

THE SCOUT GUIDE®
TULSA
OKLAHOMA

Vol. 5
CITY GUIDE



THE SCOUT GUIDE®
TULSA

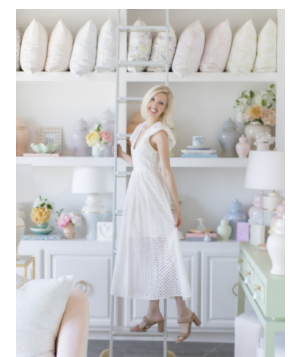
MEDIA KIT

— *Vol. 6* —

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.



ABOUT THE SCOUT GUIDE

At The Scout Guide, we put print first because we believe in its permanence and its power. Just as our communities are anchored by the small business owners who provide unique experiences for their customers and have a profound impact on their local economies, TSG is rooted in our tangible and timeless city guides that enjoy a long shelf life and invite readers to get to know the faces behind the independent businesses in their towns.

Produced by local owners who serve as year-round advocates for the businesses in their respective markets, the guides are stunning showcases of boutiques, architects, event planners, florists, interior decorators, restaurants, and more.

The result is a narrative that reflects the individuality of each artist, artisan, and entrepreneur, and a publication that binds them together to create a strong, supportive whole. For more than a decade, The Scout Guide has served as a trusted resource for locals and travelers alike, and we hope you'll join us in our next volume.

3.5K+	70+	961K+	175K	812K	1.8 ^{million}
BUSINESSES	CITIES	FOLLOWERS	EMAIL SUBSCRIBERS	COPIES IN CIRCULATION	ANNUAL WEB PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Oct. 23, 2021 — Oct. 23, 2022



AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

PRINT

A *timeless* publication that is kept and treasured

12 months of strategic local distribution

ONLINE

A network of potential partners in *70+ cities* nationwide

A *commitment* to helping readers discover more about you and your offerings

IN PERSON

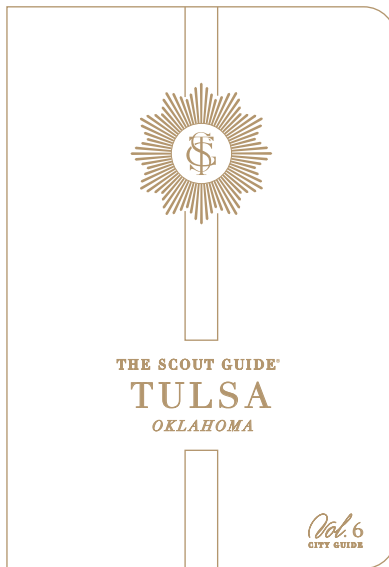
A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another



OUR LOCAL DISTRIBUTION

The Scout Guide Tulsa 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.



20K

COPIES IN
CIRCULATION

10K

DIRECT MAIL

5K

MEMBER DISTRIBUTION

3K

EVENT DISTRIBUTION

2K

HOTEL DISTRIBUTION

DIRECT MAIL

\$400K+

AVG. HOME VALUE

TARGETED
AREAS

74114

74105

74137

74103

74119

74132

74037

74120

74136

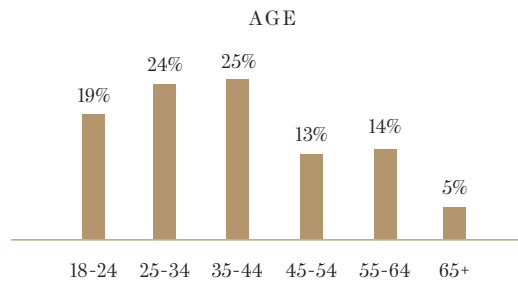
74011

74008

OUR AUDIENCE

The Scout Guide Tulsa 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



71%
FEMALE

29%
MALE

CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

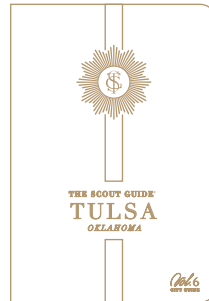
ENTERTAINING

LIVING

ART

OUR MEMBER BENEFITS

The Scout Guide Tulsa advertisers benefit from comprehensive year-round support in a variety of ways.



