



THE SCOUT GUIDE®
KNOXVILLE
TENNESSEE

Vol. 7
CITY GUIDE



MEDIA KIT
Vol. 8

THE SCOUT GUIDE®
KNOXVILLE
TENNESSEE

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



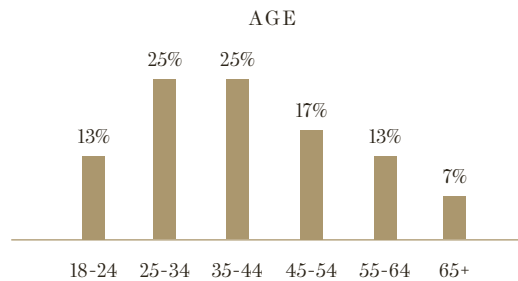
THE SCOUT GUIDE
KNOXVILLE

CITY WEBSITE

OUR AUDIENCE

The Scout Guide Knoxville 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



61%
FEMALE

39%
MALE

CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

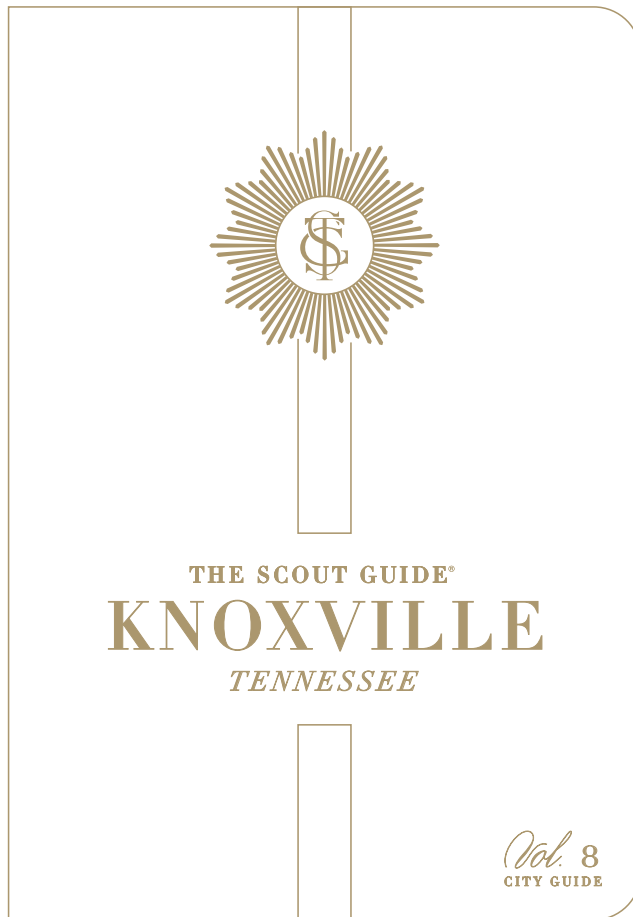
ENTERTAINING

LIVING

ART

OUR LOCAL DISTRIBUTION

The Scout Guide Knoxville 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*.



15K
COPIES PRINTED ANNUALLY

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 Knoxville 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 Knoxville social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE
KNOXVILLE.THESCOUTGUIDE.COM

21.7K

ANNUAL WEBSITE VIEWS

9.5K

WEBSITE VISITORS

NATIONAL WEBSITE

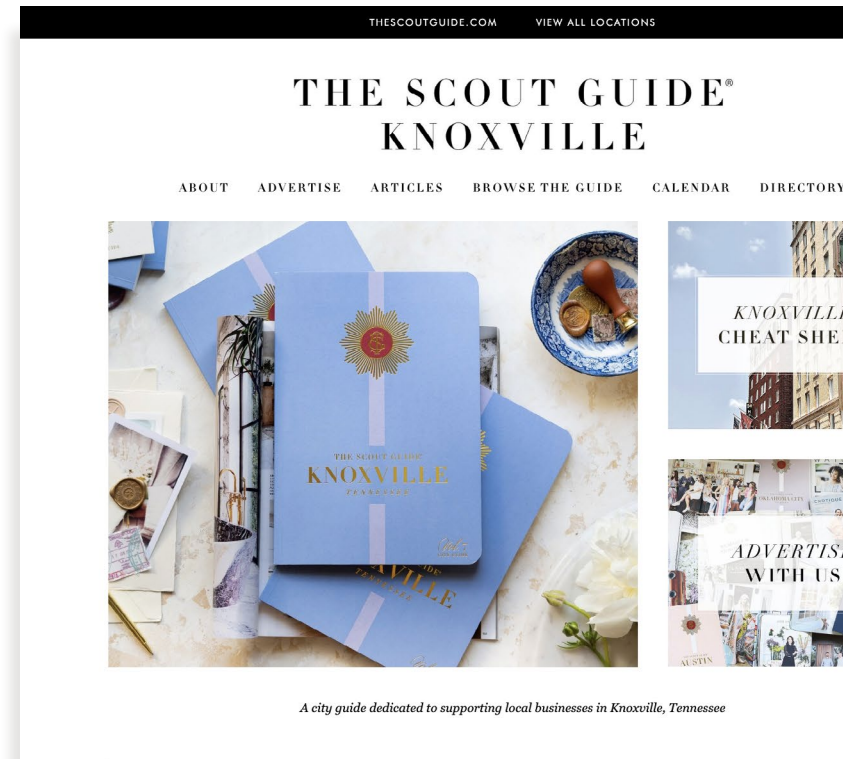
TheScoutGuide.com displays the breadth of the TSG network, which is comprised of 80+ cities across the country. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information.

BROWSE OUR NATIONAL WEBSITE
THESCOUTGUIDE.COM

1.9 million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jun. 12, 2022 – Jun. 12, 2023



CHEAT SHEETS



CALENDAR





LOCAL SOCIAL MEDIA

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

 3.9K 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.

- 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. 8 CALENDAR

FALL 2023

Member Commitments

WINTER 2023

Creative Meetings and Photo Shoots

FEBRUARY 2024

Spread Design and Final Approvals

MAY 2024

Volume 8 Launch



ADVERTISE WITH US

Frances King

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  THE SCOUT GUIDE KNOXVILLE

