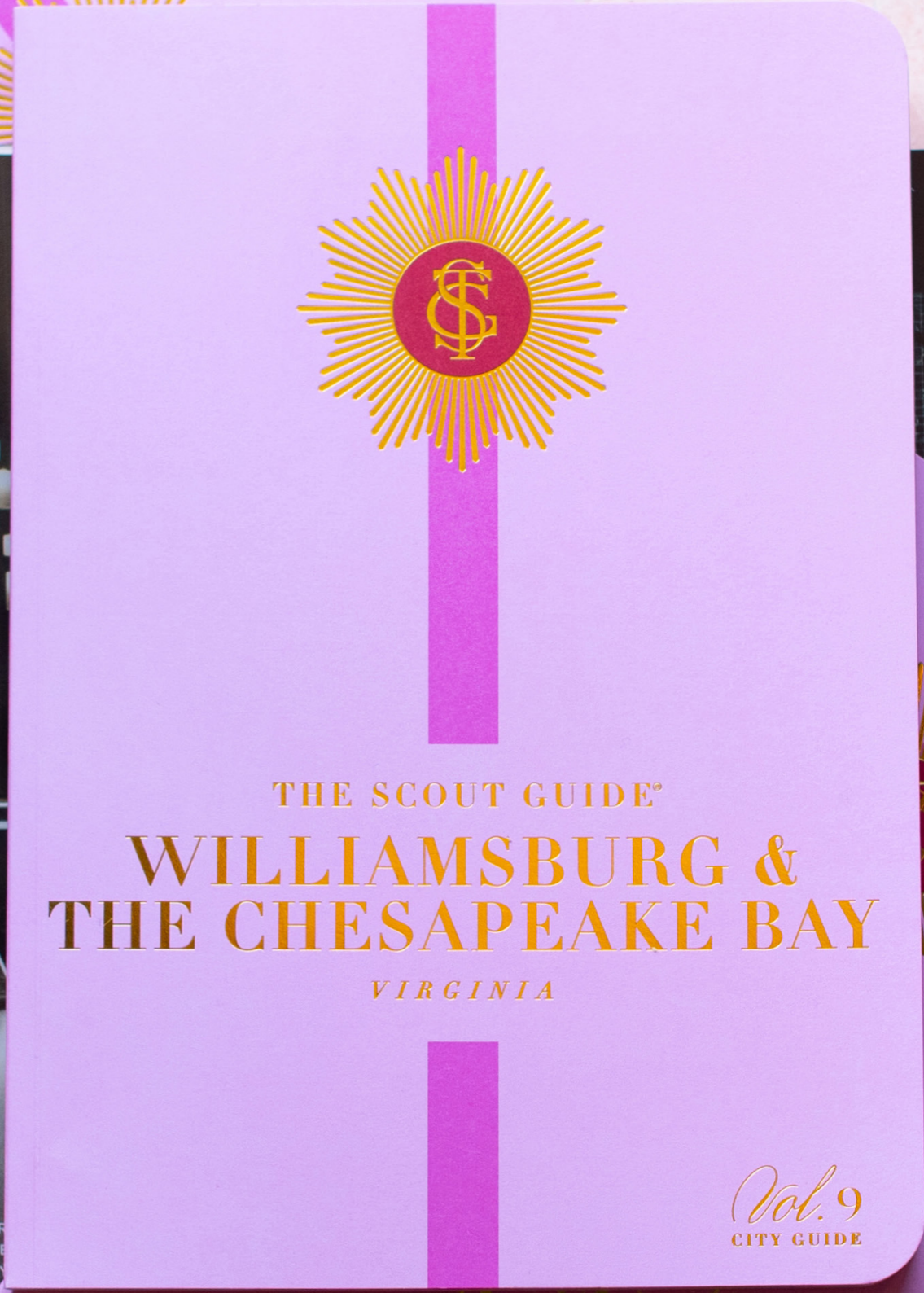




THE SCOUT GUIDE®
WILLIAMSBURG &
THE CHESAPEAKE BAY

MEDIA KIT

Vol. 10



THE SCOUT GUIDE®
**WILLIAMSBURG &
THE CHESAPEAKE BAY**
VIRGINIA

Vol. 9
CITY GUIDE

WILLIAMSBURG &
THE CHESAPEAKE BAY
VIRGINIA



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 BRAND IDENTITY</p>	<p>1.95 million ANNUAL WEB PAGEVIEWS</p>	<p>1 million FOLLOWERS</p>
<p>90+ CITIES</p>	<p>OVER A DECADE OF 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 AFFLUENT 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*

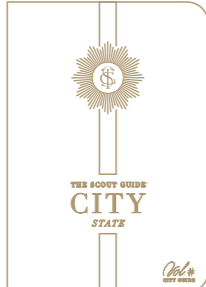
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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

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 Williamsburg & The Chesapeake Bay 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 Williamsburg social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/WILLIAMSBURG](https://thescoutguide.com/williamsburg)

5.2K

WEBSITE PAGEVIEWS

2.4K

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.

