



THE SCOUT GUIDE®
FORT WORTH

MEDIA KIT

Vol. 11



AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

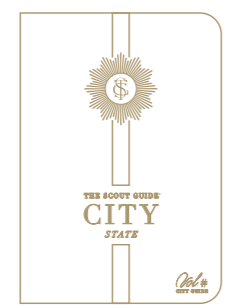
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on 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

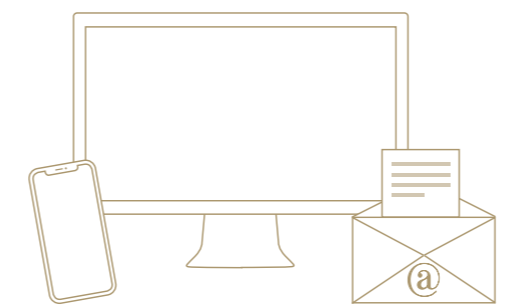


DIGITAL

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.



20K
COPIES PRINTED ANNUALLY

DIRECT MAIL + HOME DELIVERY

Delivered to homes in targeted neighborhoods

MEMBER DISTRIBUTION

Distributed through TSG Member Locations

COMMUNITY EVENTS

Social and charitable events, sponsored events, and weddings

**DESTINATIONS AND
LOCAL FAVORITES**

Select hotels, private clubs, private aviation areas, and high-end grocers

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)

1.9 million

WEBSITE PAGEVIEWS

1 million

FOLLOWERS

227K

EMAIL SUBSCRIBERS

LOCAL WEBSITE

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

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/FORT-WORTH](https://thescoutguide.com/fort-worth)

11.9K

WEBSITE PAGEVIEWS

5.5K

WEBSITE VISITORS

1K

EMAIL SUBSCRIBERS

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.

 15.8K

FOLLOWERS

 2.2K

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.

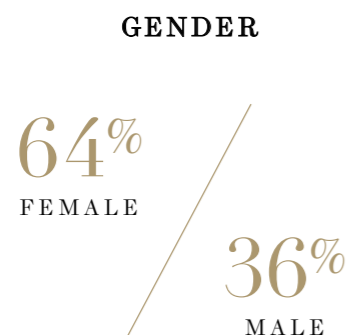
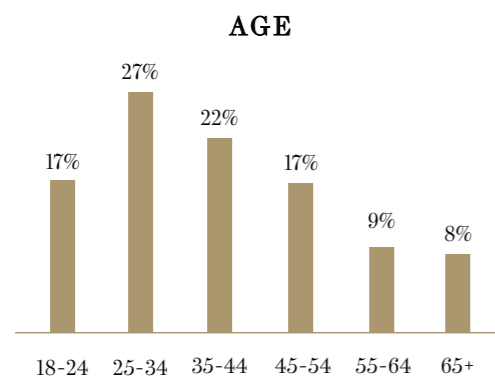
**Events locally are subject to change and vary market to market*



OUR AUDIENCE

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

LOCAL DEMOGRAPHICS



INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

ENTERTAINING
and RECIPES

NATIONAL READER BEHAVIOR

60%
DISCOVER LOCAL BUSINESSES

46%
SEEK INSPIRATIONAL CONTENT

44%
FIND TRAVEL RESOURCES

LIFESTYLE

50%
TAKE 4+ TRIPS PER YEAR

50%
HAVE A HOUSEHOLD INCOME OF
\$100,000 - \$499,000

25%
OWN 2+ RESIDENCES



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

The overall concept and vibe of The Scout Guide continues to align with our brand. Fort Worth has one of the best local business communities, and we love being a part of something local. The relationships we've created through The Scout Guide have been fantastic and it's one of the things that keeps us coming back.

ALYSON JOHNSON
& KACEY CARGILE

Esther Penn

The Scout Guide Fort Worth has proved to be a wonderful marketing platform for our brand year-after-year. The exposure in the annual print guide coupled with the ongoing promotion on social media is important to maintain top of mind among current clientele and attract new residents and visitors to our ready-to-wear boutique.

ANNE WALKER MILLER
& JOANNA BENNETT

You Are Here

It is a pleasure working with Leigh and the Fort Worth Scout Guide! It's a unique and beautiful way to put our organization in touch with the local best of the best! We've made many new friends who are so generous in their support of our mission to bless the lives of patients at Cook Children's.

JILL BURNS

Jewel Charity

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

APRIL 2024

Commitment Deadline

APRIL-JUNE 2024

Creative Meetings and Photo Shoots

JULY-AUGUST 2024

Production

SEPTEMBER-OCTOBER 2024

Printing and Shipping

NOVEMBER 2024

Volume 11 Launch



Leigh Brown

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THE SCOUT GUIDE FORT WORTH