PRINT

Creative consultation, professional photography, personal spread design, and strategic distribution of the guide.



SOCIAL MEDIA
Social media coverage on local TSG platforms.



NATIONAL WEBSITE
Listing in TSG's national and local online directories.



EVENTS
Access to launch party and local happenings.



EMAIL MARKETING
Monthly roundups of the latest editorial features and news from around the local network.



CITY WEBSITE
In-depth features, tips, gift guides, information about events, and more.

OUR PRINT GUIDE

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.



SHARED SPREAD

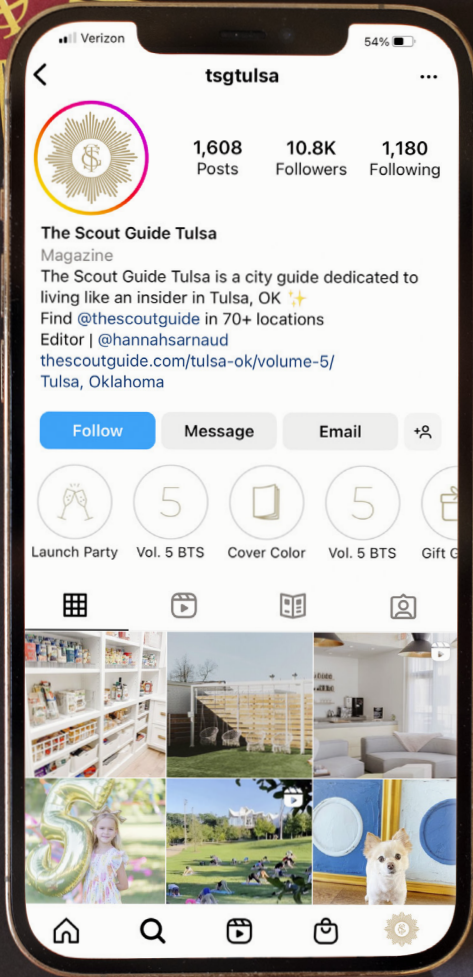
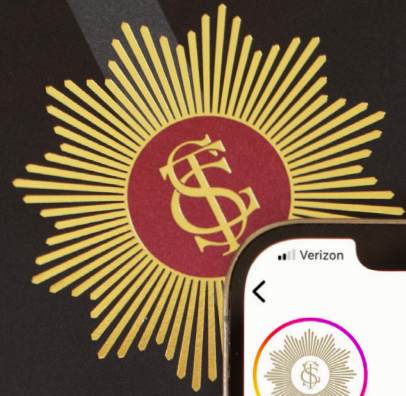


ONE-PAGE SPREAD



TWO-PAGE SPREAD

WANT TO SEE MORE? BROWSE THE ONLINE GUIDE AT [TULSA.THESCOUTGUIDE.COM](https://tulsa.thescoutguide.com)



LOCAL SOCIAL MEDIA

Through our local social media platforms, The Scout Guide Tulsa audience discovers the latest news from the TSG Tulsa 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 Tulsa provides regular, dynamic, and exciting content to satisfy their needs, featuring events, giveaways, promotions, and videos.

 10.5K FOLLOWERS

 797K FOLLOWERS

WEBSITES

LOCAL WEBSITE

The Scout Guide Tulsa 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 Tulsa social media channels and through a monthly newsletter.

BROWSE OUR CITY WEBSITE
[TULSA.THESCOUGUIDE.COM](https://tulsa.thescoutguide.com)

