



THE SCOUT GUIDE
CHARLOTTESVILLE
MEDIA KIT
— Vol. 19 —



JANUSETCIE.COM

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> IDENTITY	2.2M+ ANNUAL PAGE VIEWS	1.2M+ SOCIAL MEDIA FOLLOWERS	DEMOGRAPHICS AGE <table border="1"> <caption>Age Distribution</caption> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>13%</td> </tr> <tr> <td>25-34</td> <td>24%</td> </tr> <tr> <td>35-44</td> <td>18%</td> </tr> <tr> <td>45-54</td> <td>19%</td> </tr> <tr> <td>55-64</td> <td>17%</td> </tr> <tr> <td>65+</td> <td>10%</td> </tr> </tbody> </table>	Age Group	Percentage	18-24	13%	25-34	24%	35-44	18%	45-54	19%	55-64	17%	65+	10%	READER INTERESTS DESIGN <i>and</i> DECOR STYLE <i>and</i> BEAUTY TRAVEL SMALL BUSINESS OWNER SPOTLIGHTS ENTERTAINING <i>and</i> RECIPES	READER BEHAVIOR & LIFESTYLE 80% USE TSG TO DISCOVER LOCAL BUSINESSES 50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE 36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS 47% USE TSG AS A TRAVEL RESOURCE 71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST 59% TAKE 1-4 TRIPS PER YEAR
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<i>OVER A DECADE OF EXPERIENCE</i> SUPPORTING LOCAL BUSINESSES	395K+ EMAIL SUBSCRIBERS	GENDER 65% FEMALE 35% MALE																	
95+ ACTIVE MARKETS AND GROWING	1.2M+ COPIES IN CIRCULATION	AN <i>AFFLUENT</i> AUDIENCE																	
4.2K+ 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

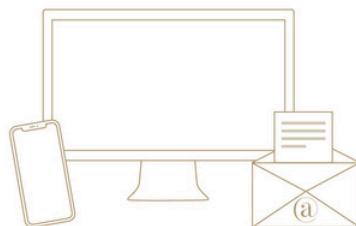


DIGITAL

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*

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.

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](https://www.thescoutguide.com)

2.2M+

ANNUAL
PAGE VIEWS

1.2M+

SOCIAL MEDIA
FOLLOWERS

395K+

EMAIL
SUBSCRIBERS

LOCAL

The Scout Guide Charlottesville 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 Charlottesville 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/CHARLOTTESVILLE](https://www.thescoutguide.com/charlottesville)

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 has given our business a layer of legitimacy that has resulted in **more business**, as well as supporting the business we already have.*

ADRIANNE BUGG

Pillar & Peacock | Richmond, Virginia

We love this publication and the prestige and clout it represents. When we travel we rely on The Scout Guide to point us to the best of the best. The photography and artistic spreads make our brand stand out in ways no other magazine gets close to. Our high end clients adore this magazine and often ask if they can take it with them when they check out. Cheers to being "Scouted" and for many more volumes into the future.

ROB & RACHEL ALDAY

Abode Luxury Rentals | Jackson Hole, Wyoming

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

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

JUNE - NOVEMBER 2026

Member Commitments

JULY 2026 - JANUARY 2027

Creative Meetings and Photo Shoots

FEBRUARY - APRIL 2026

Spread Design and Final Approvals

EARLY JUNE 2027

Volume 19 Launch



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 THE SCOUT GUIDE CHARLOTTEVILLE