



THE SCOUT GUIDE



*Scout Guide*



THE SCOUT GUIDE®  
**MISSISSIPPI  
GULF COAST**  
*MISSISSIPPI*

*Vol. 4*  
CITY GUIDE

THE SCOUT GUIDE®  
MISSISSIPPI GULF COAST  
**MEDIA KIT**

*Vol. 5*



# 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 IDENTITY</i></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>64% FEMALE / 36% MALE</p>	<p>READER <i>INTERESTS</i></p> <p>DESIGN and DECOR</p> <p>STYLE and BEAUTY</p> <p>TRAVEL</p> <p>SMALL BUSINESS OWNER SPOTLIGHTS</p> <p>ENTERTAINING and RECIPES</p>	<p>READER <i>BEHAVIOR &amp; 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 &amp; DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST</p> <p>59% TAKE 1-4 TRIPS PER YEAR</p> <p>39% TAKE 5+ TRIPS PER YEAR</p>
<p>90+ CITIES</p>	<p>OVER A <i>DECADE</i> OF EXPERIENCE SUPPORTING LOCAL BUSINESSES</p>	<p><b>354K+</b> EMAIL SUBSCRIBERS</p>			
<p>4.4K+ 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

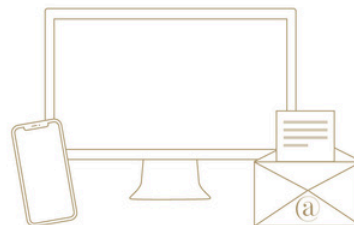


### DIGITAL

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*.





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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

---

The Scout Guide Mississippi Gulf Coast 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 Mississippi Gulf Coast social media channels and through a dedicated newsletter.

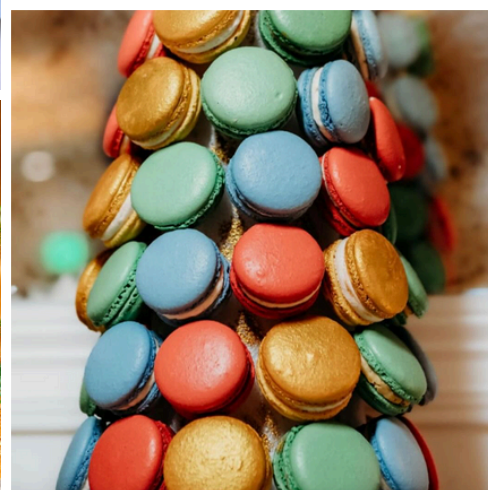
Through our social media platforms, The Scout Guide audience discovers the latest news from their local business community, alongside tips, inspiring articles, and behind-the-scenes content. TSG features a variety of editorial content and gives our audience real-time information about local events and unique brand experiences they don't want to miss out on.

---

BROWSE OUR CITY WEBSITE  
[THESCOUTGUIDE.COM/MS-GULF-COAST](https://www.thescoutguide.com/MS-GULF-COAST)

# 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*



# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

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*

*Whenever I walk into a friend's home and see The Scout Guide on a coffee table or shelf, I feel great knowing our advertisement isn't tossed with yesterday's paper or tuned out during the commute home, but instead kept handy for future reference.*

ELAINE HOWARD

Star Jewelers on High | Columbus, Ohio

*Being included in The Scout Guide Mississippi Gulf Coast has been incredibly meaningful for our business. The team has an amazing eye for storytelling and celebrates local brands in such a genuine, elevated way. We're proud to be part of this beautiful publication. We have met so many new customers and other small business owners. It truly makes it all worth while when customers say "We found you in the Scout Guide!"*

CANDACE DANIELS

A RAE | Pass Christian, MS

*We love this publication and the prestige and clout it represents. When we travel we rely on The Scout Guide to point us to the best of the best. The photography and artistic spreads make our brand stand out in ways no other magazine gets close to. Our high end clients adore this magazine and often ask if they can take it with them when they check out. Cheers to being "Scouted" and for many more volumes into the future.*

ROB & RACHEL ALDAY

Abode Luxury Rentals | Jackson Hole, Wyoming

# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

---

FEBRUARY-MAY 2026

Member Commitments

MAY-JULY 2026

Creative Meetings and Photo Shoots

AUGUST-DECEMBER 2026

Spread Design and Final Approvals

JANUARY 2027

Volume Launch



*Jen Guthrie*

OWNER & EDITOR

228.380.0830

JGUTHRIE@THESCOUTGUIDE.COM

---

THESCOUTGUIDE.COM/MS-GULF-COAST

📷 @TSGMSGULFCOAST

📘 THE SCOUT GUIDE MISSISSIPPI  
GULF COAST