 2 meetings/calls a month
- Monthly content roadmap
- Messaging edits
- Launch/event support
- Async support



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SPRING-SUMMER 2026

Member Commitments

SUMMER FALL 2026

Creative Meetings and Photo Shoots

FALL 2026

Spread Design and Final Approvals

WINTER 2027

Volume Launch



Meet the Editors

MARGARET CAREY

251.802.8487

JAMIE CONGER

251.421.0075

KATIE MCNEIL

251.421.1622

MOBILEBAY@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/MOBILEBAY

@TSGMOBILEBAY

THE SCOUT GUIDE MOBILE BAY