

The Scout Guide



THE SCOUT GUIDE
DALLAS

MEDIA KIT

Vol. 15



THE SCOUT GUIDE®
DALLAS
TEXAS

Vol. 14
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.

AN ESTABLISHED BRAND IDENTITY	2.4M+ ANNUAL WEB PAGEVIEWS	1M+ FOLLOWERS	DEMOGRAPHICS AGE GENDER 64% FEMALE 36% MALE	READER INTERESTS DESIGN and DECOR STYLE and BEAUTY TRAVEL SMALL BUSINESS OWNER SPOTLIGHTS ENTERTAINING and RECIPES	READER <i>BEHAVIOR</i> & <i>LIFESTYLE</i> 80% USE TSG TO DISCOVER LOCAL BUSINESSES 50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE 36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS 47% USE TSG AS A TRAVEL RESOURCE 71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST 59% TAKE 1-4 TRIPS PER YEAR 39% TAKE 5+ TRIPS PER YEAR
90+ CITIES	OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	354K+ EMAIL SUBSCRIBERS			
4.4K+ ADVERTISERS	1.2M+ COPIES IN CIRCULATION ANNUALLY	AN AFFLUENT AUDIENCE			

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*

15K

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

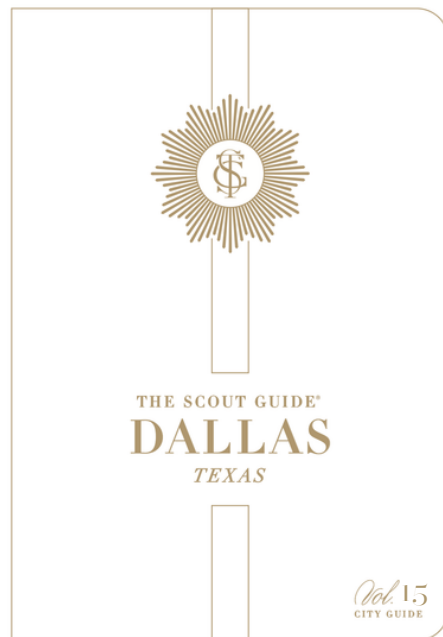
○	Attention	●
●	Review Time	○
●	Engagement	●
●	Stimulation	○
●	Memory Retrieval Accuracy	●
●	Memory Speed and Confidence	○
●	Purchase and Willingness to Pay	●
●	Desirability	○
●	Valuation	○

DIGITAL ADS



LOCAL DISTRIBUTION

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*



15K

COPIES PRINTED ANNUALLY

8.6K DIRECT MAIL

*Delivered strategically to homes in the following zip codes:
75205, 75225, 75230, 75214, 75229, 75231, 75238*

4K MEMBER & LOCAL DISTRIBUTION

Distributed through TSG member locations & local hot spots

2.4K LOCAL FAVORITES AND COMMUNITY EVENTS

Non-profit initiatives, art shows, festivals and special 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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Dallas 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 Dallas 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/DALLAS

20.5K+

FOLLOWERS

3.6K+

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. There are also sponsorship opportunities at each event to help get the word out about your business!

ANNUAL EVENTS

LAUNCH PARTY

A celebration of the debut of the new volume each March, 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 cover color parties, art shows, 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

Being in business, almost 10 years, we've done a lot of different print ads, and The Scout Guide is the first one that has had any impact at all. Right after the launch, we were engaged to do several events that have more than paid for our ad. We are excited for the future and have already signed up for the next volume release.

TOM ELKHAY

Heart to Heart Catering | Dallas, Texas

*The Scout Guide Dallas has given us fantastic exposure to a *highly engaged audience* and connected us with some wonderful clients. We've heard so many new customers comment that *they saw us in Scout Guide!**

SYDNEY HARRELL

DFW Textile Sourcing | Dallas, Texas

Being part of The Scout Guide Dallas has been an incredible experience for Arveaux Interiors. The thoughtfully curated network has connected us with like-minded creatives and design lovers who value quality work and intentional living. The exposure has elevated our brand, introduced us to new clients, and supported the continued growth of our studio. We're proud to be part of a community that champions local talent and timeless design.

KERRI MARTINEZ

Arveaux Interiors | Dallas, Texas

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

SPRING-SUMMER 2026

Member Commitments

FALL 2026

Creative Meetings and Photo Shoots

WINTER 2026

Spread Design and Final Approvals

SPRING 2027

Volume 15 Launch



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