

THE SCOUT GUIDE
TAMPA &
ST. PETERSBURG
FLORIDA

BRITANNICA

LIVE. LOVE. LOCAL.
The Scout Guide is a locally oriented, neighborhood-based
reference for everything from restaurants to parks.
From local to global.

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MEDIA KIT

Vol. 12



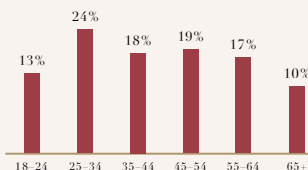
The
SCOUT
Guide™
TAMPA BAY, FL

VOL. 4
VOL. 5
VOL. 6
VOL. 7
VOL. 8
VOL. 9
VOL. 10
VOL. 11
VOL. 12

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 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>2.2M+ ANNUAL PAGE VIEWS</p>	<p>1.2M+ SOCIAL MEDIA FOLLOWERS</p>	<p>DEMOGRAPHICS</p> <p>AGE</p>  <p>GENDER</p> <p>65% FEMALE</p> <p>35% 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>95+ ACTIVE MARKETS AND GROWING</p>	<p><i>OVER A DECADE OF EXPERIENCE</i> SUPPORTING LOCAL BUSINESSES</p>	<p>395K+ EMAIL SUBSCRIBERS</p>			
<p>4.2K+ LOCAL BUSINESSES</p>	<p>1.2M+ COPIES IN CIRCULATION</p>	<p>AN <i>AFFLUENT</i> AUDIENCE</p>			

AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

THE SCOUT GUIDE™
TAMPA &
PETERSBURG

The
SCOUT
Guide™
TAMPA BAY, FL

MEMBER *BENEFITS*

We are dedicated to supporting local businesses and celebrating the local artisans and business owners who make our region unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on a variety of digital platforms, we offer local business owners a multi-pronged 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

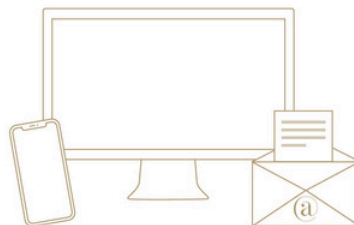


DIGITAL

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*

15K

COPIES PRINTED ANNUALLY

Our city guide is published annually and distributed strategically throughout the year - **12K copies sent via direct mail at launch** to local target market households and **3K copies** through our partners, including highly frequented local destinations. 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.

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.

DIGITAL VS PRINT

○ Low performance ● High performance

DIGITAL ADS

4 out of 9

●	Attention	○
○	Review Time	●
●	Engagement	●
○	Stimulation	●
●	Memory Retrieval Accuracy	●
○	Memory Speed and Confidence	●
●	Purchase and Willingness to Pay	●
○	Desirability	●
○	Valuation	●

PRINT ADS

8 out of 9



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.

Through our editorial, members get published on a nationally-scaled domain with over a decade of authority, buying you a permanent editorial citation on this elite authority domain that Google has indexed thousands of pages from.

NATIONAL DIGITAL REACH
[THESCOUTGUIDE.COM](https://www.thescoutguide.com)

2.2M+
ANNUAL
PAGE VIEWS

1.2M+
SOCIAL MEDIA
FOLLOWERS

395K+
EMAIL
SUBSCRIBERS

LOCAL

The Scout Guide Tampa & St. Petersburg 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 Tampa & St. Petersburg social media channels and through a dedicated newsletter.

Through our social media platforms, our audience discovers the latest news from their local business community, alongside tips, inspiring articles, and behind-the-scenes content. Our editorial content positions us as the insider resource for where to eat, stay, drink, shop, and explore in Tampa Bay.

BROWSE OUR CITY WEBSITE
[THESCOUTGUIDE.COM/TAMPA-ST-PETERSBURG](https://www.thescoutguide.com/tampa-st-petersburg)

959K+
ANNUAL SOCIAL
CONTENT VIEWS

20K+
SOCIAL MEDIA
FOLLOWERS

1K+
EMAIL
SUBSCRIBERS

EDITORIAL STORIES THAT MATTER

THE SCOUT GUIDE™
TAMPA &
PETERSBURG

The
SCOUT
Guide™
TAMPA BAY, FL

STORIES *AND* CONNECTION

EDITORIAL OVERVIEW

INSIDER GUIDES

Our timeless, keyword-optimized guides built to rank and retain long-term organic traffic for you.

ON THE RADAR

Of-the-moment content — openings, events, seasonal picks — keeping TSG relevant and top-of-mind month to month.

EDITORIAL

Member spotlights, real estate round-ups, brand awareness features, gift guides, and seasonal content.

