



THE SCOUT GUIDE®
GREENVILLE

MEDIA KIT

Vol. 9



THE SCOUT GUIDE®
GREENVILLE
SOUTH CAROLINA

Vol. 8
CITY GUIDE

THE SCOUT GUIDE®
GREENVILLE
SOUTH CAROLINA



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> <i>IDENTITY</i></p>	<p>1.95million ANNUAL WEB PAGEVIEWS</p>	<p>1million FOLLOWERS</p>
<p>90+ CITIES</p>	<p><i>OVER A</i> <i>DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES</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*

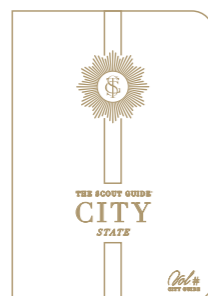
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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

7,000 guides delivered to homes in targeted neighborhoods + our member's VIP clients

MEMBER DISTRIBUTION

5,000 guides distributed through TSG Member Locations

COMMUNITY EVENTS

2,000 guides circulated for non-profit initiatives, art shows, festivals, and special events

DESTINATIONS AND LOCAL FAVORITES

1,000 guides placed at boutique hotels, concierge services, entertainment venues, etc.

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 Greenville 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 Greenville social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

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

41.4K

WEBSITE PAGEVIEWS

33.8K

WEBSITE VISITORS

6.1K

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.

 20K

FOLLOWERS

 2.6K

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 bring the member community together to network, learn and enjoy being a part of the TSG Greenville community. Past events have included Halloween at Tryon Equestrian, Sip n Scout at Oye Studios, and Launch Prep at MHK Architecture..

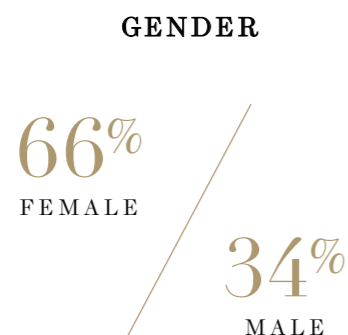
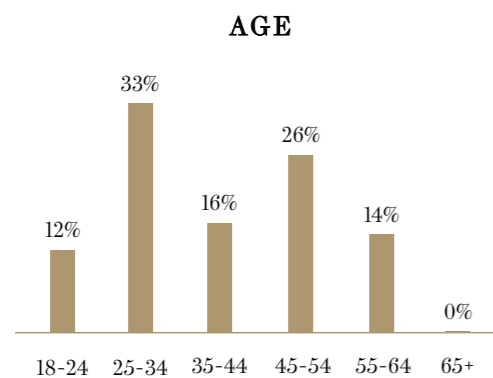
**Events locally are subject to change and vary market to market*



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

25%
CHOSE DESIGN *and* DECOR
AS THE TOPIC THAT
INTERESTS THEM MOST

READER BEHAVIOR

59%
DISCOVER LOCAL BUSINESSES

46%
SEEK INSPIRATIONAL CONTENT

44%
FIND TRAVEL RESOURCES

LIFESTYLE
50%
TAKE 4-7 TRIPS PER YEAR

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

25%
OWN 2+ RESIDENCES

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 | *Half-page spreads are limited to first time advertisers only*

HALF-PAGE SPREAD*



ONE-PAGE SPREAD



TWO-PAGE SPREAD



FOLD-OUT



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SPRING/SUMMER 2024

Member Commitments

SPRING/LATE FALL 2024

Creative Meetings and Photo Shoots

JANUARY 2025

Spread Design and Final Approvals

MARCH 2025

Volume 9 Launch



Meg
Stith

Dawn
Pumpelly

Dawn Pumpelly

OWNER | EDITOR

256.509.9513

DPUMPELLY@THESCOUTGUIDE.COM

Meg Stith

EDITOR

978.609.0521

MSTITH@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/GREENVILLE

@TSGGREENVILLE

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