



THE SCOUT GUIDE®
HAMPTONS
NEW YORK

Vol. 3
CITY GUIDE



THE SCOUT GUIDE®
HAMPTONS

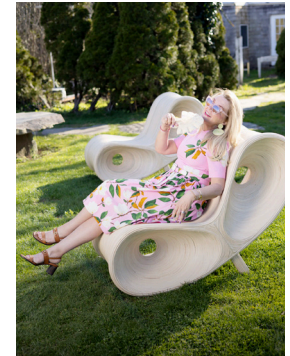
MEDIA KIT

— *Vol. 4* —

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 / editors 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+	880K+	172K	812K	1.2 million
BUSINESSES	CITIES	FOLLOWERS	EMAIL SUBSCRIBERS	COPIES IN CIRCULATION	ANNUAL WEB PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 1, 2021 — Jan. 1, 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

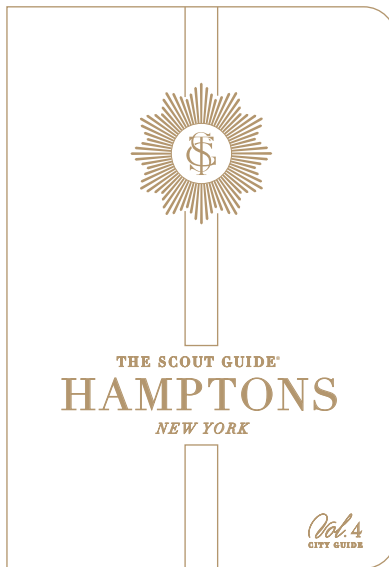
A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another



OUR LOCAL DISTRIBUTION

The Scout Guide Hamptons 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

11K

DIRECT MAIL

5K

LOCAL FAVORITES

4K

MEMBER DISTRIBUTION

DIRECT MAIL

\$2 million +

AVG. HOME VALUE

TARGETED AREAS

11968

11969

11937

11932

11962

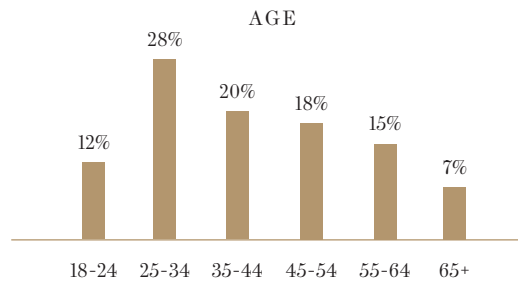
11975

11963

OUR AUDIENCE

The Scout Guide Hamptons 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



74%
FEMALE

26%
MALE

CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

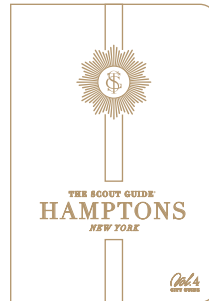
ENTERTAINING

LIVING

ART

OUR MEMBER BENEFITS

The Scout Guide Hamptons 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.



THE SCOUT GUIDE
HAMPTONS

CITY WEBSITE

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

OUR PRINT GUIDE

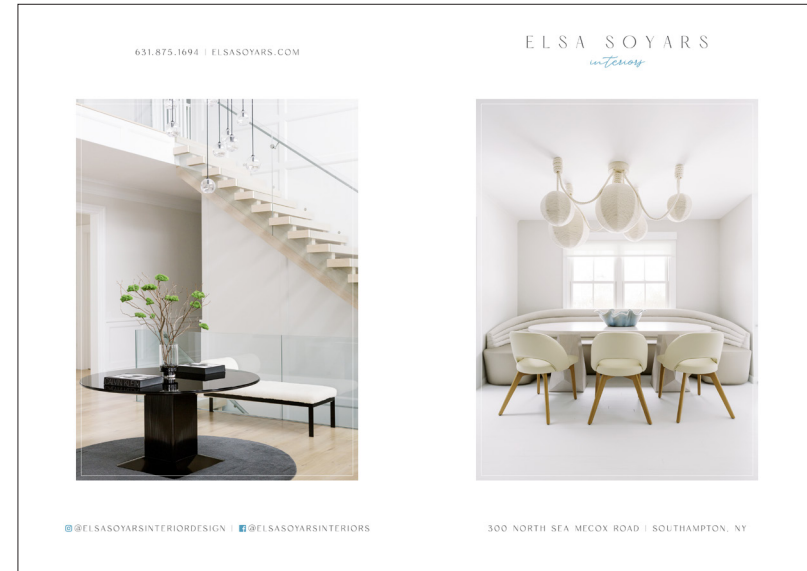
City guides are published annually and distributed strategically throughout the year. Due to the quality of the paper, exquisite design, and elegant format, TSG is uniquely positioned as a keepsake. Recipients keep guides on hand for personal reference, place them in guest rooms, and pass them along 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 [HAMPTONS.THESCOUTGUIDE.COM](https://hamptons.thescoutguide.com)



