



THE SCOUT GUIDE®  
**JUPITER &  
PALM BEACH GARDENS**

FLORIDA

Vol. 5  
CITY GUIDE

THE SCOUT GUIDE

*The Scout Guide*

THE SCOUT GUIDE

*Vol. 6*  
**MEDIA KIT**



# 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 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><b>2.4M+</b> ANNUAL WEB PAGEVIEWS</p>	<p><b>1M+</b> FOLLOWERS</p>	<p>DEMOGRAPHICS</p> <p>AGE</p> <p>GENDER</p> <p><b>64%</b> FEMALE</p> <p><b>36%</b> MALE</p>	<p>READER <i>INTERESTS</i></p> <p>DESIGN <i>and DECOR</i></p> <p>STYLE <i>and BEAUTY</i></p> <p>TRAVEL</p> <p>SMALL BUSINESS OWNER SPOTLIGHTS</p> <p>ENTERTAINING <i>and RECIPES</i></p>	<p>READER <i>BEHAVIOR</i> &amp; <i>LIFESTYLE</i></p> <p><b>80%</b> USE TSG TO DISCOVER LOCAL BUSINESSES</p> <p><b>50%</b> FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE</p> <p><b>36%</b> PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS</p> <p><b>47%</b> USE TSG AS A TRAVEL RESOURCE</p> <p><b>71%</b> CHOSE DESIGN &amp; DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST</p> <p><b>59%</b> TAKE 1-4 TRIPS PER YEAR</p> <p><b>39%</b> TAKE 5+ TRIPS PER YEAR</p>
<p><b>90+</b> CITIES</p>	<p><i>OVER A DECADE OF EXPERIENCE</i> SUPPORTING LOCAL BUSINESSES</p>	<p><b>354K+</b> EMAIL SUBSCRIBERS</p>			
<p><b>4.4K+</b> ADVERTISERS</p>	<p><b>1.2M+</b> COPIES IN CIRCULATION ANNUALLY</p>				



# AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

PUT YOUR BUSINESS WHERE THE *MOST INFLUENTIAL RESIDENTS ARE LOOKING*

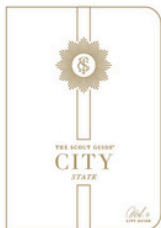
The Scout Guide Jupiter & Palm Beach Gardens is a curated print and digital publication connecting exceptional local businesses with the most engaged and affluent residents in our community. 12 month membership that includes print, digital & networking events.

## PRINT

A *timeless* publication that is kept and treasured

*12 months* of strategic local distribution

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

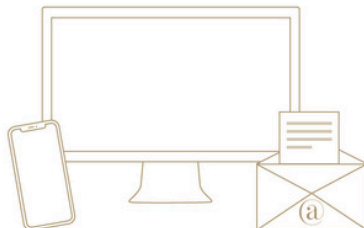


## DIGITAL

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*.



# LOCAL NETWORKING EVENTS

DEEP TIES TO *COMMUNITY*



## ANNUAL MEMBER 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.

### COVER COLOR PARTY

Each Fall we host our Cover Color Party, where we get together to vote on the next year's cover color. This is an excellent opportunity for my members to get extra exposure and create more excitement around the release of the upcoming guide.



## 3-4 THEMED MEMBER NETWORKING MINGLES

These fun themed events have included wine tastings, complimentary head shots, in-store shopping events, social media tips & tricks and more. The best place to meet other like minded businesses!

