



THE SCOUT GUIDE  
**RICHMOND**  
VIRGINIA  
Vol. 7  
CITY GUIDE

THE SCOUT GUIDE  
**SAN ANTONIO**  
TEXAS  
Vol. 6  
CITY GUIDE

THE SCOUT GUIDE  
**CINCINNATI**  
OHIO  
Vol. 6  
CITY GUIDE

THE SCOUT GUIDE  
**DENVER**  
COLORADO  
Vol. 6  
CITY GUIDE

THE SCOUT GUIDE  
**NASHVILLE & FRANKLIN**  
TENNESSEE  
Vol. 9  
CITY GUIDE

THE SCOUT GUIDE  
**NAPLES**  
FLORIDA  
Vol. 9  
CITY GUIDE

**BRAZOS VALLEY**  
Vol. 1

THE SCOUT GUIDE  
**WASHINGTON**  
DISTRICT OF COLUMBIA

THE SCOUT GUIDE  
**MOBILE**  
ALABAMA

THE SCOUT GUIDE  
**ST LOUIS**  
MISSOURI

THE SCOUT GUIDE  
**ALEXANDRIA**  
LOUISIANA



# OUR MEMBER BENEFITS

## PRINT

A *timeless* publication that is kept and treasured  
*12 months* of strategic local distribution



CITY GUIDE

## IN PERSON

A local editor *advocating* for you within your community  
A committed collective of local entrepreneurs  
*supporting* one another



EVENTS

## ONLINE

A network of potential partners in *80+ cities* nationwide  
A *commitment* to helping readers discover more about you and your offerings



SOCIAL MEDIA



NATIONAL WEBSITE



EMAIL MARKETING



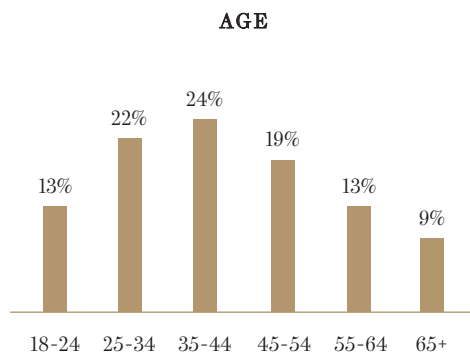
THE SCOUT GUIDE  
BRAZOS VALLEY

CITY WEBSITE

# OUR AUDIENCE

The Scout Guide has cultivated a loyal and engaged following that actively seeks out high-quality products and services, and trusts TSG to expose them to all their city has to offer.

## DEMOGRAPHICS



69%

FEMALE

31%

MALE

## INTERESTS

DESIGN  
*and* DECOR

STYLE  
*and* BEAUTY

TRAVEL

ENTERTAINING  
*and* RECIPES

## READER BEHAVIOR

69%

DISCOVER SMALL BUSINESSES

53%

SEEK INSPIRATIONAL CONTENT

32%

FIND TRAVEL RESOURCES

## LIFESTYLE

60%

TAKE 4+ TRIPS PER YEAR

57%

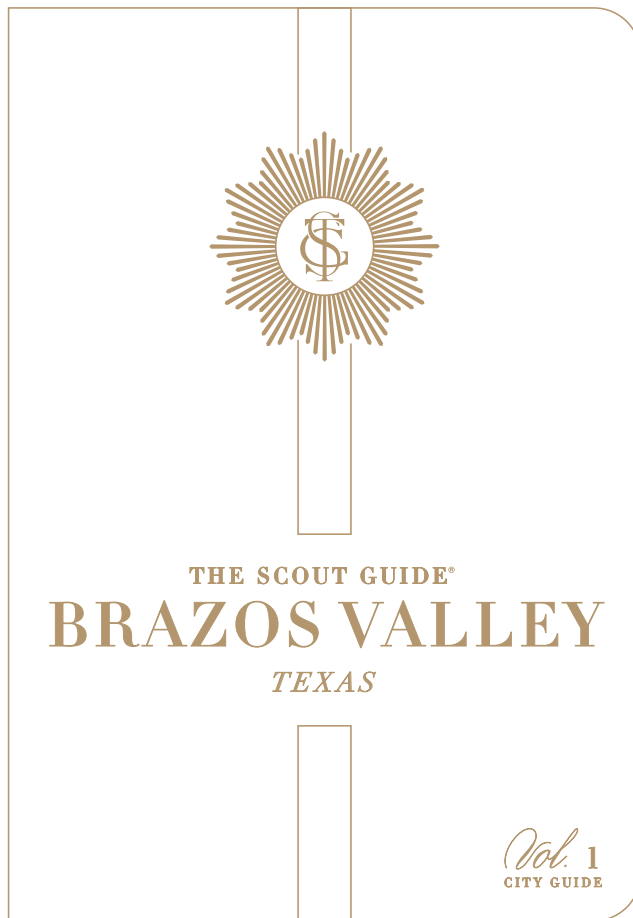
HAVE A HOUSEHOLD INCOME OF  
\$100,000 - \$499,000