5.3K WEBSITE PAGEVIEWS
2.6K WEBSITE VISITORS

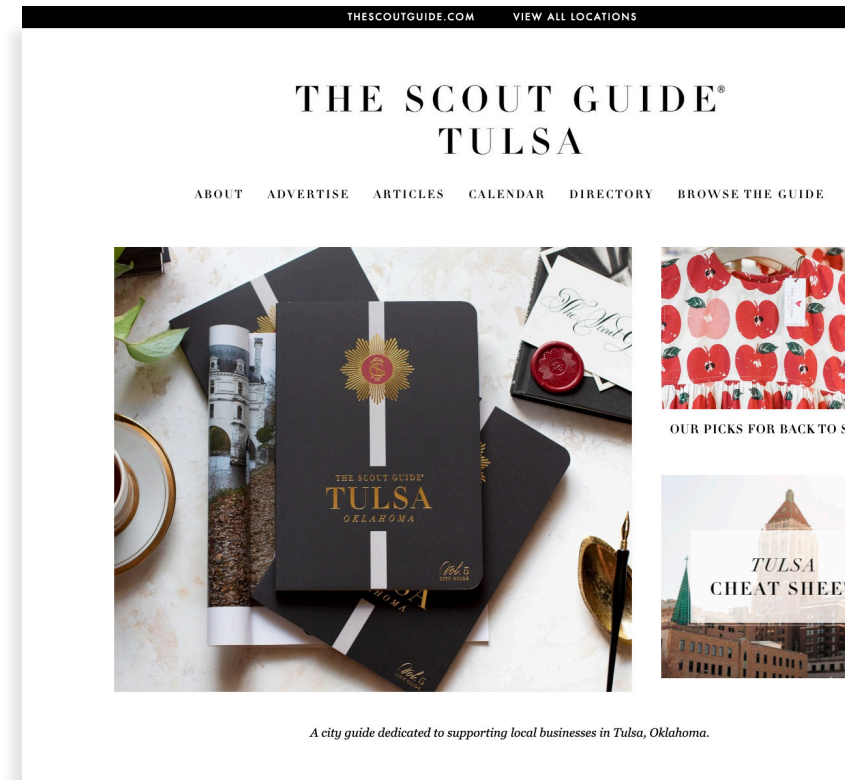
NATIONAL WEBSITE

TheScoutGuide.com displays the breadth of the TSG network, which is comprised of 70+ cities across the country. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information.

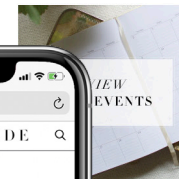
BROWSE OUR NATIONAL WEBSITE
[THESCOUGUIDE.COM](https://thescoutguide.com)

1.2 million WEBSITE PAGEVIEWS

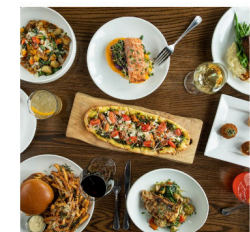
Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Oct. 18, 2021 - Oct. 18, 2022



CALENDAR



ARTICLES





NETWORKING EVENTS

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.

TESTIMONIALS

“Our experience with The Scout Guide has been wonderful. We’ve received new clients and now with the second edition coming out, we have a coveted advertising position. We are so happy we said yes. Our layout turned out even better than anticipated and working with the staff at The Scout Guide was a dream. Everyone was talking about it when it came out and we see it on coffee tables all over town. It was a great investment for us and we plan on participating again this year.”

JOY HULVER | Brand Manager, Ediblend

“We love The Scout Guide! It looks beautiful in our businesses and people love picking it up. We’re really pleased with how everything turned out and look forward to being a part of this again in the future.”

PIPER DUNLAP | Marketing Director, The Farm Shopping Center

“I had someone call me after The Scout Guide launched and bought a piece of artwork and 4 pillows from me. She said she saw me in the guide and contacted me right away!”

SARA BOST FISHER | Owner, Sara Bost Fisher Art

“The Scout Guide is the most beautiful publication I have ever seen. We are honored to be a part of it and have it out at our locations. I am so impressed with the quality of the product and professionalism of their staff throughout the photo shoot.”

RHONDA BAILEY | SVP Private Banking, Mabrey Bank

“I’m still getting used to the increase in my inbox, from all the new follows from the Scout Guide. What a great problem to have! I am so so thankful for the opportunity they gave me! In the first couple of months after the launch I have gained countless new customers, owners wanting to sell my work in their stores, and a pop up shop connection that yielded high sales for me.”

GLORIA GORDON | Owner, Gloria Joy Creative

Vol. 6 CALENDAR

FALL/WINTER 2022

Member Commitments

SPRING 2023

Creative Meetings and Photo Shoots

SUMMER 2023

Spread Design and Final Approvals

SEPTEMBER 2023

Volume 6 Launch



ADVERTISE WITH US

Hannah Arnaud

OWNER

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@@TSGTULSA

  THE SCOUT GUIDE TULSA

