

LIVE. LOVE. LOCAL.

The Scout Guide is a locally owned national brand dedicated to supporting small businesses in cities from coast to coast.

CAROLINE SHEA THOMAS | Editor · Owner
SUTTON WARD | Contributing Stylist

DAVID HILLEGAS
C.W. NEWELL
HOLLY SCHUMPERT
BRITTANY STURDIVANT

Photographers

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THE SCOUT GUIDE
BIRMINGHAM, AL



THE SCOUT GUIDE
BIRMINGHAM
ALABAMA

Vol. 10
SCOUT GUIDE

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MEDIA KIT

— Vol. 11 —

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 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> <i>IDENTITY</i>	2.2M+ ANNUAL PAGE VIEWS	1.2M+ SOCIAL MEDIA FOLLOWERS	DEMOGRAPHICS AGE 13% 24% 18% 19% 17% 10% 18-2425-3435-4445-5455-6465+ GENDER 65% FEMALE 35% MALE	READER <i>INTERESTS</i> DESIGN <i>and</i> DECOR STYLE <i>and</i> BEAUTY TRAVEL SMALL BUSINESS OWNER SPOTLIGHTS ENTERTAINING <i>and</i> RECIPES	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
	OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	395K+ EMAIL SUBSCRIBERS			
95+ ACTIVE MARKETS AND GROWING	1.2M+ COPIES IN CIRCULATION	AN <i>AFFLUENT</i> AUDIENCE			
4.2K+ LOCAL BUSINESSES					

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

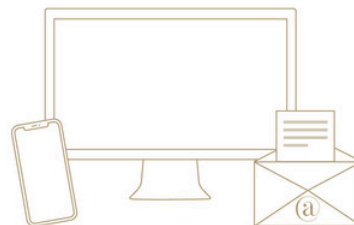


DIGITAL

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.

DIGITAL VS PRINT

○ Low performance ● High performance

DIGITAL ADS

4 out of 9

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

PRINT ADS

8 out of 9



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 CITY WEBSITE
THESCOUTGUIDE.COM

2.2M+
ANNUAL
PAGE VIEWS

1.2M+
SOCIAL MEDIA
FOLLOWERS

395K+
EMAIL
SUBSCRIBERS

LOCAL

The Scout Guide Birmingham 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 Birmingham 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/BIRMINGHAM

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

I love being part of The Scout Guide because the guides are of such high quality that people hold on to them for years. Putting my business in front of many eyes while associating Woodhouse with a group of other local businesses that share the same passion for excellence.

STUART ROME

Woodhouse Spa | Birmingham, AL

The Scout Guide has been invaluable in increasing our brand recognition while also fostering meaningful relationships with fellow entrepreneurs—creating a space to exchange ideas, share experiences, and gain perspective across industries.

CHRIS REEBA;LS

Christopher Collection | Birmingham, AL

Birmingham's design community—spanning art, architecture, horticulture, culinary, antiques, and fashion—comes together to create a distinct Birmingham style. This collective spirit is beautifully reflected in The Scout Guide, where supporting one another and sharing our passions happens on a single, thoughtful platform. TSG has been a wonderful way to broaden our audience and share our love of rugs and textiles.

PAIGE ALBRIGHT

Paige Albright Orientals | Birmingham, AL

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



TWO-PAGE SPREAD



PREMIUM PLACEMENT
*First and last 10 spreads. Limited availability.

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SUMMER 2026

Member Commitments

FALL 2026

Creative Meetings and Photoshoots

WINTER 2026

Spread Design and Final Approvals

MARCH 2027

Volume 11 Launch



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THE SCOUT GUIDE BIRMINGHAM