

Mulle

THE SCOUT GUIDE

## ATLANTA

GEORGIA





MEDIA KIT

## OUR MISSION

## A COLLECTION. A COMMUNITY. A LIFESTYLE.

Guided by the belief that small businesses are the cornerstones of our cities, The Scout Guide connects people with makers, experts, and one another. In print and online, and on national and local levels, The Scout Guide celebrates small businesses, supports entrepreneurs, and helps readers enjoy their communities to the fullest.

3.5K + 80 + 974K + 207K

million

BUSINESSES

CITIES

FOLLOWERS

EMAIL SUBSCRIBERS

COPIES IN CIRCULATION

ANNUAL WEB PAGEVIEWS

Source: Google Analytics, The Scout Guide.com + all city websites; Jan. 1, 2022 - Jan. 1, 2023



## OUR MEMBER BENEFITS

## PRINT

A *timeless* publication that is kept and treasured 12 months of strategic local distribution

## IN PERSON

A local editor *advocating* for you within your community
A committed collective of local entrepreneurs

supporting one another



CITY GUIDE



EVENTS

### ONLINE

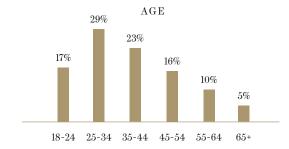
A network of potential partners in 80+ cities nationwide
A commitment to helping readers discover more about you and your offerings



## OUR AUDIENCE

The Scout Guide Atlanta has a loyal and engaged following that actively seeks out high-quality products and services, and trusts TSG to expose them to all the city has to offer.

## **DEMOGRAPHICS**





## CONTENT

**DESIGN & DECOR** 

**REAL ESTATE** 

STYLE & BEAUTY

**TRAVEL** 

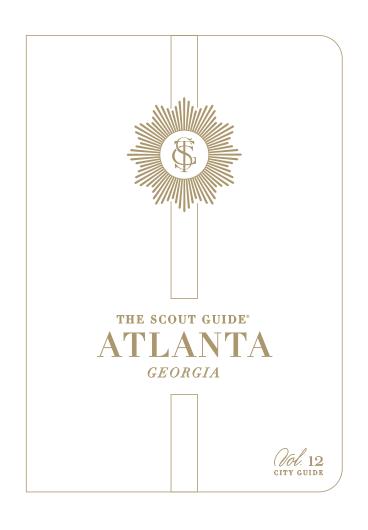
**ENTERTAINING** 

**LIVING** 

ART

## OUR LOCAL DISTRIBUTION

The Scout Guide Atlanta 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.



# 17K COPIES PRINTED ANNUALLY

## DIRECT MAIL

12,000+ guides delivered to homes in targeted neighborhoods: 30305, 30327, 30342, 30319, 30309, 30306, 30339, 30268, 30318, 30324

## MEMBER DISTRIBUTION

Distributed through TSG Member Locations

#### COMMUNITY EVENTS

Non-profit initiatives, art shows, festivals, and special events

## DESTINATIONS AND LOCAL FAVORITES

Boutique hotels, concierge services, entertainment venues

## WEBSITES

#### LOCAL WEBSITE

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

BROWSE OUR CITY WEBSITE ATLANTA.THESCOUTGUIDE.COM

6.8K

ANNUAL WEBSITE VIEWS

WEBSITE VISITORS

## NATIONAL WEBSITE

The Scout Guide.com displays the breadth of the TSG network, which is comprised of 80+ cities across the country. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information.

BROWSE OUR NATIONAL WEBSITE THESCOUTGUIDE.COM

WEBSITE PAGEVIEWS

## THE SCOUT GUIDE® ATLANTA

ABOUT ADVERTISE ARTICLES CALENDAR DIRECTORY BROWSE THE GUIL





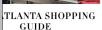


A city guide dedicated to supporting local businesses in Atlanta, Georgia.

#### CHEAT SHEETS









GUIDE



#### ARTICLES







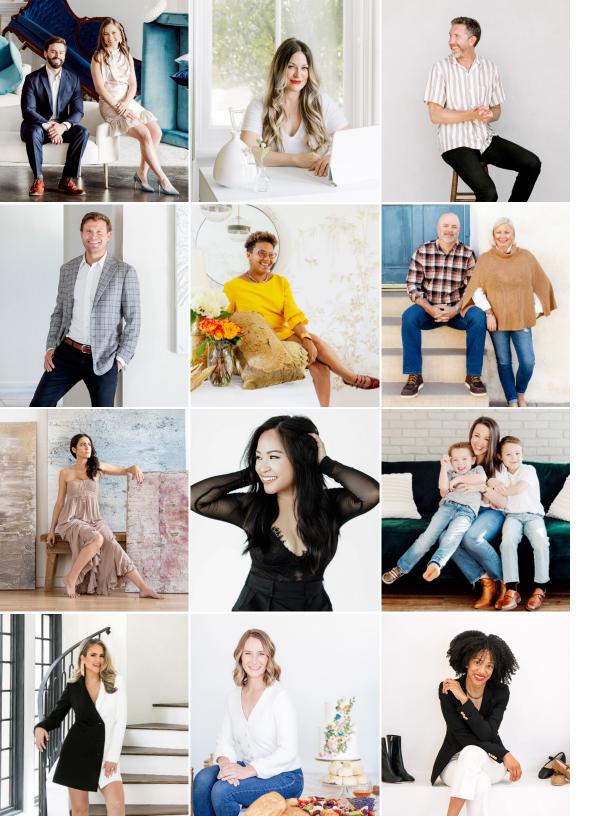
# LOCAL SOCIAL MEDIA

Through our local social media platforms, The Scout Guide Atlanta audience discovers the latest news from the TSG Atlanta 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.

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







# WHAT OUR SMALL BUSINESSES ARE SAYING

"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

"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

"If you want people to know that your business is a standout amongst others, The Scout Guide is the best quality advertising available in cities and towns across America! When I travel, I always consider it my go-to BIBLE for the best of the best in every category! It's a no-brainer for smart, savvy businesses and well worth the advertising dollars!"

#### TRICIA SNYDER

Trish Boutique, Tidewater, Virginia

## Ool. 12 CALENDAR

NOW-APRIL 2024

WINTER/SPRING 2024

MAY 2024

SEPTEMBER 2024

Member Commitments

Creative Meetings and Photo Shoots

Spread Design and Final Approvals

Volume 12 Launch



## ADVERTISE WITH US



OWNER | EDITOR
404.219.4409
KNEWTON@THESCOUTGUIDE.COM
@@TSGATLANTA
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