



THE SCOUT GUIDE®  
LITTLE ROCK

# MEDIA KIT

— Vol. 7 —

# OUR MISSION

A COLLECTION.  
A COMMUNITY.  
A LIFESTYLE.

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Guided by the belief that small businesses are the cornerstones of our cities, The Scout Guide connects people with makers, experts, and one another. In print and online, and on national and local levels, The Scout Guide celebrates small businesses, supports entrepreneurs, and helps readers enjoy their communities to the fullest.





# ABOUT THE SCOUT GUIDE

The story begins in print, it continues online. At The Scout Guide, we put print first because we believe in its permanence and its power. Just as our communities are anchored by the small business owners who provide unique experiences for their customers and have a profound impact on their local economies, TSG is rooted in our tangible and timeless city guides that enjoy a long shelf life and invite readers to get to know the faces behind the independent businesses in their towns.

Produced by local owners / editors who serve as year-round advocates for the businesses in their respective markets, the guides are stunning showcases of boutiques, architects, event planners, florists, interior decorators, restaurants, and more. The result is a narrative that reflects the individuality of each artist, artisan, and entrepreneur, and a publication that binds them together to create a strong, supportive whole.

3.5K+    70+    880K+    172K    812K    1.2 million

BUSINESSES    CITIES    FOLLOWERS    EMAIL SUBSCRIBERS    COPIES IN CIRCULATION    ANNUAL WEB PAGE VIEWS

*Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 1, 2021 — Jan. 1, 2022*



# AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

## PRINT

A *timeless* publication that is kept and treasured

*12 months* of strategic local distribution

## ONLINE

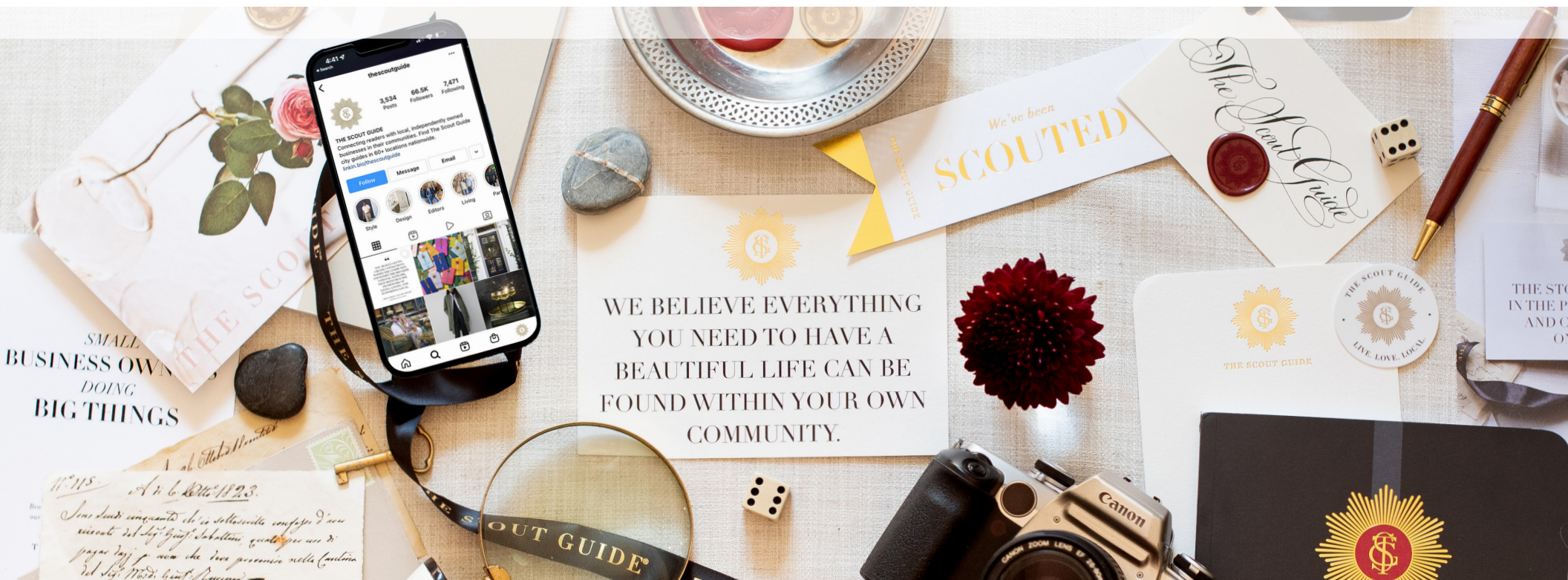
A network of potential partners in *70+ cities* nationwide

