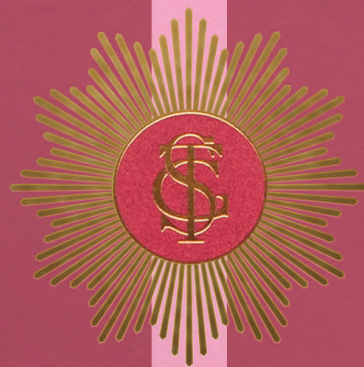




THE SCOUT GUIDE®
MEMPHIS

MEDIA KIT

— *Vol. 13* —



THE SCOUT GUIDE®
MEMPHIS
TENNESSEE

Vol. 12
CITY GUIDE

OUR MISSION, AUDIENCE, & REACH

PEOPLE WORTH *MEETING*. STORIES WORTH *HEARING*. BUSINESSES WORTH *SUPPORTING*.

THE SCOUT GUIDE is a *100% woman-founded* national franchise that offers an elevated advertising experience to local businesses through our printed city guides and on our digital channels. We are community builders that showcase the people and faces behind local businesses.

AN ESTABLISHED <i>BRAND</i> <i>IDENTITY</i>	2.4M+ ANNUAL PAGE VIEWS	1.2M+ SOCIAL MEDIA FOLLOWERS	<div>DEMOGRAPHICS</div> <div>AGE</div> <div><div><div>13%</div><div>24%</div><div>18%</div><div>19%</div><div>17%</div><div>10%</div></div><div>18-2425-3435-4445-5455-6465+</div></div> <div>GENDER</div> <div><div>65%</div><div>FEMALE</div><div>35%</div><div>MALE</div></div>	<div>READER <i>INTERESTS</i></div> <div>DESIGN <i>and</i> DECOR</div> <div>STYLE <i>and</i> BEAUTY</div> <div>TRAVEL</div> <div>SMALL BUSINESS OWNER SPOTLIGHTS</div> <div>ENTERTAINING <i>and</i> RECIPES</div>	<div>READER <i>BEHAVIOR</i> & <i>LIFESTYLE</i></div> <div>80% USE TSG TO DISCOVER LOCAL BUSINESSES</div> <div>50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE</div> <div>36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS</div> <div>47% USE TSG AS A TRAVEL RESOURCE</div> <div>71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST</div> <div>59% TAKE 1-4 TRIPS PER YEAR</div>
	<i>OVER A DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES	400K+ EMAIL SUBSCRIBERS			
100+ ACTIVE MARKETS AND GROWING	1.3M+ COPIES IN CIRCULATION	AN <i>AFFLUENT</i> AUDIENCE			
6K+ LOCAL BUSINESSES					

AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

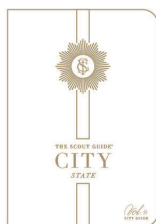
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on a variety of digital platforms, The Scout Guide editors/owners offer local business owners an advertising experience unlike any other.

PRINT

A *timeless* publication that is kept and treasured

12 months of strategic local distribution

Creative consultation, *professional* photography, & *personal* spread design

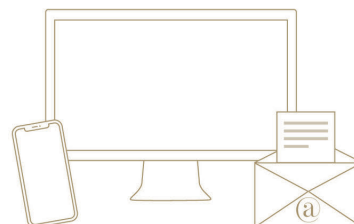


DIGITAL

A network of potential partners *coast to coast* nationwide

A *commitment* to helping readers discover more about you and your offerings

Dedicated coverage on social media, online directory, & editorial features



IN PERSON

A local editor *advocating* for you within your community

A committed collective of local entrepreneurs *supporting* one another

Access to launch party & *local events*.



THE POWER OF PRINT IN A DIGITAL AGE

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

15K

COPIES PRINTED ANNUALLY

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.

With a tangible trusted print guide at its foundation, The Scout Guide elevates small businesses through a multidimensional advertising opportunity, offering a powerful and proven combination of a timeless tangible medium and dynamic and impactful content.

DIGITAL VS PRINT

○ Low performance ● High performance

DIGITAL ADS

4 out of 9

●	Attention	○
○	Review Time	●
●	Engagement	●
○	Stimulation	●
●	Memory Retrieval Accuracy	●
○	Memory Speed and Confidence	●
●	Purchase and Willingness to Pay	●
○	Desirability	●
○	Valuation	●

PRINT ADS

8 out of 9



NATIONAL AND LOCAL DIGITAL COVERAGE

INSPIRING *AND* INFORMATIVE

NATIONAL

TheScoutGuide.com displays the breadth of the TSG network, which is coast to coast nationwide. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information. TSG is also a trusted resource for travel, where our visitors discover how to shop, dine, and live like a local while exploring a new city. While the content is designed to appeal to a national audience, its purpose is to encourage readers to engage with experts and businesses on a local level by hiring excellent service providers in their hometowns, buying with intention, and seeking out unique local finds within their communities.

BROWSE OUR CITY WEBSITE

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

2.2M+

ANNUAL
PAGE VIEWS

1.2M+

SOCIAL MEDIA
FOLLOWERS

400K+

EMAIL
SUBSCRIBERS

LOCAL

The Scout Guide Memphis 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 Memphis social media channels and through a dedicated newsletter.

Through our social media platforms, The Scout Guide audience discovers the latest news from their local 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.

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/MEMPHIS](http://thescoutguide.com/memphis)

LOCAL NETWORKING EVENTS

DEEP TIES TO *COMMUNITY*



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.

COMMUNITY EVENTS

The Scout Guide Memphis hosts quarterly events designed to bring our members together, build meaningful connections, and create added visibility within the local community. Select events are also open to the public, offering members additional opportunities for exposure and engagement beyond the pages of the guide.



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SEPTEMBER-DECEMBER 2026

Member Commitments

JANUARY-APRIL 2027

Photo Shoots

MAY-JUNE 2027

Spread Design and Final Approvals

AUGUST 2027

Volume 13 Launch



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