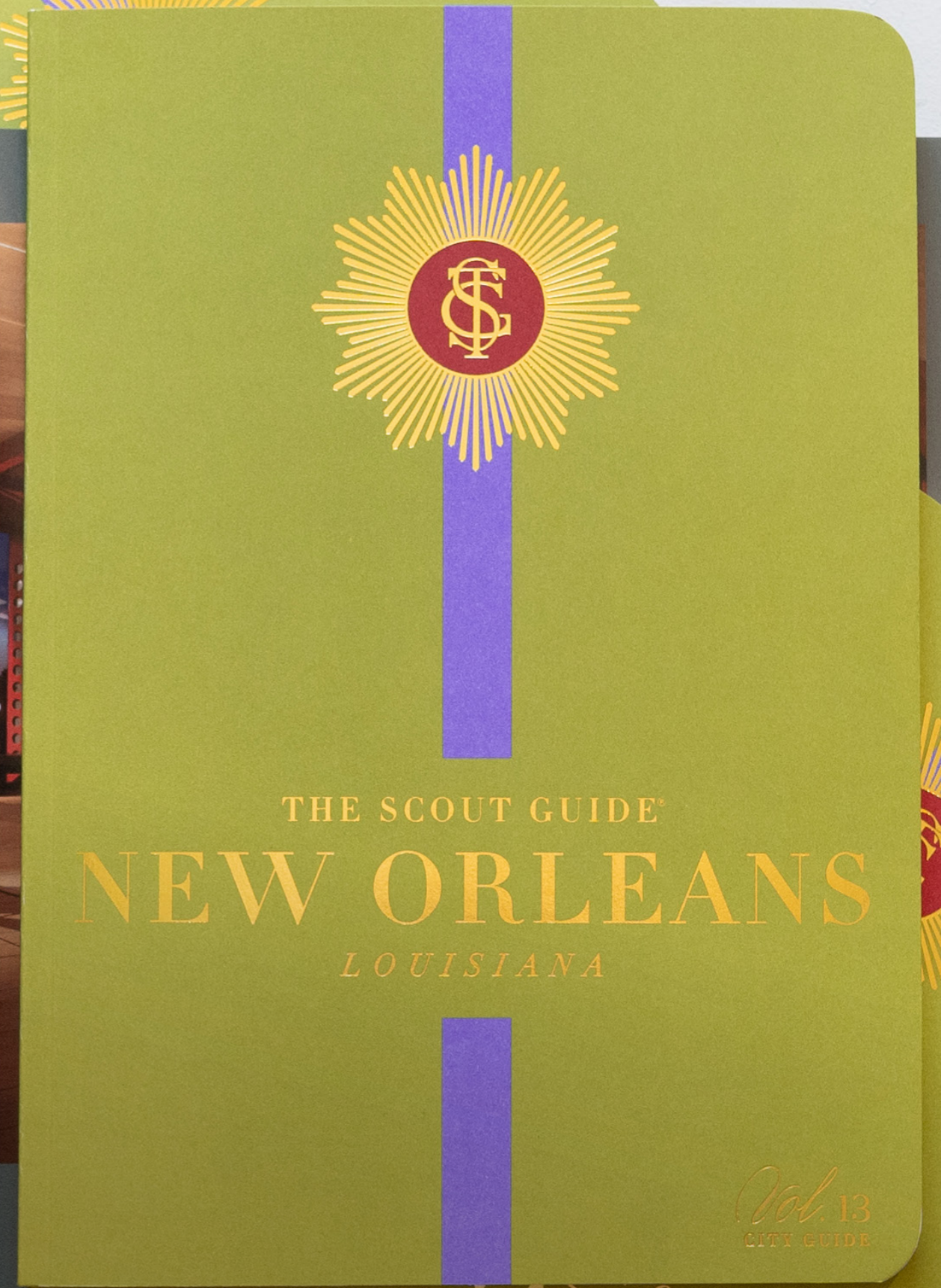




THE SCOUT GUIDE
NEW ORLEANS

MEDIA KIT

— Vol. 14 —



THE SCOUT GUIDE
NEW ORLEANS
LOUISIANA

Vol. 13
CITY GUIDE

NEW ORLEANS
LOUISIANA
GUIDE



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



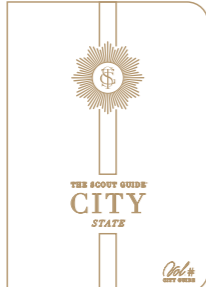
AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

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

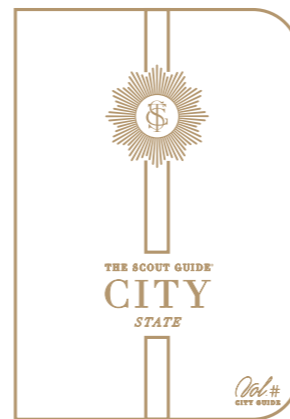
METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

