



THE SCOUT GUIDE®  
 SOUTHLAKE & GRAPEVINE  
**MEDIA KIT**  
 — Vol. 4 —



THE SCOUT GUIDE®  
**SOUTHLAKE &  
 GRAPEVINE**  
 TEXAS

Vol. 3  
 CITY GUIDE



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>2.4M+ ANNUAL WEB PAGEVIEWS</p>	<p>1M+ FOLLOWERS</p>	<p>DEMOGRAPHICS</p> <p>AGE</p> <p>GENDER</p> <p>64% FEMALE / 36% MALE</p>	<p>READER INTERESTS</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</i> &amp; <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 &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 DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES</p>	<p>354K+ EMAIL SUBSCRIBERS</p>			
<p>4.4K+ ADVERTISERS</p>	<p>1.2M+ COPIES IN CIRCULATION ANNUALLY</p>	<p>AN <i>AFFLUENT</i> AUDIENCE</p>			



# AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

## ADVERTISER *BENEFITS*

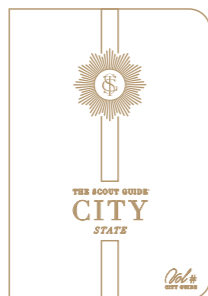
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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





# THE POWER OF PRINT IN A DIGITAL AGE

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

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.

**20K**  
COPIES PRINTED ANNUALLY

## DIRECT MAIL

10,000 GUIDES  
*Delivered to homes in targeted neighborhoods,  
including all of Westlake*

## MEMBER DISTRIBUTION

3,000 GUIDES  
*Distributed through TSG Member Locations*

## COMMUNITY EVENTS

2,000 GUIDES  
*Non-profit initiatives, golf tournaments, festivals,  
and special events*

## DESTINATIONS AND LOCAL FAVORITES

5,000 GUIDES  
*In-Room at The Hilton Southlake Town Center and The Westin Southlake,  
concierge services, entertainment venues, Central Market Southlake, Re:Defined  
Coffee House, Southlake Library, The Delta Hotel, and more*

# NATIONAL AND LOCAL DIGITAL COVERAGE

INSPIRING *AND* INFORMATIVE

## NATIONAL

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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.

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BROWSE OUR NATIONAL WEBSITE

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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

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The Scout Guide Southlake and Grapevine 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 Southlake and Grapevine 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.

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BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/SOUTHLAKE-GRAPEVINE](https://thescoutguide.com/southlake-grapevine)

18.5K+

WEBSITE PAGEVIEWS

6K+

FOLLOWERS

1.6K+

EMAIL SUBSCRIBERS

# 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 members receive guides for the first time and meet other featured business owners.

### MEMBER MINGLES

Hosted by a TSG advertiser, these events have included an annual holiday party, wine tastings, complimentary head shots, in-store shopping events, and more.

### COLOR PARTY

An exclusive event where members gather to network and vote on the cover colors for the upcoming volume.

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



# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

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WINTER/SPRING 2026

Creative Meetings and Photo Shoots

SUMMER 2026

Spread Design and Final Approvals

SEPTEMBER 2026

Volume 4 Launch



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