

THE SCOUT GUIDE®
**NASHVILLE
& FRANKLIN**
TENNESSEE

Vol. 14
CITY GUIDE

THE SCOUT GUIDE®
NASHVILLE & FRANKLIN
MEDIA KIT
Vol. 15

The Scout Guide

WE BELIEVE IN THE PERMANENCE AND POWER OF PRINT.

WE BELIEVE IN STORYTELLING.

CLASSIC

OUR MISSION, AUDIENCE, & REACH

HATTANOOGA WHISKEY

Splinter Creek MISSISSIPPI

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

AN ESTABLISHED BRAND IDENTITY	2.4M+ ANNUAL WEB PAGEVIEWS	1M+ FOLLOWERS	DEMOGRAPHICS	READER INTERESTS	READER <i>BEHAVIOR</i> & <i>LIFESTYLE</i>													
90+ CITIES	OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	354K+ EMAIL SUBSCRIBERS	AGE	DESIGN and DECOR	80% USE TSG TO DISCOVER LOCAL BUSINESSES													
4.4K+ ADVERTISERS		AN AFFLUENT AUDIENCE	<table border="1"><thead><tr><th>AGE</th><th>PERCENTAGE</th></tr></thead><tbody><tr><td>18-24</td><td>10%</td></tr><tr><td>25-34</td><td>20%</td></tr><tr><td>35-44</td><td>16%</td></tr><tr><td>45-54</td><td>19%</td></tr><tr><td>55-64</td><td>21%</td></tr><tr><td>65+</td><td>14%</td></tr></tbody></table> GENDER	AGE	PERCENTAGE	18-24	10%	25-34	20%	35-44	16%	45-54	19%	55-64	21%	65+	14%	STYLE and BEAUTY
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65+	14%																	
				TRAVEL	36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS													
				SMALL BUSINESS OWNER SPOTLIGHTS	47% USE TSG AS A TRAVEL RESOURCE													
				ENTERTAINING and RECIPES	71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST													
					59% TAKE 1-4 TRIPS PER YEAR													
					39% TAKE 5+ TRIPS PER YEAR													

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

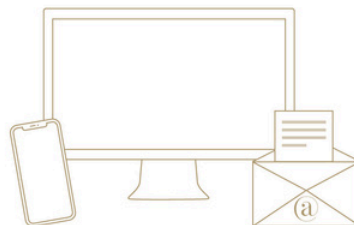


DIGITAL

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*

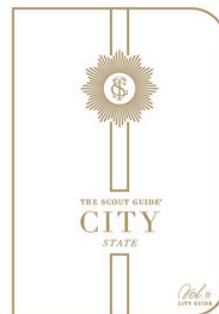
20K

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.

PHYSICAL ADS



PRINT ADS VS DIGITAL ADS

○ Low performance ● High Performance

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

DIGITAL ADS





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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Nashville & Franklin's 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 Nashville & Franklin's 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/NASHVILLE](https://thescoutguide.com/nashville)

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.

MEMBER MINGLES

Hosted by a TSG advertiser, these events have included wine tastings, complimentary head shots, in-store shopping events, and more.

**Events locally are subject to change and vary market to market*





WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

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

*The Scout Guide was the first paid advertising for **Nashville Plastic Surgery Institute** and we have enjoyed being a part of it over the years. We love that we get to showcase the personality of Dr. Unger and the team in different ways. It is an honor to be featured in the publication alongside so many other wonderful local businesses.*

DR. JACOB UNGER

Nashville Plastic Surgery Institute |
Nashville, Tennessee

*The Scout Guide has been an incredibly meaningful platform for **K. McCarthy**. It's more than advertising — it's alignment. Being featured alongside other local businesses we admire has strengthened our connection to the community and introduced us to customers who value intention, beauty, and shopping local. It's a publication our customers trust and keep close, and we're honored to be a small part of something so thoughtfully done*

KATHLEEN WEBER

K. McCarthy | Nashville, Tennessee

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

—
SPRING 2026

Member Commitments

SUMMER 2026

Creative Meetings and Photo Shoots

OCTOBER 2026

Spread Design and Final Approvals

JANUARY 2027

Volume 15 Launch



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📍 THE SCOUT GUIDE NASHVILLE