



THE SCOUT GUIDE
SAN ANTONIO

MEDIA KIT

— Vol. 13 —



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

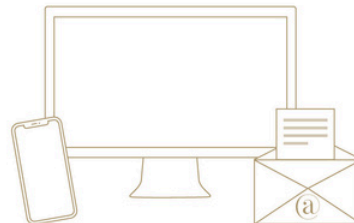


DIGITAL

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*.



THE POWER OF PRINT IN A DIGITAL AGE

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

20K

COPIES PRINTED ANNUALLY

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.

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.

PHYSICAL ADS



PRINT ADS VS DIGITAL ADS

Low performance High Performance

<input type="radio"/>	Attention	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Review Time	<input type="radio"/>
<input checked="" type="radio"/>	Engagement	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Stimulation	<input type="radio"/>
<input checked="" type="radio"/>	Memory Retrieval Accuracy	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Memory Speed and Confidence	<input type="radio"/>
<input checked="" type="radio"/>	Purchase and Willingness to Pay	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Desirability	<input type="radio"/>
<input checked="" type="radio"/>	Valuation	<input type="radio"/>

DIGITAL ADS





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

Through original editorial storytelling, real-time recommendations, and behind-the-scenes access to the city's most compelling businesses and experiences, TSG San Antonio helps readers and followers discover where to go, what to do, and who to know. Our content lives across the Scout Guide San Antonio website, social media, and a dedicated weekly newsletter, creating a year-round connection with an engaged local audience. From timely event coverage and save-worthy guides to editor-led recommendations and community storytelling, TSG San Antonio delivers trusted local insight and real-time access to the people, places, and experiences shaping the city.

BROWSE OUR CITY WEBSITE
[THESCOUTGUIDE.COM/SAN-ANTONIO](https://www.thescoutguide.com/san-antonio)

2.8M+

SOCIAL MEDIA PAGEVIEWS
+1,100% YEAR-OVER-YEAR

15K+

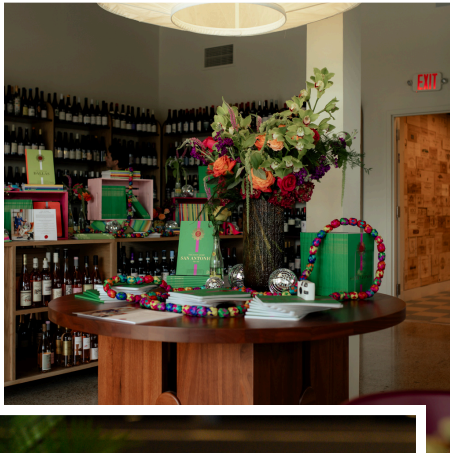
WEBSITE PAGEVIEWS
+525% YEAR-OVER-YEAR

24K+

FOLLOWERS/SUBSCRIBERS
+100% YEAR-OVER-YEAR

LOCAL NETWORKING EVENTS

DEEP TIES TO *COMMUNITY*



The Scout Guide offers access to networking events, beginning with a high-energy, hyper-local launch party and followed by “member mingles” hosted in collaboration with an advertising business, along with other signature events throughout the year. Each event provides distinctive opportunities for advertisers to network with not only other advertisers in the guide, but also influential members of the community.

ANNUAL EVENTS

LAUNCH PARTY

A celebration of the debut of the new volume during which advertisers see the newest volume for the first time and meet other featured business owners.

MEMBER MINGLES

Hosted in collaboration with a TSG advertiser, these events have included wine tastings, in-store shopping events, educational seminars, and more.

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



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

Being a part of The Scout Guide San Antonio has opened the door to an entirely new and deeply rewarding way to collaborate with and support fellow local businesses. It goes far beyond simple connections—there's a true sense of community here that genuinely feels like a family.

Beyond the one-of-a-kind style and exceptional print quality, you can feel the intention behind every single page. Each photo tells a story—not just of a business, but of the experience, passion, and heart behind it. The Scout Guide San Antonio is more than a publication; it's a celebration of the people and places that make our city so colorful.

REBEKAH GARCIA
The Stream Factory

JOSHUA THOMAS
The Art of Cellaring

We had an amazing experience working with The Scout Guide this past year. Caroline and Ryan have taken the Guide in a fresh direction, highlighting a wider range of neighborhoods and businesses that truly make San Antonio unique. We are grateful for the exposure and have welcomed many new clients as a direct result of our participation.

