



THE SCOUT GUIDE

THE SCOUT GUIDE
RALEIGH | DURHAM
CHAPEL HILL
NORTH CAROLINA

Vol. 13
CITY GUIDE

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THE SCOUT GUIDE

RALEIGH | DURHAM | CHAPEL HILL

MEDIA KIT

Vol. 14



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

AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

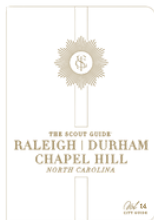
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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

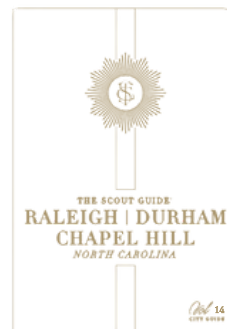
15K

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 composed 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

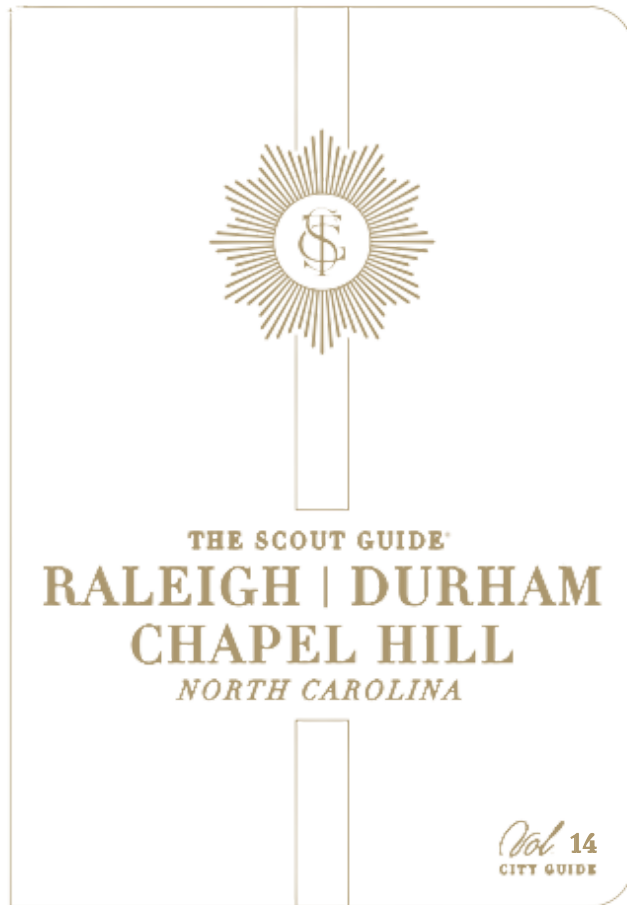
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<input checked="" type="radio"/>	Stimulation	<input type="radio"/>
<input checked="" type="radio"/>	Memory Retrieval Accuracy	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Memory Speed and Confidence	<input type="radio"/>
<input 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



OUR LOCAL DISTRIBUTION

The Scout Guide Raleigh, Durham, Chapel Hill introduces readers to small businesses in the print guide, and helps readers get to know the owners and their offerings through online content and ongoing support throughout the year.



15K

COPIES PRINTED ANNUALLY

5K

DIRECT MAIL

5,000 guides mailed to homes valued at 2 million+ in targeted neighborhoods:

27510	27607
27312	27608
27511	27609
27513	27612
27514	27613
27516	27614
27516	27615
27517	27701
27518	27705
27519	27707
27560	27713
27587	28305
27606	28374

MEMBER DISTRIBUTION

Distributed through TSG Member Locations

**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 NATIONAL WEBSITE

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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

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

Through our local social media platforms, The Scout Guide Raleigh, Durham, Chapel Hill audience discovers the latest news from the TSG Triangle small 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/RALEIGH-DURHAM-CHAPEL-HILL](https://www.thescoutguide.com/raleigh-durham-chapel-hill)



LOCAL SOCIAL MEDIA

As readers increasingly look to social media for information and inspiration, TSG Triangle provides regular, dynamic, and exciting content to satisfy their needs, featuring events, giveaways, promotions, and videos.

 17.8K FOLLOWERS

 2.8K 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 by a TSG advertiser, these events have included wine tastings, complimentary head shots, in-store shopping events, and more.



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER



“Being featured in The Scout Guide was an immediate return on my investment. Within the first week I had two new projects booked from clients who found me in Scout!”

LESLIE MAY

Leslie May | Chapel Hill, NC

“It has been such a pleasure to work with Hopie and the Scout Guide over the past few years. It is wonderful to get a new, artfully photographed and designed ad each year. But beyond that, Hopie promotes our business year-round on social media with blog posts, special event highlights, etc. Some of her coverage of The Umstead has also been featured on the national Scout website. She is such an advocate for our hotel in the community; and also does a fantastic job of connecting locally-owned businesses in the Triangle area. We are pleased to be a part of this beautiful book each year, and delighted to offer it to the guests of the hotel as a distinctive, unique guide to the area.”

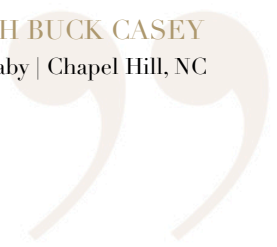
LEAH GOODNIGHT

The Umstead Hotel & Spa | Raleigh, NC

“We really watch our advertising dollar and The Scout Guide is our very favorite publication. It’s well done, excellent distribution, extremely well promoted and classy! We love it...”

KATHY BUCK & SARAH BUCK CASEY

Purple Puddle and Puddle Baby | Chapel Hill, NC



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

SHARED SPREAD



ONE-PAGE SPREAD



TWO-PAGE SPREAD



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FOLD OUT



CARRIER SHEET



BLOW-IN



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

NOW - FEBRUARY 2026

Member Commitments

NOW - MARCH 2026

Creative Meetings and Photo Shoots

SPRING | SUMMER 2026

Spread Design and Final Approvals

FALL 2026

Volume 14 Launch



Hopie Avery

OWNER & EDITOR

917.929.3535

HOPIE@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/RALEIGH-
DURHAM-CHAPEL-HILL

IG @TSGTRIANGLE

FB THE SCOUT GUIDE RALEIGH |
DURHAM | CHAPEL HILL