



THE SCOUT GUIDE  
BOZEMAN

MEDIA KIT

Vol. 5

THE SCOUT GUIDE



THE SCOUT GUIDE  
BOZEMAN  
MONTANA

Vol. 4  
CITY GUIDE



The



# OUR MISSION, AUDIENCE, & REACH

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

# 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

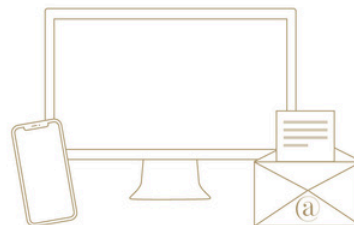


### DIGITAL

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*

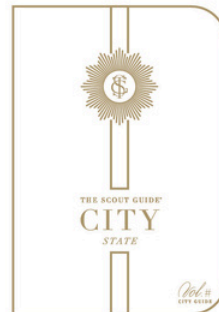
## 15K

### 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

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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.

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BROWSE OUR NATIONAL WEBSITE  
[THESCOUTGUIDE.COM](https://www.thescoutguide.com)

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

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The Scout Guide Bozeman 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 Bozeman 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.

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BROWSE OUR CITY WEBSITE  
[THESCOUTGUIDE.COM/BOZEMAN](https://www.thescoutguide.com/bozeman)

# 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 by a TSG advertiser, these events have included wine tastings, complimentary head shots, in-store shopping events, and more.

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



# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

*We had a major customer walk through our doors and purchase a complete home gym (design, equipment, and installation). This single sale was equivalent to several weeks' worth of business in our Bozeman Store. When I asked this customer how they heard about us, she replied, "I saw you in the Scout Guide!"*

*Better Body Fitness is going into our fourth year of participating in the Scout Guide. I can directly link 10s of thousands of dollars in sales to the Scout Guide. As a small business owner, every marketing dollar is precious. Year after year, the return on investment from the Scout Guide is exceptional. We will definitely be signing up again!*

**JEANETTE BALANCO**

Better Body Fitness | Bozeman, MT

*Being a new business in a new market can be daunting. It's imperative to find those outlets that can connect you to your target audience quickly and efficiently. Once we joined we were immediately connected with some of the top business professionals and networks in the area, and the Scout Guide positioned us perfectly to spread awareness and gain market exposure. We found our PR company, equipment supplier, a caterer, and obtained two new members by simply attending a social event. The Scout Guide's network is immeasurable and we will continue to be a part of each publication moving forward.*

**CARRIE STONER**

Kiln Bozeman | Bozeman, MT

*My experience with The Scout Guide | Bozeman has fostered invaluable professional partnerships that stand out as some of the most rewarding relationships I've developed since launching my business. While customer relationships are vital to daily success, the opportunity to connect with and learn from fellow small business owners has proven to be a priceless asset. The sense of community and support within this group of business owners has truly enriched both my personal and professional growth.*

**TINA CUSKER**

LaCuisine | Bozeman, MT

# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

OCTOBER 2026 - OCTOBER 2027

**Member Commitments**

SEPTEMBER 2025 - JUNE 2026

**Creative Meetings and Photo Shoots**

JULY - AUGUST 2026

**Spread Design and Final Approvals**

OCTOBER 2026

**Volume 5 Launch**



*Valerie Edwards*

OWNER | EDITOR

406.579.0910

VEDWARDS@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/BOZEMAN

@TSGBOZEMAN

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