





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	READER INTERESTS	READER BEHAVIOR & LIFESTYLE														
90+ CITIES	OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	354K+ EMAIL SUBSCRIBERS	AGE <table><tr><th>AGE</th><th>PERCENTAGE</th></tr><tr><td>18-24</td><td>10%</td></tr><tr><td>25-34</td><td>20%</td></tr><tr><td>35-44</td><td>16%</td></tr><tr><td>45-54</td><td>19%</td></tr><tr><td>55-64</td><td>21%</td></tr><tr><td>65+</td><td>14%</td></tr></table>	AGE	PERCENTAGE	18-24	10%	25-34	20%	35-44	16%	45-54	19%	55-64	21%	65+	14%	DESIGN and DECOR	80% USE TSG TO DISCOVER LOCAL BUSINESSES
		AGE	PERCENTAGE																
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4.4K+ ADVERTISERS	1.2M+ COPIES IN CIRCULATION ANNUALLY	AN AFFLUENT AUDIENCE	GENDER <table><tr><th>GENDER</th><th>PERCENTAGE</th></tr><tr><td>FEMALE</td><td>64%</td></tr><tr><td>MALE</td><td>36%</td></tr></table>	GENDER	PERCENTAGE	FEMALE	64%	MALE	36%	STYLE and BEAUTY	50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE								
			GENDER	PERCENTAGE															
FEMALE	64%																		
MALE	36%																		
				TRAVEL	36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS														
				SMALL BUSINESS OWNER SPOTLIGHTS	47% USE TSG AS A TRAVEL RESOURCE														
				ENTERTAINING and RECIPES	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														

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*

16K

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





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://thescoutguide.com)

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Phoenix & Scottsdale 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 Phoenix & Scottsdale 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/PHOENIX](https://thescoutguide.com/phoenix)

11.4K

WEBSITE PAGEVIEWS

5.7K

FOLLOWERS

19.1K

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 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

"I was drawn to TSG because of its focus on supporting local businesses and creating meaningful connections within the community. Being part of such a high-quality guide felt like the perfect way to reach my ideal audience. TSG has been an incredible asset; it has not only helped us attract new clients but also connected us with amazing people and opportunities. The exposure in the guide has had fantastic results, elevating our brand presence and helping us build lasting relationships within the community. The team at TSG is also always professional, responsive, and so helpful, making the entire process easy and enjoyable."

MARY BUTTERFIELD | HYDRATE IV BAR

*"This publication is number one—*beautiful, curated, and thoughtful*. The businesses that are in the guide are all truly incredible. Each business is so high-level, and you are going to get the most *incredible experience* with each one. The community of the Scout Guide is my favorite part though, to be quite honest. I've had so many clients who have moved here from different places, and they use the Scout Guide like it's their bible! You can trust every single business that is in this guide."*

JULIA WARD | MUSE EXTENSION LOUNGE

"When I was first introduced to The Scout Guide Phoenix & Scottsdale, I was immediately drawn to Sasha's dynamic personality and the guide's beautiful curation. I loved its deep commitment to supporting local businesses, and the idea of joining a community that values quality, authenticity, and connection was incredibly appealing. TSG has connected me with an inspiring group of business owners who share the same passion and dedication and truly support each other. Working with Sasha and her team has been a pleasure. Sasha goes beyond promoting businesses—she takes the time to understand my story and showcase my business in the best light. The care and attention to detail are unmatched, and I'm proud to be part of The Scout Guide family."

AMY ROSS | DRYBAR

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



ONE-PAGE SPREAD



TWO-PAGE SPREAD

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

WINTER/SPRING 2026

Volume Launch
Member Commitments

SPRING/SUMMER 2026

Creative Meetings and Photo Shoots

FALL 2026

Spread Design and Final Approvals

WINTER/SPRING 2027

Volume Launch
Member Commitments



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F THE SCOUT GUIDE PHOENIX &
SCOTTSDALE