



THE SCOUT GUIDE®  
**JACKSON HOLE**  
WYOMING

*Vol. 10*  
CITY GUIDE

**MEDIA KIT**  
*Vol. 11*

WE LOVE WHAT YOU DO.  
WE ADMIRE YOUR...



# 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+

BUSINESSES

80+

CITIES

974K+

## FOLLOWERS

# 207K

EMAIL SUBSCRIBERS

1 million

COPIES IN CIRCULATION

1.9 million

ANNUAL WEB PAGEVIEWS

Source: Google Analytics, TheScoutGuide.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



CITY GUIDE

## IN PERSON

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



EVENTS

## ONLINE

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



SOCIAL MEDIA



NATIONAL WEBSITE



EMAIL MARKETING



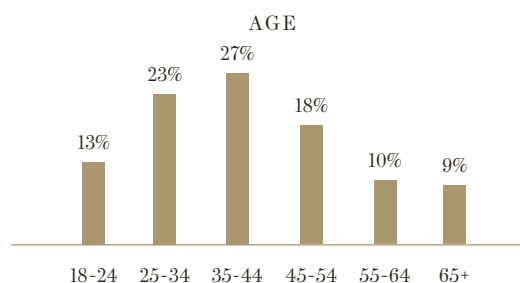
THE SCOUT GUIDE  
JACKSON HOLE

CITY WEBSITE

# OUR AUDIENCE

The Scout Guide Jackson Hole 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



72%  
FEMALE

28%  
MALE

## CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

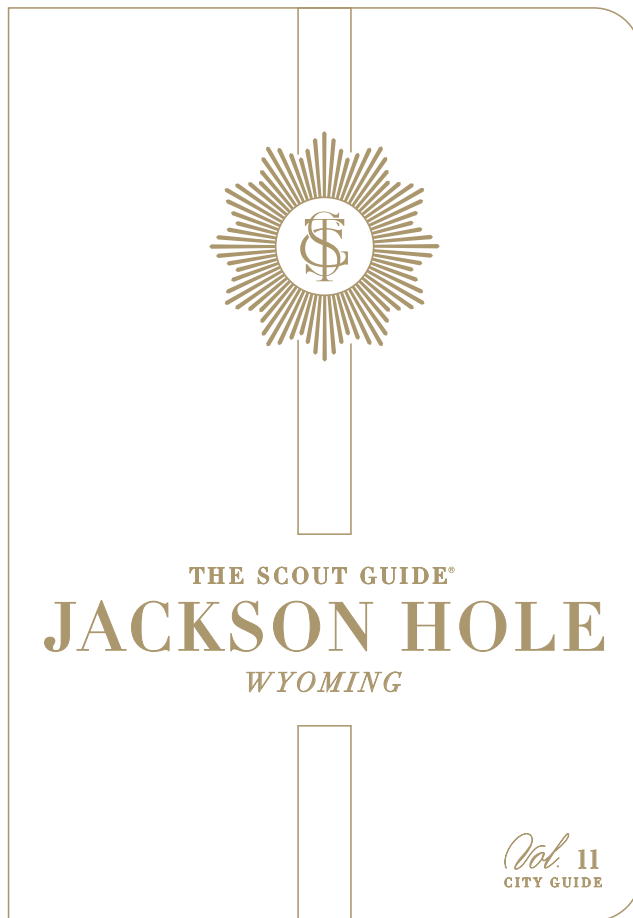
ENTERTAINING

LIVING

ART

# OUR LOCAL DISTRIBUTION

The Scout Guide Jackson Hole 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. Browse the guide *here*.



## 17K

### COPIES PRINTED ANNUALLY

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#### DIRECT MAIL

*Delivered to homes in targeted neighborhoods*

#### 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 Jackson Hole 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 Jackson Hole social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

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

4.6K

ANNUAL WEBSITE VIEWS

2.5K

WEBSITE VISITORS

3.8K

EMAIL SUBSCRIBERS

## NATIONAL WEBSITE

TheScoutGuide.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.

