



THE SCOUT GUIDE®  
AUSTIN

# MEDIA KIT

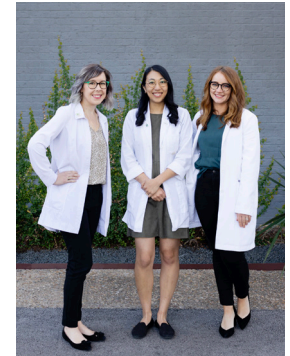
— *Vol. 10* —

# OUR MISSION

A COLLECTION.  
A COMMUNITY.  
A LIFESTYLE.

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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

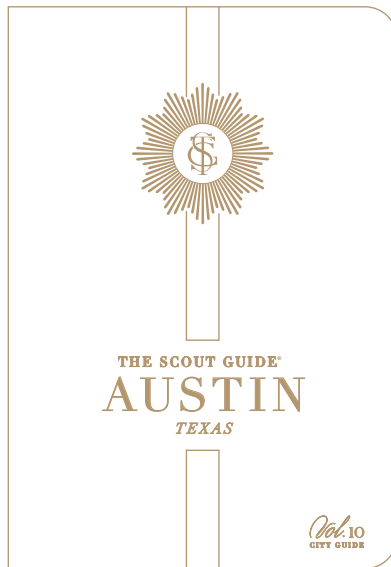
A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another



# OUR LOCAL DISTRIBUTION

The Scout Guide Austin 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

8K

DIRECT MAIL

6K

LOCAL FAVORITES

6K

MEMBER DISTRIBUTION

DIRECT MAIL

\$1.5 million+

AVG. HOME VALUE

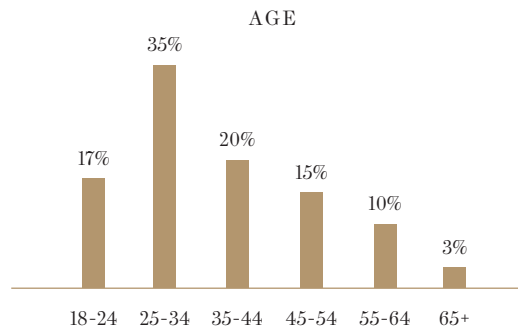
TARGETED  
AREAS

78701  
78703  
78704  
78730  
78731  
78732  
78733  
78735  
78738  
78746

# OUR AUDIENCE

The Scout Guide Austin 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



78%  
FEMALE

22%  
MALE

## CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

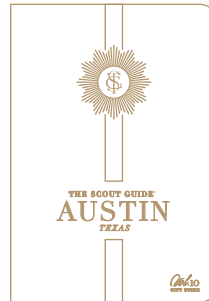
ENTERTAINING

LIVING

ART

# OUR MEMBER BENEFITS

The Scout Guide Austin 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.



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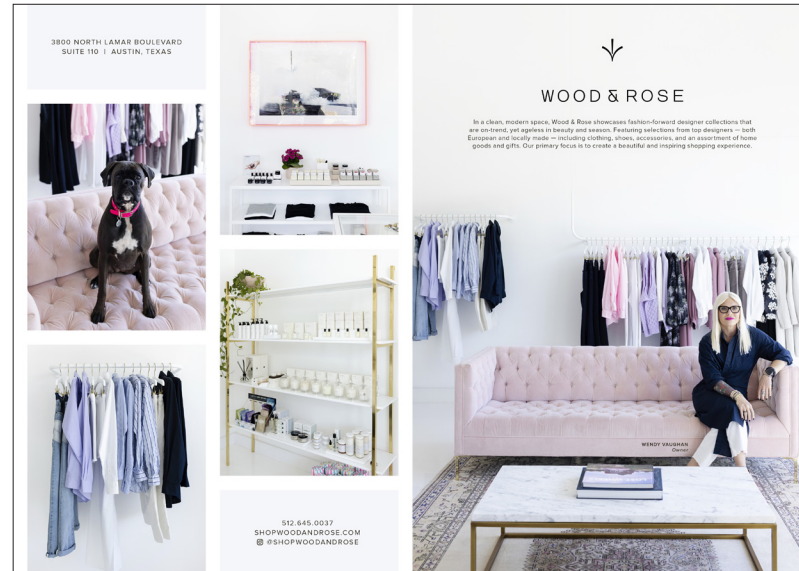
**CITY WEBSITE**  
In-depth features, tips, gift guides, information about events, and more.

