



*The Scout Guide*



THE SCOUT GUIDE  
CHICAGO

WE BELIEVE  
IN STRONG  
RELATIONSHIPS.

# MEDIA KIT

— *Vol. 3* —



THE SCOUT GUIDE



THE SCOUT GUIDE



# 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>	<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

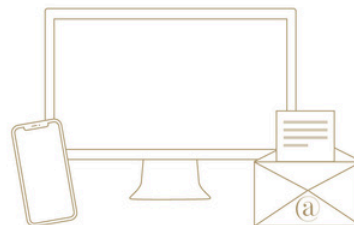


### DIGITAL

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*

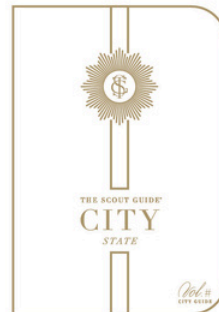
## 20K

### 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

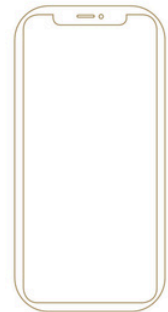


#### PRINT ADS VS DIGITAL ADS

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

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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.

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BROWSE OUR NATIONAL WEBSITE  
[THESCOUTGUIDE.COM](https://www.thescoutguide.com)

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

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The Scout Guide Chicago 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 Chicago 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.

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BROWSE OUR CITY WEBSITE  
[THESCOUTGUIDE.COM/CHICAGO](https://www.thescoutguide.com/chicago)

# 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 TSG, 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

*"KMBeauty was honored to be featured in The Scout Guide Chicago Volume 1. This opportunity gave us incredible exposure, expanded our reach, and highlighted our dedication to delivering luxurious, high-end hair and makeup experiences. We're grateful to be part of such an inspiring community of local businesses."*

KIM HANNAY

Digs With Dignity | Chicago

*"We absolutely loved collaborating with Haley and the TSG team! The opportunity to connect with other like-minded small businesses and the exposure TSG has provided for our organization have been so helpful. We're thrilled to be a featured nonprofit again this year!"*

MARISSA ESPOSITO

KM BEAUTY | Chicago

*"I have followed, and actively sought out, The Scout Guide brand for years across multiple cities as a testament to quality, vetted local businesses worth supporting. So when my company got Scouted in Chicago, of course I wanted in! It's a coveted small business endorsement both locally and nationally."*

CHANNING MULLER

DCM Communications | Chicago

*"Into my 18th year as a one-woman show, The Scout Guide nurtures connection with fellow local businesses. It fosters support, inspiration and collaboration with genuine intent. I know I am in great company!"*

RACHEL BOMMER

Rach B Jewelry | Chicago

# MEMBERSHIP PACKAGES

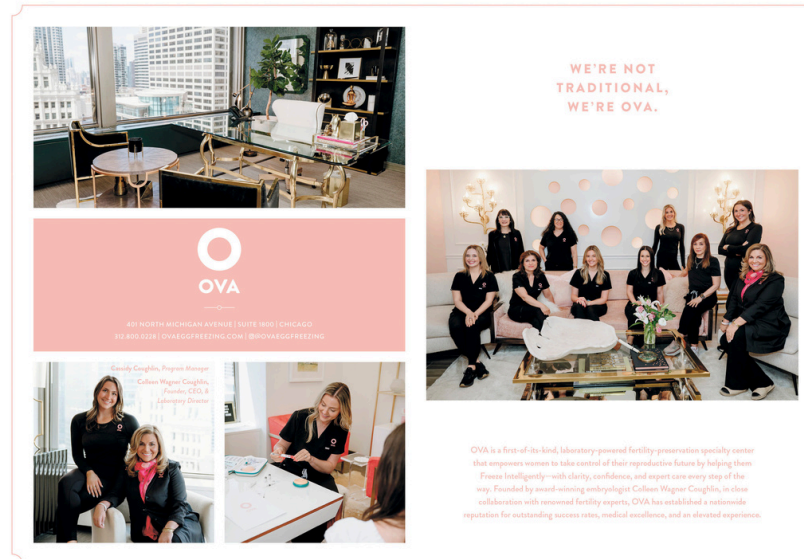
METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

12 month TSG membership includes professional photoshoot, spread in the print guide, copies of the print guide, inclusion on local digital platforms, exclusive TSG member events, 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

\$5,300



TWO-PAGE SPREAD

\$7,300

# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

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FALL 2025

Member Commitments

FALL 2025 / WINTER 2026

Creative Meetings and Photo Shoots

MARCH 2026

Spread Design and Final Approvals

JUNE 2026

Volume 3 Launch



*Hailey Dalton*

OWNER & EDITOR

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THESCOUTGUIDE.COM/CHICAGO

📷 @TSGCHICAGO

📘 THE SCOUT GUIDE CHICAGO