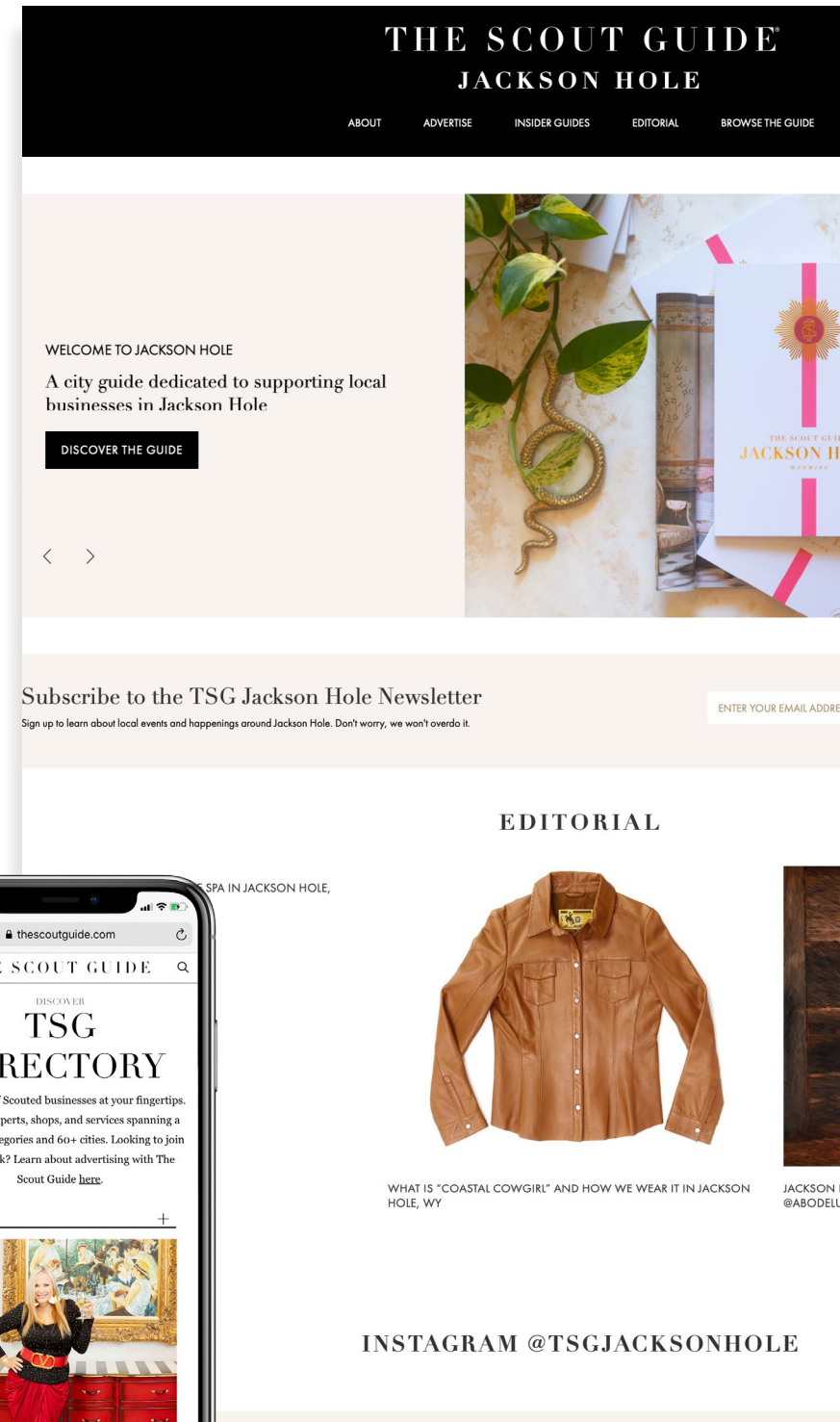
BROWSE OUR NATIONAL WEBSITE

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

1.9million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Aug. 31, 2023 – Aug. 31, 2024





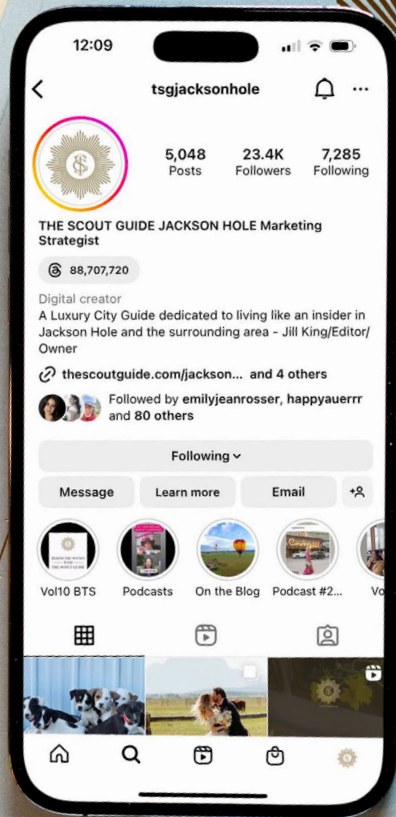
# LOCAL SOCIAL MEDIA

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

 23.4K FOLLOWERS

 2.1K FOLLOWERS







# 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.
- **MEMBERSHIP & SCOUTS**  
Hosted by a TSG advertiser, these events have included wine tastings, complimentary head shots, in-store shopping events and are intended for members to network and collaborate
- **WESTERN DESIGN CONFERENCE**  
TSGJH is a sponsor to one of the largest regional design conferences
- **TETON COUNTY FAIR**  
TSGJH is a sponsor at our local county fair
- **JACKSON HOLE CHAMBER OF COMMERCE**  
TSGJH hosts member events during Fall Arts Festival





# WHAT OUR SMALL BUSINESSES ARE SAYING



*"We love this publication and the prestige and clout it represents. When we travel we rely on The Scout Guide to point us to the best of the best. The photography and artistic spreads make our brand stand out in ways no other magazine gets close to. Our high end clients adore this magazine and often ask if they can take it with them when they check out. Cheers to being "Scouted" and for many more volumes into the future."*

**ROB & RACHEL ALDAY**  
Abode Luxury Rentals



*"I am so grateful for Jill King and The Scout Guide Jackson Hole for elevating my business and networking! My business truly wouldn't be the same without my time as a scouted business. It's truly helped me to connect with both my ideal client and peers in my industry!"*

**BLAIR PARRACK**  
Blair Worthington Art



*"I'm continually amazed at how much customers love picking up the book. They recognize it from their own cities usually and trust it as the source for curated recommendations for Jackson Hole. And the extra value that Scout provides via social media tags and posts just adds more value."*

**JANE CARTER GETZ**  
Owner of Belle Cose



# *Vol.* 11 CALENDAR

EARLY BIRD DISCOUNT

December 31, 2023

FALL-SPRING 2024

Member Commitments

SPRING 2024

Creative Meetings and Photo Shoots

JUNE-JULY 2024

Spread Design and Final Approvals

SEPTEMBER 2024

Volume 11 Launch



# ADVERTISE WITH US

*Jill King*

EDITOR | OWNER

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  THE SCOUT GUIDE JACKSON HOLE