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



# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER



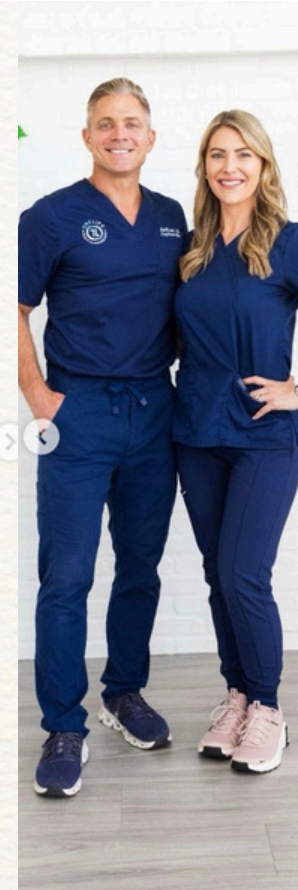
*“The Scout Guide places our brand directly in the living rooms of high-net-worth clients in a polished, professional way. It’s a publication people keep for years, so the exposure compounds. Beyond direct client inquiries, it’s also created valuable B2B relationships with other featured businesses. It’s a strategic asset for us and one we’ll continue investing in.”*

Jason Shinn  
**TRIPLE CROWN GROUP**



*“Being part of The Scout Guide has been such a meaningful experience for our business. What I’ve loved most is the incredible exposure paired with the sense of community it creates. It’s not just beautiful content and thoughtfully curated features; it’s a network of like-minded local businesses that genuinely want to support one another. The storytelling & photography truly elevate each brand in an authentic and sophisticated way. Since being featured, we’ve seen increased visibility and new clients who specifically mention finding us through The Scout Guide. It has strengthened our credibility in the community and aligned us with other respected local businesses, which has been invaluable. I would absolutely recommend being part of The Scout Guide to any local business looking to grow their presence while building meaningful connections. It’s more than marketing, it’s being part of a community that celebrates and supports local.”*

Dr. Nicolas deFabrique  
**DEFABRIQUE AESTHETIC DENTISTRY**



*“Being part of The Scout Guide this year has been such a fun and energizing experience. The exposure has been incredible, but even more valuable has been the opportunity to connect and network with so many like-minded local business owners who truly support one another. We would absolutely recommend it to any business looking to grow their presence while becoming part of a vibrant, high-quality community.”*

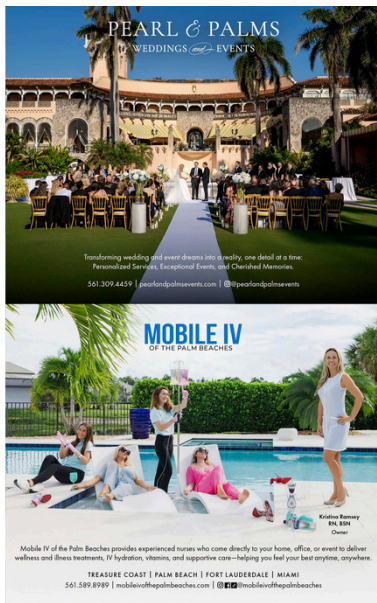
Ken Winnard, MD  
**ONELIFE HEALTH & PERFORMANCE**



# MEMBERSHIP PACKAGES

12 month TSG membership includes spread in the print guide, photoshoot, copies of the print guide, inclusion on local digital platforms, access to member networking events & listing in the national TSG directory.

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



HALF / SHARED PAGE

ONE-PAGE SPREAD

TWO-PAGE SPREAD

# DONT MISS OUT- JOIN TODAY

THIS IS THE COMMUNITY WHERE YOUR  
BUSINESS BELONGS

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

---

SPRING-SUMMER 2026

Member Commitments

SUMMER 2026

Creative Meetings and Photo Shoots

FALL 2026

Spread Design and Final Approvals

JANUARY 2027

Volume 6 Launch!



*Bethany Sharp*

OWNER & EDITOR

561.383.1893 TEXT OR CALL

BSHARP@THESCOUTGUIDE.COM

---

📷 @TSGJUPITERPBG

📍 THE SCOUT GUIDE JUPITER PBG

THESCOUTGUIDE.COM/JUPITER-PBG

“Magazines get skimmed and tossed, The Scout Guide gets kept and used.” When you advertise with us, you’re not buying a fleeting placement; you’re securing 12 months of visibility inside a curated, coffee-table-worthy guide people turn to when they’re deciding where to shop, dine, stay, and who to hire. **It’s a single investment that keeps working**—season after season—because the guide stays in homes, offices, hotels, and in the hands of people who actually spend locally.