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

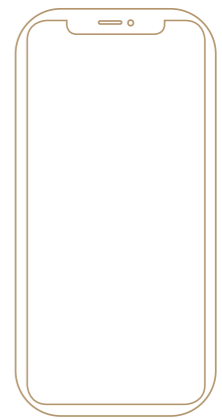


PRINT ADS VS DIGITAL ADS

Low performance High Performance

<input type="radio"/>	Attention	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Review Time	<input type="radio"/>
<input checked="" type="radio"/>	Engagement	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Stimulation	<input type="radio"/>
<input checked="" type="radio"/>	Memory Retrieval Accuracy	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Memory Speed and Confidence	<input type="radio"/>
<input checked="" type="radio"/>	Purchase and Willingness to Pay	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Desirability	<input type="radio"/>
<input checked="" type="radio"/>	Valuation	<input type="radio"/>

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 New Orleans 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 New Orleans 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/NEW-ORLEANS](https://thescoutguide.com/new-orleans)

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

“The Scout Guide’s Instagram posts consistently bring foot traffic to my store, and having the book placed in the top hotels ensures that we are being seen by our target audience.”

TARA SHAW | Tara Shaw, New Orleans, Louisiana

“Our first year with The Scout Guide was very much a foundational, brand-building time for us. The second year, we were better able to capitalize on the experience because of both the creative component and the ability to include our staff in the photo. With the inclusion of staff, we were able to remind people of their connection to our business. We are a local business whose mission is to support our local community, and The Scout Guide enables us to reach that audience and clearly convey that message.”

ROBERT & DORIAN STONE | Stone Insurance, New Orleans, Louisiana

“The Scout Guide is a beautiful printed publication, but there’s such a network beyond New Orleans when you plug into that. Each Scout Guide city has all these relationships with other cities, and then the local Editor is doing email blasts and social media content, and that’s super important because it’s extending your reach beyond the city through the digital presence.”

RACHEL TARAVELLA | Monomin, New Orleans, Louisiana

“Our diners always enjoy picking up the guide in our restaurants, and we’re truly honored to have been a founding member of The Scout Guide.”

MIA DEVILLIER | La Petite Grocery and Justine, New Orleans, Louisiana

Taylor Morgan and The Scout Guide New Orleans network were instrumental in helping us establish our presence on Magazine Street after moving the Alex Beard Studio from Julia Street/Royal Street. From organizing an opening party and raising social media awareness to hosting subsequent events and creating thorough product posts, we enjoyed a very fruitful four-year partnership with this media outlet. We particularly appreciated The Scout Guide’s help outside of the city as well. Though our Magazine Street location is home base, when we organized exhibitions out-of-town Taylor was incredibly helpful to connect with The Scout Guides in those cities to expand our thumbprint, helping those art exhibitions flourish. The Scout Guide is a lovely and high quality publication and the New Orleans community that it connects is like no other. Lastly, speaking on Taylor specifically, she is always quick to communicate, incredibly thoughtful and very creative. It has always been a joy to work with her. We are grateful to have her as a colleague.

JIM QUALLS | Gallery Director of The Alex Beard Studio



5+ YEAR BUSINESSES

The Scout Guide New Orleans has represented over 250 locally owned businesses from 2012 - 2024 with an average of a 75% renewal rate year after year. The following businesses have been represented for 5 or more years.

5+ YEARS

Alexis Walter Art
Arnaud's
Art & Eyes
Ashley Longshore
Backatown Coffee Parlour
B. Viz Design
Bremermann Designs
Cole Pratt Gallery
Eclectic Home
Hattie Sparks
Hedgewood Plastic Surgery
Jennifer Rice, Realtor
Joseph
Julie Silvers
Kevin Gillentine

Leontine Linens
Metairie Park Country Day School
Mignon
Mimi
New Orleans Museum of Art
Olivia Grey Pritchard Photography
Peony
Shaun Smith
SOSUSU
Sotre | Grace Kaynor
Southern Hotel
St. Romain Interiors
Tasc
The Ritz Carlton, New Orleans
The Terrell House

10+ YEARS

Dunn & Sonnier
Friend & Company
Jade
La Petite Grocery | Balise | Justine
Lynn Morgan Realtors
Melissa Rufty | Malachite
Neal Auction Company
NOLA Couture
NOLA Rugs
Patti Constantin, Designs in Catering
Ralph Brennan Restaurant Group
Tara Shaw
The Plant Gallery
Villa Vici
The Windsor Court

LeBlanc + Smith | Chloe, Sylvain, Barrel Proof, Anna's, The Will and the Way, Meauxbar, Cavan

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
\$6,500



TWO-PAGE SPREAD
\$9,500

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

APRIL - JULY 2025

Member Commitments

MAY - SEPTEMBER 2025

Creative Meetings and Photo Shoots

OCTOBER - DECEMBER 2025

Spread Design and Final Approvals

JANUARY 2026

Volume Launch



Taylor Morgan

OWNER | EDITOR

504.473.8331

TAYLOR@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/NEW-ORLEANS

@TSGNEWORLEANS

THE SCOUT GUIDE NEW ORLEANS