A *commitment* to helping readers discover more about you and your offerings

## IN PERSON

A local editor *advocating* for you within your community

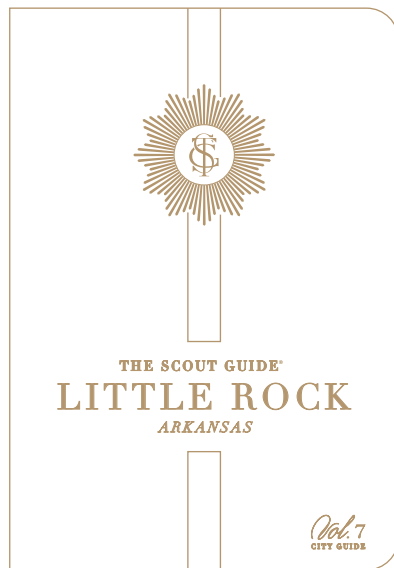
A committed collective of local entrepreneurs *supporting* one another





# OUR LOCAL REACH

The Scout Guide Little Rock introduces readers to small businesses in the print guide, and helps readers get to know the owners and their offerings through online content and ongoing support throughout the year.



10K

COPIES IN  
CIRCULATION

3K

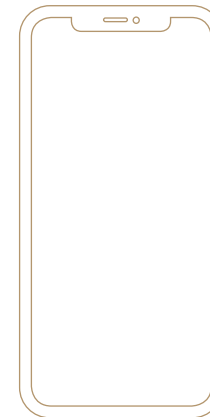
DIRECT MAIL

3.5K

LOCAL FAVORITES

3.5K

MEMBER DISTRIBUTION



9.1K+

FOLLOWERS ON  
SOCIAL MEDIA

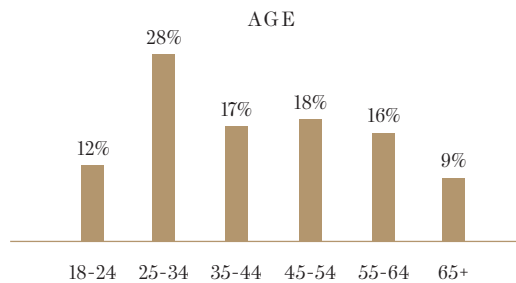
7.5K+

ANNUAL CITY  
PAGEVIEWS

# OUR AUDIENCE

The Scout Guide Little Rock has a loyal and engaged following that actively seeks out high-quality products and services, and trusts TSG to expose them to all the city has to offer.

## DEMOGRAPHICS



76%  
FEMALE

24%  
MALE

## DIRECT MAIL

\$500K+

AVG. HOME VALUE

## TARGETED AREAS

LITTLE ROCK  
HOT SPRINGS  
CONWAY  
SEARCY & SURROUNDING CITIES

## CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

ENTERTAINING

LIVING

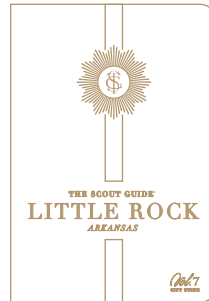
ART

HEALTH & WELLNESS



# OUR MEMBER BENEFITS

The Scout Guide Little Rock advertisers benefit from comprehensive year-round support in a variety of ways.



