



THE SCOUT GUIDE®

2024 NATIONAL DIGITAL ADVERTISING ADD-ONS

Vol. 1
CITY GUIDE

60+ CITIES. THOUSANDS
LEARN

Vol. 5
CITY GUIDE



OUR MISSION

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 <i>BRAND</i> <i>IDENTITY</i>	1.9million ANNUAL WEB PAGEVIEWS	1million FOLLOWERS
90+ CITIES	OVER A <i>DECADE</i> OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	227K EMAIL SUBSCRIBERS
4.2K+ ADVERTISERS	1.2million COPIES IN CIRCULATION ANNUALLY	AN <i>AFFLUENT</i> AUDIENCE

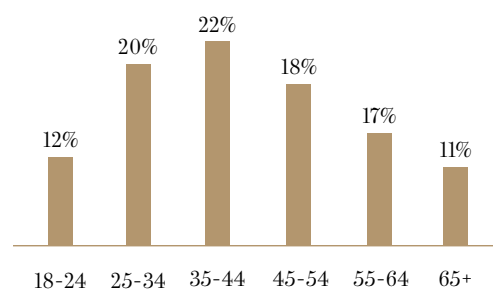
Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 2023 — Dec. 2023 (The above numbers encompass all of our local markets + national account)

OUR AUDIENCE

A *LOYAL* AND *ENGAGED* FOLLOWING THAT ACTIVELY SEEKS OUT *HIGH-QUALITY* PRODUCTS AND SERVICES

DEMOGRAPHICS

AGE



GENDER

68%
FEMALE

32%
MALE

INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

ENTERTAINING
and RECIPES

READER BEHAVIOR

60%
DISCOVER LOCAL BUSINESSES

46%
SEEK INSPIRATIONAL CONTENT

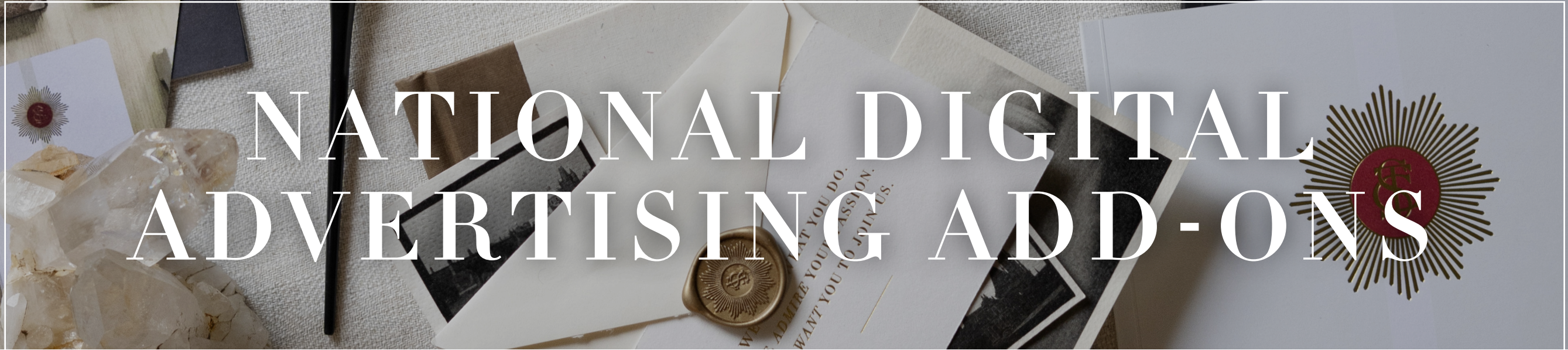
44%
FIND TRAVEL RESOURCES

LIFESTYLE

50%
TAKE 4+ TRIPS PER YEAR

50%
HAVE A HOUSEHOLD INCOME OF
\$100,000 - \$499,000

25%
OWN 2+ RESIDENCES



NATIONAL DIGITAL ADVERTISING ADD-ONS

ENHANCE YOUR LOCAL MEMBERSHIP AND ENSURE *NATIONAL COVERAGE* WITH TSG'S *NATIONAL DIGITAL ADD-ON OPPORTUNITIES*

PACKAGE	BUSINESS SPOTLIGHT	NEWSLETTER		GIFT GUIDE	PRODUCT ROUNDUP	SOCIAL
DESCRIPTION	Dedicated article, dedicated newsletter, follow-up content block in The Scouted Life newsletter, and 4 social media posts across all social platforms	Brand awareness for business across all social platforms		Guaranteed placement for 1 product in existing gift guide	Guaranteed placement for 1 product in existing roundup	2 social media posts across all social platforms
		TIER 1	TIER 2			
Dedicated Newsletter	●	●				
Dedicated Article	●					
Content Block in TSL Newsletter	●		●	●	●	
Product Placement	●			●	●	
Instagram Post	●	●	●	●	●	●
Instagram Story	●	●	●	●	●	●
Facebook Post	●	●	●	●	●	●
Pinterest Post	●	●	●	●	●	●
MEMBER PRICE	\$11,250	\$5,625	\$5,000	\$3,600	\$3,000	\$900

Custom opportunities available upon request. A limited number of opportunities are offered per month. All concepts, images, and copy are subject to approval by The Scout Guide.

WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

*We have had a fantastic week of sales,
and I definitely think the email and
giveaway were a major part.*

LILA & HAYES

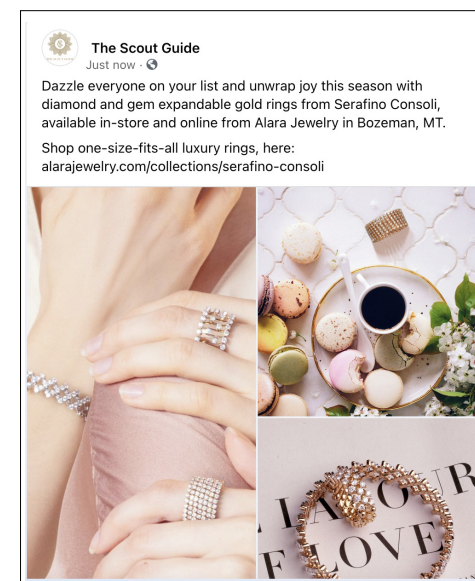
Fort Worth, TX



LILA & HAYES

Dedicated Email

BUSINESS SPOTLIGHT PACKAGE



ALARA JEWELRY

Facebook Post

SOCIAL PACKAGE



KELLYBRONZE

Content Block in The Scouted Life Newsletter

NEWSLETTER PACKAGE | TIER 1



WE'D LOVE TO *CONNECT* WITH YOU

THESCOUTGUIDE.COM/ADVERTISE
MARKETING@THESCOUTGUIDE.COM
📷📱@THE SCOUT GUIDE