Their approach feels genuinely hands on. Even after the release, they continued to support and encourage us through their social media presence and guidance on how to keep the momentum going. It has felt collaborative, thoughtful, and sincere throughout. Thank you both.

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

TSG annual membership includes custom-designed spread in the print guide, photo shoot, copies of the print guide, inclusion on local digital platforms, and listing in the national TSG directory for a full 12 months

Space and categories are limited | Reservation for spread requires deposit | Flexible payment options available for members



ONE-PAGE SPREAD



TWO-PAGE SPREAD

MEMBERSHIP PACKAGES

PREMIUM *PLACEMENT*

FOR BRANDS SEEKING ELEVATED VISIBILITY WITHIN THE PRINT GUIDE

For businesses seeking heightened visibility within the Scout Guide San Antonio, a limited number of premium placement opportunities are available throughout the guide for an additional cost. These placements are designed to increase discoverability and ensure standout positioning within some of the most highly viewed sections of the book.

FRONT OF BOOK PLACEMENT

First 10 pages following the Editor's Letter (inside front cover spread)

INSIDE BACK COVER PLACEMENT

Two-page spread

BACK OF BOOK PLACEMENT

Final 10 pages of the guide

Premium print placements are limited and reserved on a first-come basis.



MEMBERSHIP PACKAGES

COLLABORATIVE *EDITORIAL* OPPORTUNITIES

CURATED PARTNERSHIPS ALIGNED WITH OUR EDITORIAL VISION

In addition to traditional membership placements, The Scout Guide San Antonio offers a limited number of collaborative editorial sponsorships each year. These opportunities are developed in partnership with select businesses whose offerings naturally align with our editorial themes and provide meaningful value to our readers.

WHAT'S INCLUDED

- A two-page editorial-style spread in the print guide
- Prominent online visibility through a dedicated digital companion guide
- QR code integration, directing readers from print to digital
- Editorial positioning developed in collaboration with the TSG San Antonio team

CATEGORIES:

- *"Like a Local" Series*
- *Scouted in [Neighborhood]*

PRICING AVAILABLE UPON REQUEST

Collaborative sponsorships are limited and subject to editorial approval





MEMBERSHIP PACKAGES

SIGNATURE *DISTRIBUTION* & *INSERT* OPTIONS

FOUR-PAGE FOLD-OUT FEATURE

A dramatic, immersive storytelling experience designed to showcase a brand through expanded editorial imagery and narrative. This format allows for deeper creative expression and heightened visual impact within the guide, making it ideal for brands seeking a bold, lasting impression.

PRICING AVAILABLE UPON REQUEST

BLOW-IN INSERT

A blow-in is a loose, unbound insert placed inside every printed guide, designed to capture attention through tactile interaction. Because it falls naturally from the pages, it encourages engagement and is often saved for later reference. Blow-in inserts are well suited for exclusive offers or promotions, service-driven calls to action, product or collection launches, and subscription or membership enrollment opportunities that encourage immediate engagement.

PRICING AVAILABLE UPON REQUEST

OFFICIAL DISTRIBUTION PARTNER

Businesses may also partner with The Scout Guide San Antonio as the *Official Distribution Partner*, gaining premium exposure through the carrier sheet included with all guides distributed via direct mail. A carrier sheet is a printed cover or introductory piece that accompanies the guide in polybagged mailings and is the first element seen when the guide is received. This placement creates a polished, professional first impression and positions the sponsoring brand as the initial point of engagement for the reader.

WHAT'S INCLUDED

- Prominent branding on the carrier sheet
- Distribution with 12,000 guides mailed to high-value households across San Antonio
- Integration alongside The Scout Guide branding and messaging

PRICING AVAILABLE UPON REQUEST

Eligibility requires a one- or two-page ad placement in the guide.

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

WINTER-SPRING 2026

Member Commitments

SPRING-SUMMER 2026

Creative Meetings and Photo Shoots

SUMMER-FALL 2026

Spread Design and Final Approvals

NOVEMBER 2026

Volume Launch



*Caroline Timmins
& Ryan Hoskins*

OWNERS & EDITORS

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THESCOUTGUIDE.COM/SAN-ANTONIO

📷 @TSGSANANTONIO