## PRINT

Creative consultation, professional photography, personal spread design, and strategic distribution of the guide.



### SOCIAL MEDIA

Social media coverage on local TSG platforms.



### NATIONAL WEBSITE

Listing in TSG's national and local online directories.



### EVENTS

Access to launch party and local happenings.



### EMAIL MARKETING

Monthly roundups of the latest editorial features and news from around the local network.



THE SCOUT GUIDE  
LITTLE ROCK

### CITY WEBSITE

In-depth features, tips, gift guides, information about events, and more.

# OUR PRINT GUIDE

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.



SHARED SPREAD



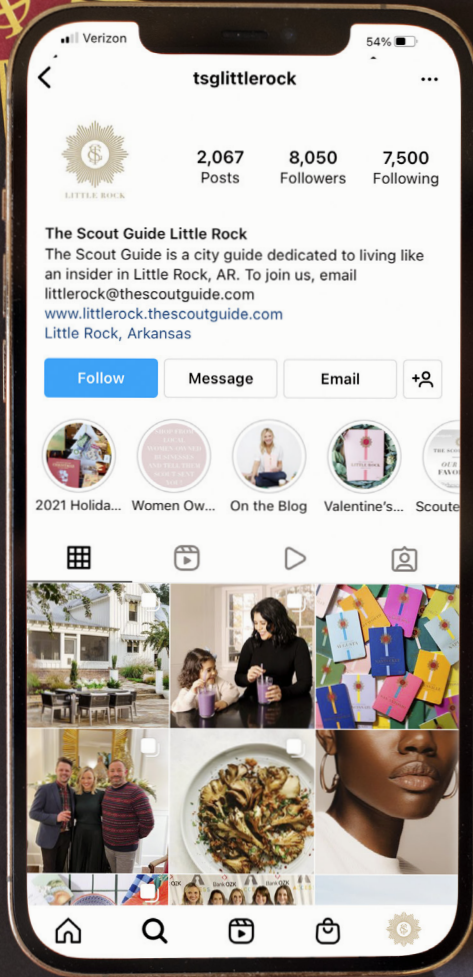
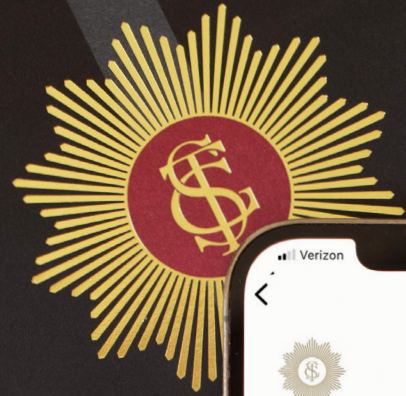
ONE-PAGE SPREAD



TWO-PAGE SPREAD

WANT TO SEE MORE? BROWSE THE ONLINE GUIDE AT [LITTLEROCK.THESCOUTCUIDE.COM](http://LITTLEROCK.THESCOUTCUIDE.COM)





# LOCAL SOCIAL MEDIA

Through our local social media platforms, The Scout Guide Little Rock audience discovers the latest news from the TSG Little Rock small 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.

As readers increasingly look to social media for information and inspiration, TSG Little Rock provides regular, dynamic, and exciting content to satisfy their needs, featuring events, giveaways, promotions, and videos.



# CITY WEBSITE

The Scout Guide Little Rock 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 Little Rock social media channels and through a monthly newsletter. The site was recently overhauled and relaunched with enhanced navigation and an improved user experience.

