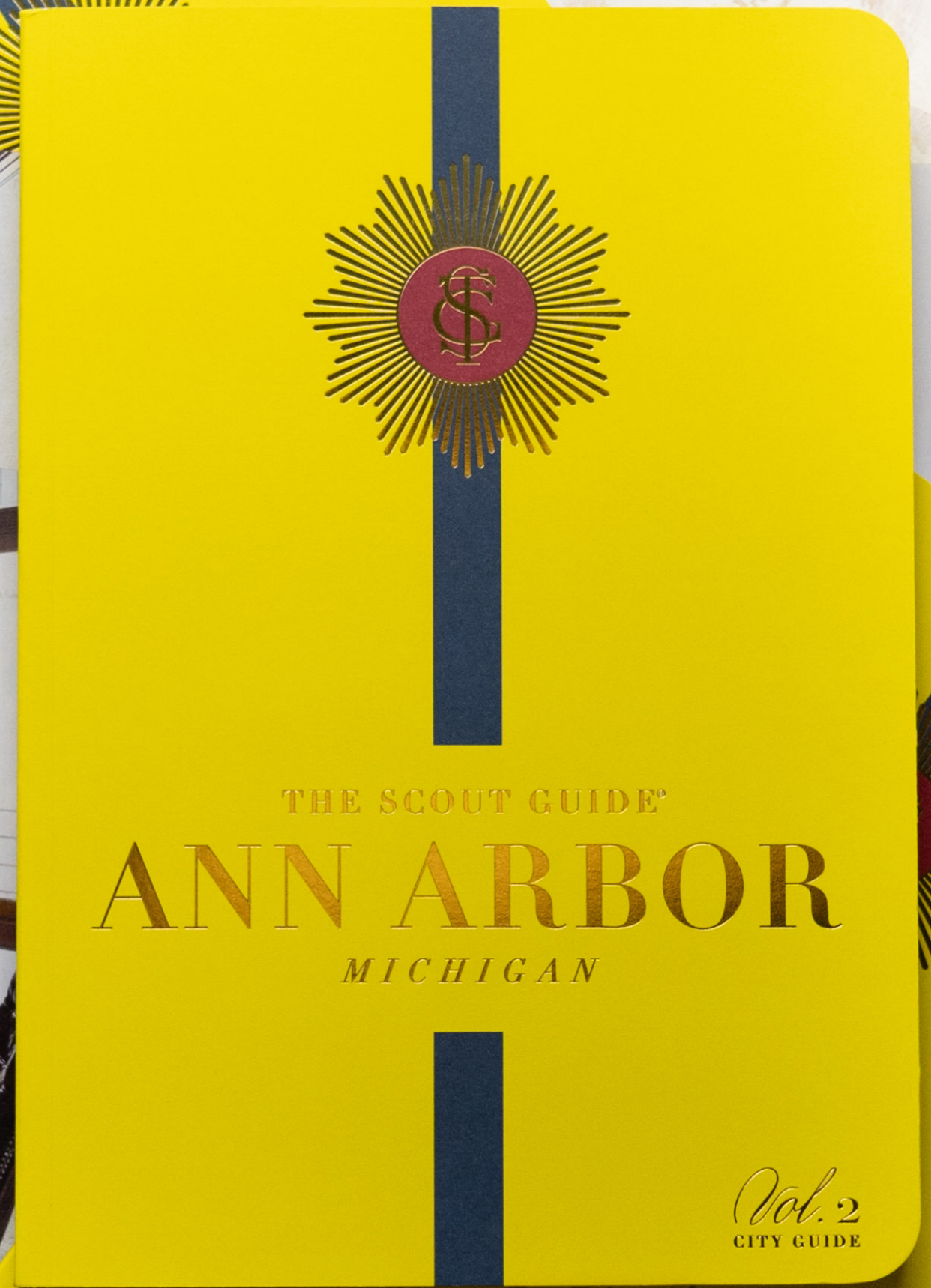




THE SCOUT GUIDE®
ANN ARBOR

MEDIA KIT

Vol. 3





OUR MISSION

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.

