



WE BELIEVE  
IN SHARING WHAT WE  
LOVE.

THE SCOUT GUIDE  
COLUMBUS

# MEDIA KIT

Vol. 11

THE SCOUT GUIDE<sup>®</sup>  
**COLUMBUS**  
OHIO

Vol. 10  
CITY GUIDE

COLUMBUS  
OHIO

*Stylized signature*



# 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*

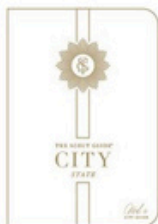
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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

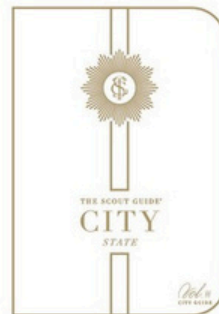
## 18K

### 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

<input type="radio"/>	Attention	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Review Time	<input type="radio"/>
<input checked="" type="radio"/>	Engagement	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Stimulation	<input type="radio"/>
<input checked="" type="radio"/>	Memory Retrieval Accuracy	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Memory Speed and Confidence	<input type="radio"/>
<input checked="" type="radio"/>	Purchase and Willingness to Pay	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Desirability	<input type="radio"/>
<input checked="" type="radio"/>	Valuation	<input type="radio"/>

#### 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](http://THESCOUTGUIDE.COM)

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

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The Scout Guide Columbus 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 Columbus 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/COLUMBUS](http://THESCOUTGUIDE.COM/COLUMBUS)

# 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 members to network with not only other advertisers in the guide, but also members of the community.

## ANNUAL EVENTS

### LAUNCH PARTY

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

### MEMBER MINGLES

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Hosted by TSG members, these monthly gatherings range from hands-on workshops and workout classes to wine tastings, complimentary headshots, 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

*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.*

STAR JEWELERS ON HIGH

*We are so grateful to be a part of The Scout Guide Columbus. Like most business owners can relate, time is our most precious commodity. With our emphasis on our clients, marketing often takes a back seat. Thankfully, the TSG Team does the heavy lifting for us: Not only do they offer best in class promotion & support, but they capture editorial-quality pictures for us to leverage through print & social media. We've had several clients and friends in the community proudly share that they've seen us in TSG around town. We look forward to many years of our TSG relationship.*

BLUESTONE WEALTH PARTNERS

*I am so grateful and honored to be a part of The Scout Guide Columbus. I wasn't even published in the guide and I got a TSG member client! In the few months since the guide has come out, I've received five additional inquiries for branding work - They were all folks who found me via The Scout Guide. It's truly humbling to see the support pour in and my business grow! I look forward to being a part of the community for years to come.*

BURTCH DESIGNS



# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

**Limited Business Categories | A 12-Month TSG Membership Includes:**

PRINT	ONLINE	IN PERSON
Personal Feature in the Print Guide	National Directory Listing	Monthly Member Mingle Attendance
Creative Consultation & Professional Photography	Local Directory Listing	Annual Launch Party Attendance
Targeted Direct Mail Distribution	Inclusion in Gift Guides, Event Features, and Editorial Listings	Opportunity to Host a Member Mingle
Copies of the Guide for In-Store & Client Distribution	“Scouted” Social Media Feature + Ongoing Organic Social Placement Throughout the Year	Newsletter Invitations to All TSG Events

# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

## Print Feature Offerings

*Each feature includes a dedicated creative consultation, professional photography, and year-round brand exposure across print, digital, and community experiences. You will also receive a curated selection of additional images from your shoot post launch.*



### SHARED FEATURE

Social Features (1+)  
Launch Party Tickets (2)



### HALF-PAGE FEATURE

Social Features (3+)  
Launch Party Tickets (2)



### ONE-PAGE FEATURE

Social Features (5+)  
Launch Party Tickets (2)

# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

## Print Feature Offerings

*Each feature includes a dedicated creative consultation, professional photography, and year-round brand exposure across print, digital, and community experiences. You will also receive a curated selection of additional images from your shoot post launch.*



### TWO-PAGE FEATURE

Social Features (7+)  
Launch Party Tickets (4)



### FOUR-PAGE FOLDOUT FEATURE

Social Features (9+)  
Launch Party Tickets (6)

# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

**CAPS** PLASTIC SURGERY, DERMATOLOGY, MEDSPA & WELLNESS CENTER

**CAPS** PLASTIC SURGERY, DERMATOLOGY, MEDSPA & WELLNESS CENTER

*Look Better. Feel Better. Live Better.*

The MedSpa at CAPS is where beauty meets wellness, offering a truly elevated experience in self-care. Backed by nationally recognized expertise and trusted by leading names in aesthetics, every department is overseen by our Board-Certified Plastic Surgeons to ensure exceptional results and the highest standard of care. Each experience is personalized, blending innovation and artistry to help you look and feel your absolute best.

**At CAPS, our Board-Certified Plastic Surgeons combine advanced skill with an artistic eye to create results that are natural and uniquely you. Every patient experience is guided by compassion, precision, and a commitment to excellence. With decades of expertise and a reputation for innovation, our surgeons set the standard in aesthetic and reconstructive care.**

**SERVICES**  
Breast Enhancement • Tummy Tuck • Mommy Makeover • Liposuction • FaceLift  
Rhinoplasty • Blepharoplasty • Reconstructive & more!

**SERVICES**  
Dermatology • Skin Check • Complete Skin Health • Skin Cancer Screening • Wellness Center  
Hormone Replacement Therapy • Weight Loss Management • IV Therapy • Peptides  
Body Contouring • CoolSculpting Elite • EmSculpt Neo • Reginal Rejuvenation • Emface  
InBody Scan • Lymphatic Massage • Hyperbarics • Botox • Filler • MedSpa • Facial Treatments  
Microneedling • Chemical Peel • Face & Body Waxing • Eyebrow & Eyelash Services  
Permanent Makeup • Medical-Grade Skincare Products • Laser Center • Facial Rejuvenation Laser  
HALO Resurfacing Laser • Broadband Light Laser (BBL) • MOXI Laser • Laser Hair Removal  
Tattoo Removal • Hair Restoration • PRP/PRF • Sweat & Odor Reduction (miraDry)

5855 ARLINGTON CENTRE BOULEVARD • 1336 CHERRY WAY DRIVE  
485 POLARIS PARKWAY • 8793 LONGSHORE STREET

FOUR-PAGE FOLDOUT FEATURE  
*Example of an alternate Four-Page Foldout Feature layout.*



# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

## Add-On Offerings

PRINT	ONLINE	IN PERSON
Premium Placement	Newsletter Feature	Additional Launch Party Ticket
Direct Mail Sponsorship	Additional Social Feature	
Direct Mail Carrier Sheet		
Direct Mail Drop-In		

# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

## Direct Mail Opportunities

### SPONSORSHIP

Sponsor a targeted delivery route by selecting specific zip codes across Columbus. Our team will guide route selection based on key demographics, including household income and location.

### CARRIER SHEET

Every mailed guide includes a Carrier Sheet placed on top of the publication. This premium placement can be reserved to feature custom messaging across all or select delivery routes.

### DROP IN

A custom-designed direct mail insert tailored to your business, allowing you to share your story, highlight a promotion, and drive a clear call to action.

Minimum quantity of 1,000 required for direct mail. Our team will guide you in selecting quantities and delivery routes.



# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

SPRING 2026

Member Commitments

SUMMER - EARLY FALL 2026

Creative Consults and Photo Shoots

FALL 2026

Spread Design and Final Approvals

WINTER 2027

Volume Launch



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THESCOUTGUIDE.COM/COLUMBUS

IG @TSGCOLUMBUS

F THE SCOUT GUIDE COLUMBUS