25%

OWN 2+ RESIDENCES

# OUR LOCAL DISTRIBUTION

The Scout Guide Brazos Valley introduces readers to small businesses in the print guide, and helps readers get to know the owners and their offerings through online content and ongoing support throughout the year.



15K  
COPIES PRINTED ANNUALLY

## DIRECT MAIL

*Delivered to homes in targeted neighborhoods*

## MEMBER DISTRIBUTION

*Distributed through TSG Member Locations*

## COMMUNITY EVENTS

*Non-profit initiatives, art shows, festivals, and special events*

## DESTINATIONS AND LOCAL FAVORITES

*Boutique hotels, concierge services, entertainment venues*

# WEBSITES

## LOCAL WEBSITE

The Scout Guide Brazos Valley 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 Brazos Valley social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE

[THESCOUTGUIDE.COM/BRAZOS-VALLEY](https://thescoutguide.com/brazos-valley)

## NATIONAL WEBSITE

TheScoutGuide.com displays the breadth of the TSG network, which is comprised of 80+ cities across the country. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information.

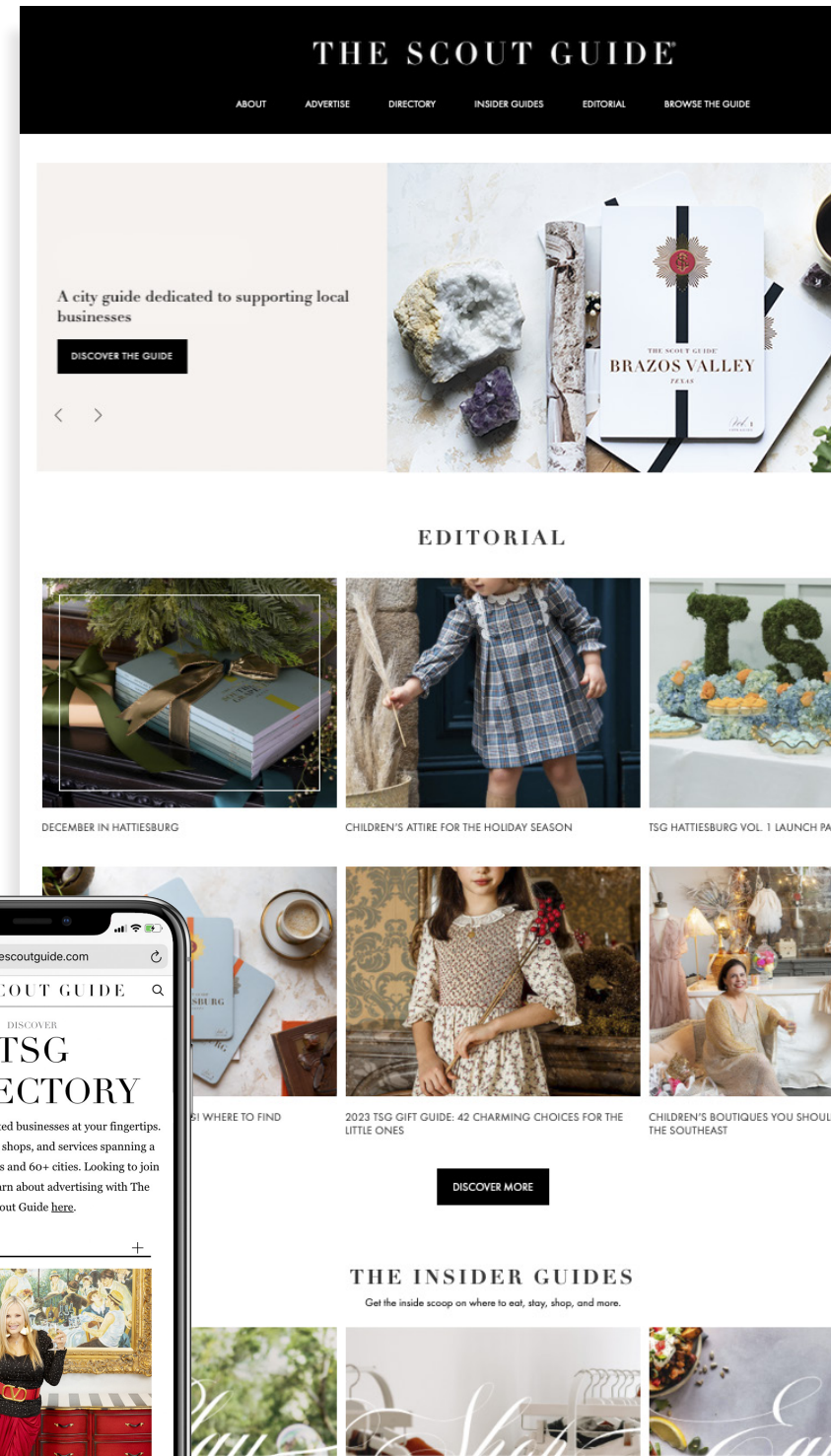
BROWSE OUR NATIONAL WEBSITE

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

1.8 million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 1, 2022 – Jan. 1, 2023





# LOCAL SOCIAL MEDIA

Through our local social media platforms, The Scout Guide Brazos Valley audience discovers the latest news from the TSG Brazos Valley small 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.

As readers increasingly look to social media for information and inspiration, TSG Brazos Valley provides regular, dynamic, and exciting content to satisfy their needs, featuring events, giveaways, promotions, and videos.