<p>AN ESTABLISHED <i>BRAND</i> IDENTITY</p>	<p>1.95million ANNUAL WEB PAGEVIEWS</p>	<p>1million FOLLOWERS</p>
<p>90+ CITIES</p>	<p><i>OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES</i></p>	<p>241K EMAIL SUBSCRIBERS</p>
<p>4.2K+ ADVERTISERS</p>	<p>1.2million COPIES IN CIRCULATION ANNUALLY</p>	<p>AN <i>AFFLUENT</i> AUDIENCE</p>

Source: Google Analytics, The Scout Guide, Behavior, Site Content, AllPages; Jan. 2023 — Feb. 2024 (The above numbers encompass all of our local markets + national account)



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*.



PRINT GUIDE

LOCAL *DISTRIBUTION*

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.



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

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 WEBSITE

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

1.95million

WEBSITE PAGEVIEWS

1million

FOLLOWERS

241K

EMAIL SUBSCRIBERS

LOCAL WEBSITE

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

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/ANN-ARBOR](https://thescoutguide.com/ann-arbor)

7.2K

WEBSITE PAGEVIEWS

5.1K

WEBSITE VISITORS

LOCAL SOCIAL MEDIA

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.

  3.2K

FOLLOWERS

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*

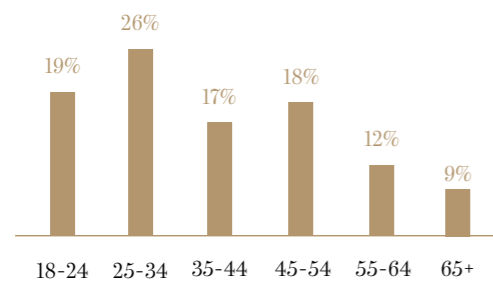


OUR AUDIENCE

A *LOYAL* AND *ENGAGED* FOLLOWING THAT ACTIVELY SEEKS OUT *HIGH-QUALITY* PRODUCTS AND SERVICES

LOCAL DEMOGRAPHICS

AGE



GENDER

74%
FEMALE

26%
MALE

INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

SMALL BUSINESS
OWNER SPOTLIGHTS

ENTERTAINING
and RECIPES

READER BEHAVIOR

81%
DISCOVER LOCAL BUSINESSES

46%
FIND TRAVEL RESOURCES

41%
FIND LOCAL EVENTS

45%
DISCOVER TSG BY SEEING A PRINT GUIDE

LIFESTYLE

39%
TAKE 4+ TRIPS PER YEAR

54%
HAVE A HOUSEHOLD INCOME OF \$100,000 - \$499,000

28%
OWN 2+ RESIDENCES



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

“When we set out to make our mark with PAINT Nail Bar in the vibrant community of Ann Arbor, we knew we needed a guiding light, a trusted partner who could help us navigate the landscape and connect with the right people. Enter Lori Lorenz, the Editor of The Scout Guide Ann Arbor, our invaluable “Sherpa” on this exciting journey.

Lori’s expertise and network within the community are unparalleled. Through The Scout Guide, she provided us with a unique avenue to establish connections and relationships that have been absolutely vital to our success. Her ability to bring people together and foster a supportive network has been paramount to our growth.

When it comes to strategic marketing decisions, aligning with The Scout Guide and Lori has been at the top of our list. Lori’s insight, reach, and dedication to promoting local businesses are instrumental in our success. We’ve witnessed the power of TSG platform in action, and it’s made a significant impact on our brand and visibility.

We’re grateful for the partnership with The Scout Guide Ann Arbor and for having Lori Lorenz as our guide. If you’re looking to make a splash in this community, there’s no better way than through The Scout Guide, and no better person than Lori to help you achieve it.”

SHELLEY WOLFF

Paint Nail Bar

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

12 month TSG membership includes spread in the print guide, copies of the print guide, inclusion on local digital platforms, and listing in the national TSG directory

Space and categories are limited | Reservation for spread requires deposit | Payment options available upon request | Inquire for premium placement



ONE-PAGE SPREAD



TWO-PAGE SPREAD

PREMIUM
PLACEMENT

FRONT/BACK
COVER

4 PAGE
FOLD OUT



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

WINTER 2024

Member Commitments

WINTER 2024/SPRING 2025

Creative Meetings and Photo Shoots

SPRING/SUMMER 2025

Spread Design and Final Approvals

FALL 2025

Volume 3 Launch



Lori Lorenz

OWNER | EDITOR

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THE SCOUT GUIDE ANN ARBOR