



THE SCOUT GUIDE®

# 2024 NATIONAL MEDIA KIT





# 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)





# AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

## ADVERTISER *BENEFITS*

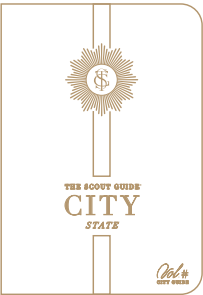
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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








## 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.


### NEED to KNOW

*Huntsville*




**Multimedia Services**

Keith Matthews  
Photography and video production for broadcast, corporate, and virtual events.  
1580 Sparkman Drive Northwest | Suite 107 | Huntsville  
avoerew.com | @avo\_erew



**MOJANA**

Maurice Mojana Salada, Owner  
Jel Mojana, Artist & Soap Maker  
Handcrafted, natural bath and body products  
Vegan & Cruelty-Free  
101 Clinton Avenue East | Suite 143 | Huntsville  
256.428.4476 | mojanasoaps.com | @mojanasoaps




**2b design studio**

Matthew Butler, AIA  
Full-service architectural firm  
Huntsville | @2bdesignstudiollc | 2bHSV



*The Sage Lounge*

Jamelia Anderson and  
Shana Freeman, Event Curators  
The perfect location for fun, intimate, and  
unique events, providing exquisite decor and  
chic vibes for both hourly and daily rental.  
3311 Bob Wallace Avenue | Suite 101A | Huntsville  
sagedreamsllc.com | @thesageloungehs



**FRESK6 GILLE**

Diana Blasco, Owner  
Abraham Hassan, Chef/Owner  
Mediterranean fresh bowls and pita wraps  
Stovehouse Food Garden | 3414 Governors Drive Southwest  
Huntsville | @freskogrille

SHARED SPREAD

BLAIR PRICE

*petit atelier*

INTERIOR DECORATING SERVICES | DRAPERY | BEDDING  
CUSTOM, BENCH-MADE UPHOLSTERY PIECES  
Designed in New Orleans  
Handmade in the American South



504.982.0971 | blairprice.com  
@blairprice\_petitatelier | @blairpricepetitatelier

ONE-PAGE SPREAD

**MAYKUS HOMES**  
& neighborhoods



LACEY MAYKUS designer | EASON MAYKUS president

MAYKUS.COM

TWO-PAGE SPREAD





# 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 ONLINE DIRECTORY

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

## LOCAL

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### SOCIAL MEDIA

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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### CITY WEBSITE

The Scout Guide city websites offer readers dynamic local lifestyle content that fosters a well-lived life and deeper connection with the community. This content is promoted over local social media channels and through a monthly newsletter.



# 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*



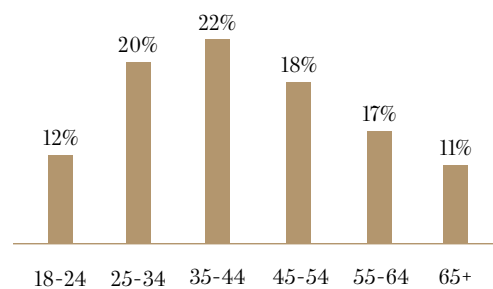


# OUR AUDIENCE

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





# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

*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

*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

*We love this publication and the prestige and clout it represents. When we travel we rely on The Scout Guide to point us to the best of the best. The photography and artistic spreads make our brand stand out in ways no other magazine gets close to. Our high end clients adore this magazine and often ask if they can take it with them when they check out. Cheers to being "Scouted" and for many more volumes into the future.*

ROB & RACHEL ALDAY

Abode Luxury Rentals | Jackson Hole, Wyoming





# WE'D LOVE TO *CONNECT* WITH YOU

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