# 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



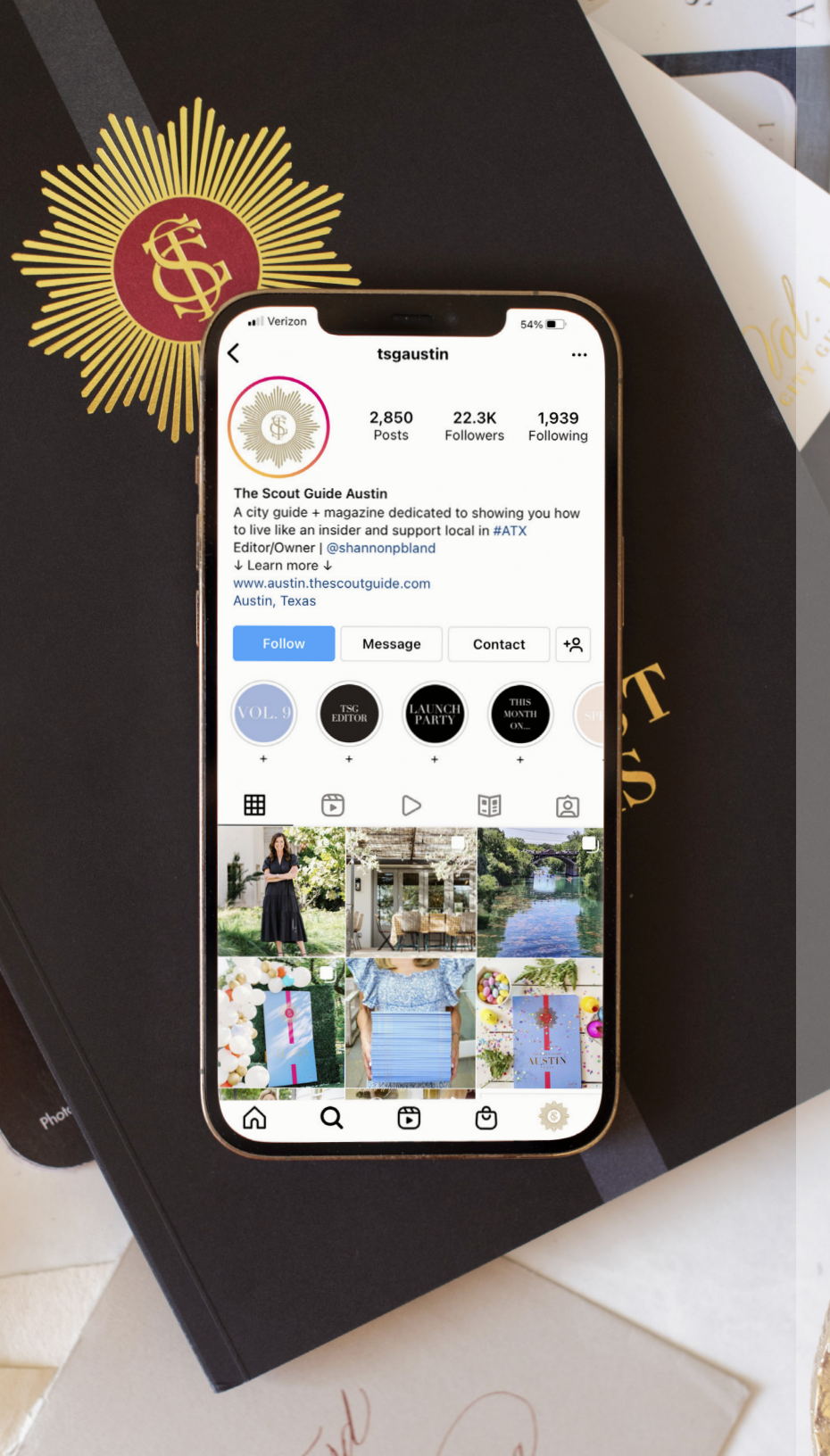
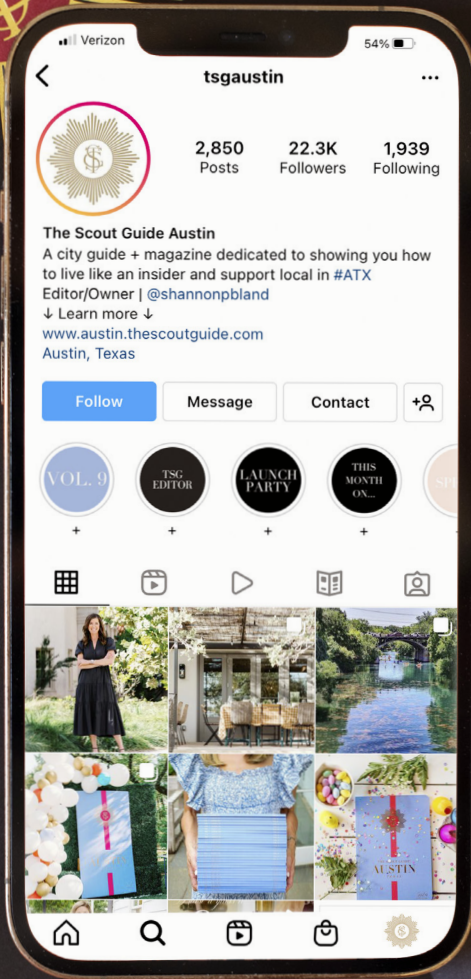
# LOCAL SOCIAL MEDIA

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

 22.3K FOLLOWERS

 1.5K FOLLOWERS



# WEBSITES

## LOCAL WEBSITE

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

BROWSE OUR CITY WEBSITE  
[AUSTIN.THESCOUTGUIDE.COM](http://AUSTIN.THESCOUTGUIDE.COM)

18K

WEBSITE PAGEVIEWS

8.3K

WEBSITE VISITORS

2.8K

NEWSLETTER 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](http://THESCOUTGUIDE.COM)

1.2 million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Mar. 21, 2021 - Mar. 21, 2022

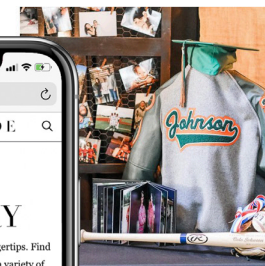
## THE SCOUT GUIDE® AUSTIN

ABOUT ADVERTISE ARTICLES CALENDAR DIRECTORY BROWSE THE GUIDES



A city guide dedicated to supporting local businesses in Austin, Texas.

## ARTICLES



HOW TO HOST A  
MEMORABLE GRAD PARTY



YOUR MAY, SCOUTED



24 PRETTY & P  
MOTHER'S DAY

## CALENDAR

APR 28

APR 29



# 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. 10 CALENDAR

SUMMER 2022

Member Commitments

FALL 2022

Creative Meetings and Photo Shoots

WINTER 2022

Spread Design and Final Approvals

SPRING 2023

Volume 10 Launch



# ADVERTISE WITH US

*Shannon Bland*

EDITOR | OWNER

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@@TSGAUSTIN

 THE SCOUT GUIDE AUSTIN