## THE SCOUT GUIDE® JUPITER & PALM BEACH GARDENS

### APPAREL & ACCESSORIES

Hayley Paige Bridal  
John Craig Clothier  
Lady Lanells Couture  
Salt and Creek  
The Island Weekend  
Verse Diamonds

### BEAUTY, HEALTH & FITNESS

Amrit Ocean Resort & Spa  
Dana Goldberg MD  
DeFabrique Aesthetic Dentistry  
Diamante Medical Skincare  
Gardens Orthodontics  
Inner Glow Airbrush Tanning  
Insight Dental Consulting  
Juno Counseling and Wellness  
Jupiter Infusion  
Jupiter Orthodontics  
Mobile IV of the Palm Beaches  
Ocean Day Spa  
OneLife Health & Performance  
Sculpt Shop  
Sugar Pie Lashes  
Supriya Aesthetic Dermatology  
The Aesthetics Lounge and Spa  
The Beach House Vet  
This Place Blows  
Tighter Lines Aesthetics

### INTERIOR DESIGN & HOME

Almar Jackson Pools, Inc.  
Dayna Sterling Interiors  
Fuse Specialty Appliances  
Gifts & Graces Interior Design  
House of Hattie  
In The Shade Jupiter  
Kelly Caron Designs  
Outside the Box  
Pure Way Palm Beach  
Showcase Lighting

### EAT & DRINK

16 Handles  
Alaina's Cafe  
Dive Bar Restaurant  
Ela Curry & Cocktails  
Evo Italian  
Little Moir's Food Shack  
Guanabanas  
Hog Snapper  
Jetty's Waterfront Restaurant  
Lucky Shack Oyster Bar  
Mango Mercado  
NEVS Barbecue  
Nina's Fresh Bakery  
Painted Quarters Cattle  
Seminole Reef Grill  
Stage Kitchen & Bar  
Sunset Slush  
The Clubhouse at NPB Country Club  
Tiki 52 Bar & Grill  
Topside at the Beacon  
U-Tiki Beach  
Vampire Penguin  
Waterway Cafe  
Weber Ranch 1902 Vodka

### EDUCATION & ARTS

Jupiter Christian School  
Palm Beach Day Academy  
The Harvey Academy  
Emily Bolvig  
Kirsten Sadlier Art

### NON-PROFITS

Big Dog Ranch Rescue  
Busch Wildlife Sanctuary  
Hannah's Home  
Hearts for Moms  
Pageant of Hope  
Place of Hope  
Selfless Love Foundation

### YACHT BROKERAGE

Autograph Yacht Group  
MarineMax Jupiter  
Patrick Koernig | Atlantic Yacht & Ship

### REAL ESTATE

Johnny DelPrete | The Exclusive Group  
at Douglas Elliman  
Mike Ivencevic | Illustrated Properties  
Tracy Ward | Eklund Games Teams  
Triple Crown Group

### PROFESSIONAL SERVICES

Aero Centers Private Jet Charter  
Banyan Construction Group  
Baybes Event Bartenders  
Capital Motor Cars  
Carrie J Combes, CFP®, CPWA®  
Chef Nik Eats Craft Mixology  
Cummings & Lockwood  
Eve Greendale Photography  
Fashion Fete  
Gambale Insurance  
Infinite Discoveries Travel  
Insight Dental Consulting  
Jupiter Bounce  
Jupiter Inlet Car Wash  
Jupiter Lighthouse  
Katrina's Floral Expressions  
La Verse Florals & Event Design  
NPB Chamber of Commerce  
Pearl & Palms Events  
Reece Worldwide Travel  
Swag by Selby NYC  
Tee'd Up Events  
The Blonde Balloon  
Toxi Taxi  
VAZ Entertainment  
Vastola Legal  
Your Sparkling Event