



THE SCOUT GUIDE®  
30A & DESTIN

# MEDIA KIT

*Vol. 3*



THE SCOUT GUIDE®  
**30A & DESTIN**  
FLORIDA

*Vol. 2*  
CITY GUIDE

VISIT.RHFLA.COM



# 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> IDENTITY</p>	<p>1.95 million ANNUAL WEB PAGEVIEWS</p>	<p>1 million FOLLOWERS</p>
<p>90+ CITIES</p>	<p>OVER A <i>DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES</p>	<p>241K EMAIL SUBSCRIBERS</p>
<p>4.2K+ ADVERTISERS</p>	<p>1.2 million 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.



**20K**  
COPIES PRINTED ANNUALLY

### DIRECT MAIL

*Delivered to homes in targeted neighborhoods*

### MEMBER DISTRIBUTION

*Distributed through TSG Member Locations*

### COMMUNITY EVENTS

*Non-profit initiatives, art shows, festivals, and special events*

### DESTINATIONS AND LOCAL FAVORITES

*Boutique hotels, concierge services, entertainment venues*

# 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 30A & Destin 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 30A & Destin social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/30A-DESTIN](https://thescoutguide.com/30A-DESTIN)

6.1K

WEBSITE PAGEVIEWS

2.8K

WEBSITE VISITORS

## 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.

  5K

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 have included wine tastings, complimentary head shots, in-store shopping events, and more.

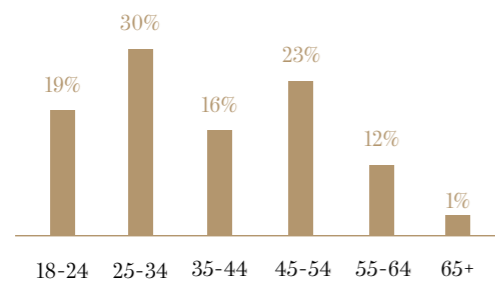
*\*Events locally are subject to change and vary market to market*

# OUR AUDIENCE

A *LOYAL* AND *ENGAGED* FOLLOWING THAT ACTIVELY SEEKS OUT *HIGH-QUALITY* PRODUCTS AND SERVICES

## LOCAL DEMOGRAPHICS

### AGE



### GENDER



## INTERESTS

DESIGN  
*and* DECOR

STYLE  
*and* BEAUTY

TRAVEL

SMALL BUSINESS  
OWNER SPOTLIGHTS

ENTERTAINING  
*and* RECIPES

## READER BEHAVIOR

81%  
DISCOVER LOCAL BUSINESSES

46%  
FIND TRAVEL RESOURCES

41%  
FIND LOCAL EVENTS

45%  
DISCOVER TSG BY SEEING A PRINT GUIDE

## LIFESTYLE

39%  
TAKE 4+ TRIPS PER YEAR

54%  
HAVE A HOUSEHOLD INCOME OF \$100,000 - \$499,000

28%  
OWN 2+ RESIDENCES



# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

*“Mattie Kelly Arts Foundation and Sinfonia Gulf Coast are honored to be Founding Members of the inaugural volume of The Scout Guide 30A & Destin. If one is to be judged by the company that they keep, then this stellar publication is a testament to the contents and members within. The contents and members within the guide embody our vibrant slice of paradise and showcase the most reputable businesses in our area.”*

*DEMETRIUS FULLER*

Chief Artist & Chief Executive Officer, Mattie Kelly Arts Foundation Music | Artistic Director, Sinfonia Gulf Coast

*“The Scout Guide 30A & Destin exceeded everyone’s expectations. The launch of the guide was more powerful than any launch party, on the Emerald Coast in the past 20 years. What a great networking opportunity for all of the partners and members involved. We are honored to be part of The Scout Guide 30A & Destin.”*

*TODD ROYALL*

Legendary Marine

*“The KB Team was honored to be chosen as Founding Members of The Scout Guide 30A & Destin. We believe advertising in The Scout Guide 30A & Destin is the perfect way to reach our desired clientele, while also bringing us to meet other local business owners, ultimately bringing together the community.”*

*BROOKE KROMER*

Realtor, The Kromer Collective

# 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

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DECEMBER 2024/JANUARY 2025

Creative Meetings and Photo Shoots

FEBRUARY 2025

Graphics Deadline

FEBRUARY/MARCH 2025

Spread Design and Final Approvals

MAY 2025

Estimated Volume 3 Launch



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