BROWSE OUR CITY WEBSITE

[LITTLEROCK.THESCOUTGUIDE.COM](http://LITTLEROCK.THESCOUTGUIDE.COM)

## CONTENT CATEGORIES

EVENTS

TIPS

Q&AS

GIFT GUIDES

REAL ESTATE  
ROUNDUPS

## ANNUAL HIGHLIGHTS

THE LATEST  
CITY GUIDE

CITY CHEAT SHEET

7.5K

WEBSITE PAGEVIEWS

4K

WEBSITE VISITORS

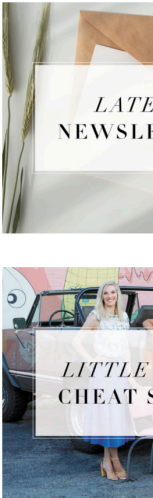
Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Dec. 1, 2020 - Dec. 1, 2021

THESCOUTGUIDE.COM

VIEW ALL LOCATIONS

## THE SCOUT GUIDE® LITTLE ROCK

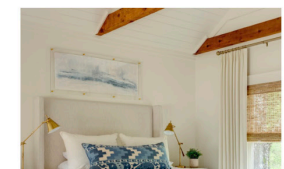
ABOUT ADVERTISE ARTICLES DIRECTORY BROWSE THE GUIDE



*A city guide dedicated to supporting local businesses in Little Rock, Arkansas*



## ARTICLES







# NETWORKING EVENTS

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.

*\*Contingent on local health restrictions and guidelines.*

# NATIONAL WEBSITE

TheScoutGuide.com displays the breadth of the TSG network, which is comprised of 70+ cities across the country. 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, and visitors browse our many city cheat sheets to 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 ONLINE DIRECTORY  
[THESCOUTGUIDE.COM/DIRECTORY](https://thescoutguide.com/directory)



## THE SCOUT GUIDE

CITY GUIDES DESIGN AND DECOR TRAVEL STYLE AND BEAUTY ENTERTAINING LIVING EVENTS

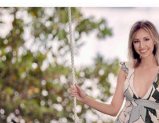


PREMIERE EDITION: THE SCOUT GUIDE ORLANDO, VOLUME 1



SCOUTED HOTELS, INNS, AND LODGES THAT ARE PERFECT FOR YOUR NEXT ROMANTIC GETAWAY

TRAVEL





# *Vol. 7* MEMBERSHIP PACKAGES

*12 Month TSG Membership Including:*

Spread in the print guide | Copies of the print guide | Inclusion in TSG online local and national directory

ONE-PAGE SPREAD	TWO-PAGE SPREAD	*PREMIUM PLACEMENT
\$4,000	\$6,000	\$5,000 <i>One-page spread</i>  \$7,000 <i>Two-page spread</i>

*Shared category spreads available | Space and categories are limited*

*Reservation for spread requires deposit | Monthly payment options are available and require a credit card*

*\*Located within the first or last 10 pages of the guide*

# *Vol. 7* CALENDAR

SPRING 2022

Member Commitments

SUMMER 2022

Creative Meetings and Photo Shoots

FALL 2022

Spread Design and Final Approvals

WINTER 2023

Volume 7 Launch







# WHAT OUR SMALL BUSINESSES ARE SAYING



*"We were thrilled to have the TSG release party at Raduno, and everyone that picks it up comments on the quality and class of the publication. We're very excited to see what the new editions will bring."*

**ERIC NELSON**  
*Moses Tucker Real Estate*



*"The Scout Guide has been a wonderful addition to Little Rock! I am so glad we have this book in our great city devoted to promoting small businesses! I was so honored to be included in the first volume. They have done a fabulous job of promoting Scout and the businesses included through social media. It is a beautiful book and every time we receive copies they are gone within a few days!"*

**MICKEY WILLETT**  
*The Social Type*



*"The Scout Guide is often used for out of town visits. There is a ton of impact in being a featured restaurant in The Scout Guide. I no longer have to advertise alongside a bunch of chain restaurants."*

**TOMAS RAHAL**  
*Owner - Mas Tapas, Charlottesville*



# ADVERTISE WITH US

*Valerie Shively*

EDITOR | OWNER

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@@TSGLITTLE ROCK

  THE SCOUT GUIDE LITTLE ROCK