# NETWORKING EVENTS

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.



# WHAT OUR SMALL BUSINESSES ARE SAYING



*"The Scout Guide has given our business a layer of legitimacy that has resulted in more business, as well as supporting the business we already have."*

**ADRIANNE BUGG**  
*Pillar & Peacock, Richmond, Virginia*



*"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*



*"If you want people to know that your business is a standout amongst others, The Scout Guide is the best quality advertising available in cities and towns across America! When I travel, I always consider it my go-to BIBLE for the best of the best in every category! It's a no-brainer for smart, savvy businesses and well worth the advertising dollars!"*

**TRICIA SNYDER**  
*Trish Boutique, Tidewater, Virginia*

# Vol. 1 MEMBERSHIP PACKAGES

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



ONE-PAGE SPREAD



TWO-PAGE SPREAD

## FOUR-PAGE SPREAD

### RIGHT SIDE PLACEMENT GUARANTEE

#### 1ST TIER PREMIUM PLACEMENT

*Located on the inside front/back cover*

#### ONE-PAGE TWO-PAGE

#### 2ND TIER PREMIUM PLACEMENT

*First or last 10 businesses of the guide*

*Limited spaces per category. Premium Placement subject to availability. Payment Plans may be available per request.*

*Photoshoot must be scheduled by March 2024. Guide launches March 2025.*

# *Vol.* 1 CALENDAR

JAN-JUNE 2024

Member Commitments

FEB-AUG 2024

Creative Meetings

AUG-NOV 2024

Photo Shoots

JAN 2025

Spread Design and Final Approvals

MARCH 2025

Volume 1 Launch



# ADVERTISE WITH US

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[!\[\]\(341b5bdc31177a6c7da7dc713da0d169\_img.jpg\)](#) [!\[\]\(163ea3e77c603fa82252f05bc72e20c2\_img.jpg\)](#) THE SCOUT GUIDE BRAZOS VALLEY

