



THE SCOUT GUIDE®
CHARLOTTE

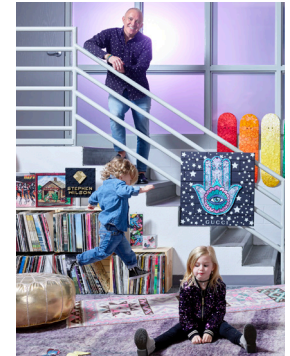
MEDIA KIT

— *Vol. 12* —

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

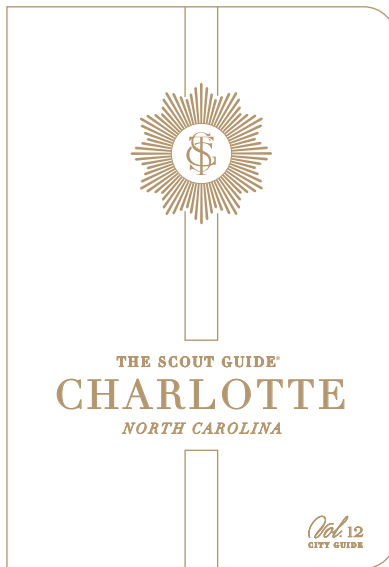
A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another



OUR LOCAL DISTRIBUTION

The Scout Guide Charlotte 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

6K

MEMBER DISTRIBUTION

2K

LOCAL EVENTS

2K

DESTINATIONS

DIRECT MAIL

\$1 million +

AVG. HOME VALUE

TARGETED
AREAS

28209

28207

28211

28203

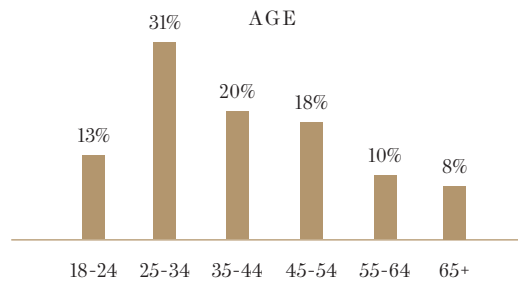
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28205

OUR AUDIENCE

The Scout Guide Charlotte 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



68%
FEMALE

32%
MALE

CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

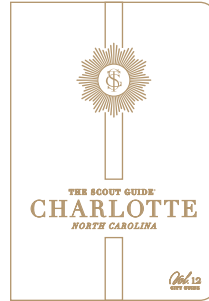
ENTERTAINING

LIVING

ART

OUR MEMBER BENEFITS

The Scout Guide Charlotte 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
CHARLOTTE

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.

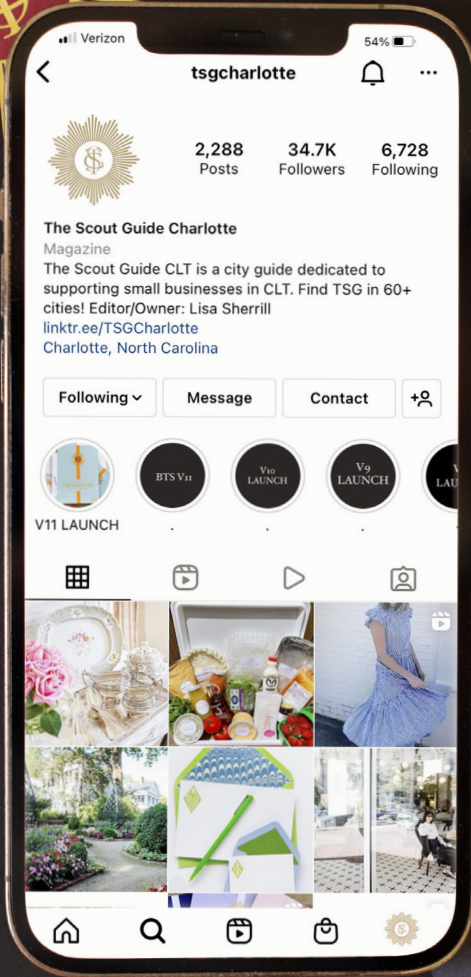
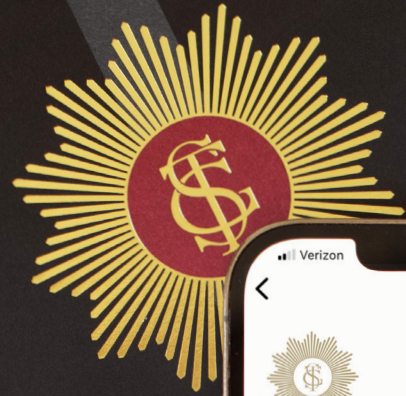


ONE-PAGE SPREAD



TWO-PAGE SPREAD

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



LOCAL SOCIAL MEDIA

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

 34.7K FOLLOWERS

 2.7K FOLLOWERS

WEBSITES

LOCAL WEBSITE

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

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

8.5K

WEBSITE PAGEVIEWS

3.9K

WEBSITE VISITORS

3.6K

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; May 18, 2021 - May 18, 2022

THE SCOUT GUIDE® CHARLOTTE

GIFT GUIDES ABOUT ADVERTISE ARTICLES DIRECTORY BROWSE THE GUIDE



A city guide dedicated to supporting local businesses in Charlotte, North Carolina.

ARTICLES



LAUNCH PARTY RECAP



SCOUT IS OUT: MEET VOLUME 11!



AN EXPERTS' GUIDE TO PICKING THE PERFECT WINDOW TREATMENTS



SUBSCRIBE TO OUR NEWSLETTER

Sign up to learn about local events and happenings around Charlotte.



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.



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

Vol. 12 CALENDAR

SUMMER 2022

Member Commitments

FALL 2022

Creative Meetings and Photo Shoots

WINTER 2022

Spread Design and Final Approvals

APRIL 2023

Volume 12 Launch



Vol. 12 MEMBERSHIP DETAILS

In addition to a spread in the print guide, which is strategically distributed throughout the community—and throughout the year—members of The Scout Guide Charlotte receive:

Creative meetings | Professional photography and spread design

Exposure in local and national directories as well as social media directories

Website and social media coverage throughout the year

Promotion of business events and news | Exclusive access to local TSG member only events

Online exposure and promotion on local social media platforms that help tell the advertiser's story, describe the advertiser's services, and connect the advertiser with local consumers

Potential to be featured in The Scout Guide national network

Premium placement opportunities are available—please ask the editor for details.

ADVERTISE WITH US

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