 4.3K

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

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

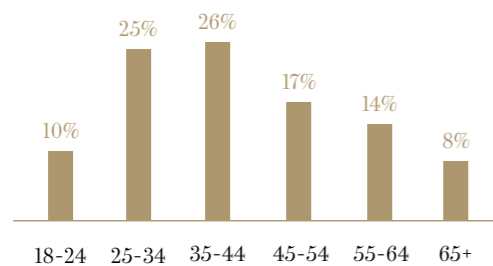


OUR AUDIENCE

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

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



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

She's [Sara Harris, Owner + Editor] been such a champion to Sipping Southern Mobile Bar during our first year in business. I can't scream it from enough roof tops how instrumental The Scout Guide Williamsburg & The Chesapeake Bay has been for our business and our issue hasn't even come out yet!

COURTNEY POPELKA
Sipping Southern Mobile Bar

*So many great businesses and people are connecting because of The Scout Guide Williamsburg & The Chesapeake Bay. It has really **opened doors** for my business and I am so happy to be a part of the TSG Family!*

AISHA ROGERS
Ribbon's Creative Balloons

Our business name 'Consociate' literally means to bring people together, to associate in fellowship and partnership. That's exactly why we adore The Scout Guide and what it represents. At its core, it's a vehicle for genuine, human to human, business to business connection. Beyond the terrific exposure we get from being in the guide, the synergy and collaboration that occurs organically between its members are what inspires us to keep participating year after year.

MICHAEL KIMBALL
Consociate Media

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

HARTY HOMES INTERIORS
Offering interior design and decorating services. Whether it's new construction, a home renovation or a room refresh, Harty Homes has a package to meet your needs. Let's define your style!
757.834.4452 · hartyhomes.com
@hartyhomes · Harty Homes

made
We are dedicated to sharing ethically made goods that provide fair, safe, and sustainable employment for women and men around the world with a focus on reducing vulnerabilities that lead to human trafficking and families being separated.
201 Monticello Avenue · Suite 4117 · Williamsburg
madeglobal.org · @made_global · made.co.

Dr. Sara Smith
I am here to help you discover internal harmony in your career and life. VIP Coaching, Group/Corporate Retreats and Workshops
757.710.0280 · drsarasmith.com · @drsarasmithofficial

SHARED SPREAD
\$2,200

Atlantic Bay Mortgage Group

Where you're not a customer, you're family!
5223 Monticello Avenue · Suite C · Williamsburg · 757.206.1630
tpsva.com · @therxshoppeva · The Prescription Shoppe

MEGHAN TAYLOR
Senior Mortgage Banker
NMLS #901255
Licensed in VA & NC

DESIGNED BY THE SCOUT GUIDE

6576 MAIN STREET | GLOUCESTER, VA | 757.532.2489
MEGHANTAYLORMORTGAGES.COM | @MEGHANTAYLORMORTGAGES

ONE-PAGE SPREAD
\$4,600

CELEBRATING OVER 75 YEARS OF SERVICE TO OUR COMMUNITY AND SURROUNDING AREAS

2348 HAYES ROAD | HAYES | 804.993.8062
HARRISGARAGE.COM | @HARRIS_GARAGE_VA | HARRIS GARAGE INC

HARRIS GARAGE INC
HAYES, VA

Grayson Harris

Kathryn Harris
Owner

Michael Harris
Owner, 2nd Generation

TWO-PAGE SPREAD
\$5,600



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SPRING/SUMMER 2024

Member Commitments

SUMMER/FALL 2024

Creative Meetings and Photo Shoots

FALL/WINTER 2024

Spread Design and Final Approvals

MARCH 2025

Volume 10 Launch



Sara Harris

OWNER | EDITOR

757.598.2104

SHARRIS@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/WILLIAMSBURG

@TSGWILLIAMSBURG

f THE SCOUT GUIDE WILLIAMSBURG