NATIONAL FEATURES

Members are frequently pitched for features in national editorial content that highlights “best of” across the country.



INSIDE TAMPA'S BEST BARS: NIHAŦ ÇAM ON HOSPITALITY, COCKTAILS, AND THE TAMPA EDITION



COFFEE, CONVERSATION & COMMUNITY: CELEBRATING INTERNATIONAL WOMEN'S DAY IN TAMPA BAY



ON OUR RADAR: MARCH 23, 2026



10 SCOUTED COFFEE SHOPS ACROSS THE EAST COAST

MEMBER NETWORKING EVENTS

DEEP TIES TO *NETWORK*



The Scout Guide offers advertisers access to member-only networking events to provide distinctive opportunities to build relationships of trust in an effort to foster cross-referral and collaboration.

MEMBER EVENTS

LAUNCH PARTY

A celebration of the debut of the new volume during which advertisers receive guides for the first time, celebrate with their loved ones, and build ties to other featured business owners.

MEMBER MINGLES

Quarterly member-only experiences designed to build connection between members and provide bespoke experiences across Tampa & St. Pete - from the locker rooms of the Tampa Bay Lightning to touring the country's oldest working cigar factory and more.



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

ECOSYSTEM BUILDING

THE SCOUT GUIDE™
TAMPA &
PETERSBURG

The
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Guide™
TAMPA BAY, FL

DEEP TIES TO *COMMUNITY*

The Scout Guide also hosts frequent ecosystem-building events to engage the broader community, our followers, and our subscribers to highlight of our member network.

COMMUNITY PROGRAMMING

PANEL CONVERSATIONS

Thoughtful moderated conversations based on areas of expertise among scouted members hosted for large community audiences.

POP-UP EXPERIENCES

Social events hosted often in collaboration with two or more advertisers at a member location to create interest and generate traffic to their store.

SUPPER CLUB

Quarterly bespoke dining experiences hosted for the public community featured a collection of talented advertising members.





WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

Deborah Kent's has been a proud member of The Scout Guide Tampa St. Pete since the original volume. The publication's commitment to curating only the finest in the area has always aligned with our own standards, making it a natural fit. Over the years we've had the pleasure of working with several owners and editors, and the newest duo — Allie Felix and Sarah Maingot — have truly elevated the membership experience... Their energy and dedication have been a breath of fresh air.

DEBORAH KENT
Deborah Kent's

*As a relationship-driven company, being surrounded by like-minded business owners has been **incredibly valuable**. Beyond the exposure, Allie and Sarah have been **genuine advocates** for our business.*

MATTHEW KAHLE
King Stone Surfaces

We chose to partner with TSG because of the quality of the network and how intentionally it connects like-minded local businesses. It feels much more curated and brand-forward than traditional advertising, which is exactly how we want to show up in the community. The Scout Guide leadership operates at a high level and is deeply committed to the success of the businesses they feature. It's been a strong fit for us and something we're glad to be a part of.

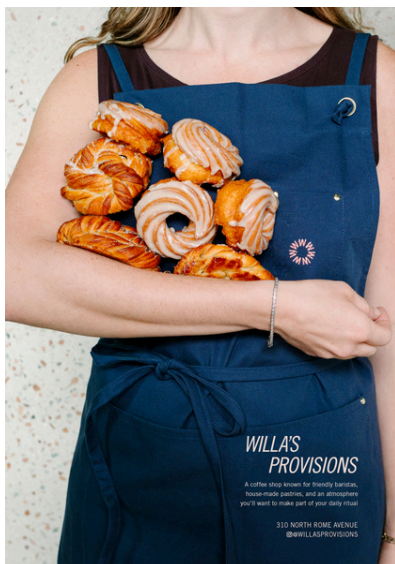
CONNOR OLIVERI
Eleavate Health, Embers & Ice
North Tampa Spine & Joint Institute

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

12 month TSG membership includes spread in the print guide, copies of the print guide, a brand photoshoot experience, inclusion on local digital platforms, private 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

\$4,850



LOVE WHERE YOU LAND.
SERVING YOU IN CLEARWATER, ST. PETE, AND TAMPA

SHELTAIRAVIATION.COM
@SHELTAIRAVIATION | SHELTAIR AVIATION

TWO-PAGE SPREAD

\$6,375

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

VOLUME 12 CALENDAR

SPRING-SUMMER 2026

Member Commitments & Ongoing Editorial

SUMMER - FALL 2026

Creative Meetings and Photo Shoots

WINTER 2026

Spread Design and Final Approvals

SPRING 2027

Volume Launch



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EXPLORE MORE

THESCOUTGUIDE.COM/TAMPA-ST-PETERSBURG

📷 @TSGTAMPASTPETE