LOCAL SOCIAL MEDIA

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

 **8.5K** FOLLOWERS

WEBSITES

LOCAL WEBSITE

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

BROWSE OUR CITY WEBSITE
[HAMPTONS.THESCOUTGUIDE.COM](https://hamptons.thescoutguide.com)

4.4K

WEBSITE PAGEVIEWS

2.3K

WEBSITE VISITORS

6.9K

EMAIL SUBSCRIBERS

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

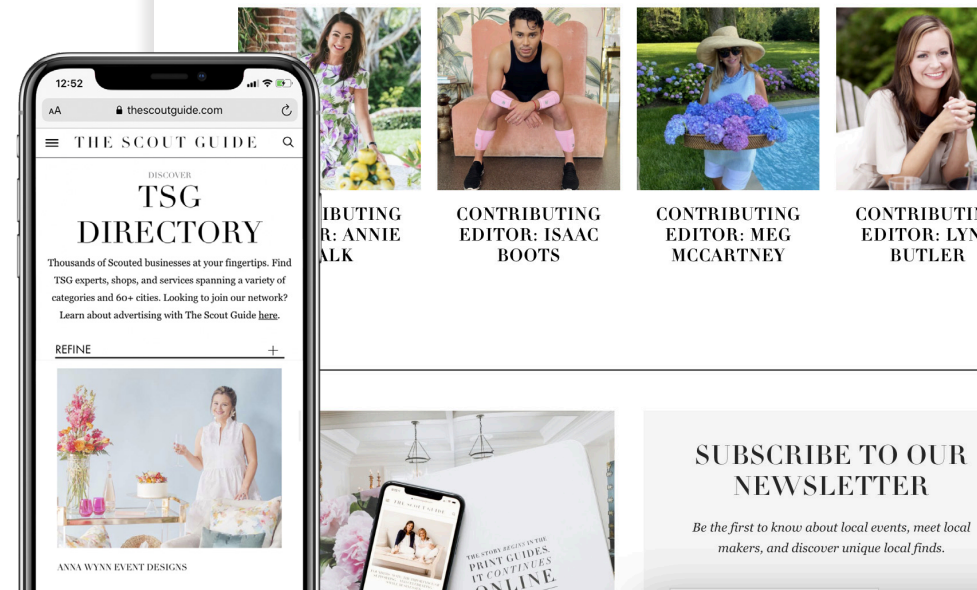
1.2 million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; July 14, 2021 - July 14, 2022



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

“The Palm Beach Scout Guide is our town’s go-to for locally owned businesses. As a small business owner myself, I love how the book’s dynamic content highlights people and places throughout a variety of disciplines—architecture, art, hospitality, design, fashion, food, and more. One of my favorite moments is when I walk into a friend’s home and see the guide on the coffee table, as it’s so much more than just an advertisement, but an investment into the lives of a savvy group of readers. The Scout Guide is synonymous with culture and lifestyle; it celebrates beautiful photography through a simple, yet sophisticated design.”

SARAH WETENHALL | *President & CEO of The Colony Palm Beach*

“The Scout Guide has created an avenue for us as a company to develop our brand in the markets that we want to target. Stacey and her team have also helped us create relationships within the Scout Guide community. It has been, without question, the best marketing decision we’ve made since the inception of our company.”

KYLE O’NEIL | *President O’neill & Co. Insurance Group*

“The Scout Guide Palm Beach is truly a beautiful way to showcase the best of the best in our community. Now more than ever, it’s important to support our local businesses which is what the Scout guide is all about and why we are so very proud to be a part of it!”

ALISON SKIPPER | *Interior Designer, Buyer & Trade Manager at Hive Home, Gift & Garden*

Vol. 4 CALENDAR

FALL/WINTER 2022

Member Commitments

WINTER 2023

Creative Meetings and Photo Shoots

SPRING 2023

Spread Design and Final Approvals

JUNE 2023

Volume 4 Launch



ADVERTISE WITH US

Stacey Louliette

EDITOR | OWNER

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@@TSGHAMPTONS

  THE SCOUT GUIDE HAMPTONS

