

THE SCOUT GUIDE[®]
HOUSTON
TEXAS

Vol. 7
CITY GUIDE

MEDIA KIT
Vol. 8

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



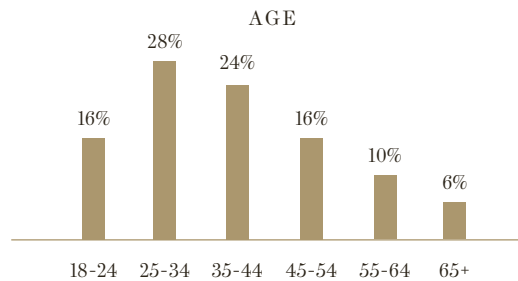
THE SCOUT GUIDE
HOUSTON

CITY WEBSITE

OUR AUDIENCE

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

DEMOGRAPHICS



68%
FEMALE

32%
MALE

CONTENT

DESIGN & DECOR

REAL ESTATE

STYLE & BEAUTY

TRAVEL

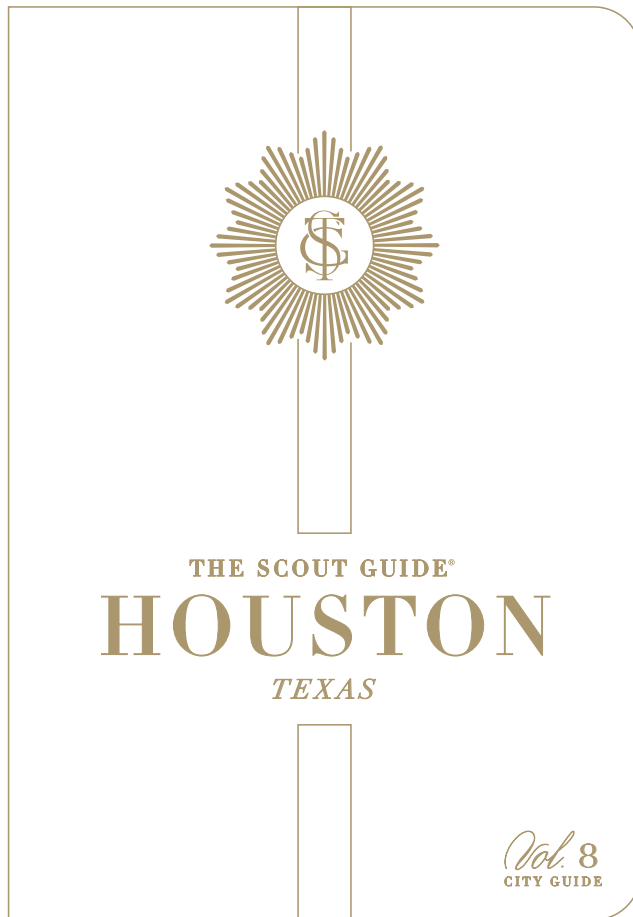
ENTERTAINING

LIVING

ART

OUR LOCAL DISTRIBUTION

The Scout Guide Houston 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. Browse the guide *here*.



15K
COPIES PRINTED ANNUALLY

DIRECT MAIL

5,000 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 Houston 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 Houston social media channels and through a dedicated newsletter.

BROWSE OUR CITY WEBSITE
[THESCOUTGUIDE.COM/HOUSTON](https://thescoutguide.com/houston)

8.2K

ANNUAL WEBSITE VIEWS

3.9K

WEBSITE VISITORS

NATIONAL WEBSITE

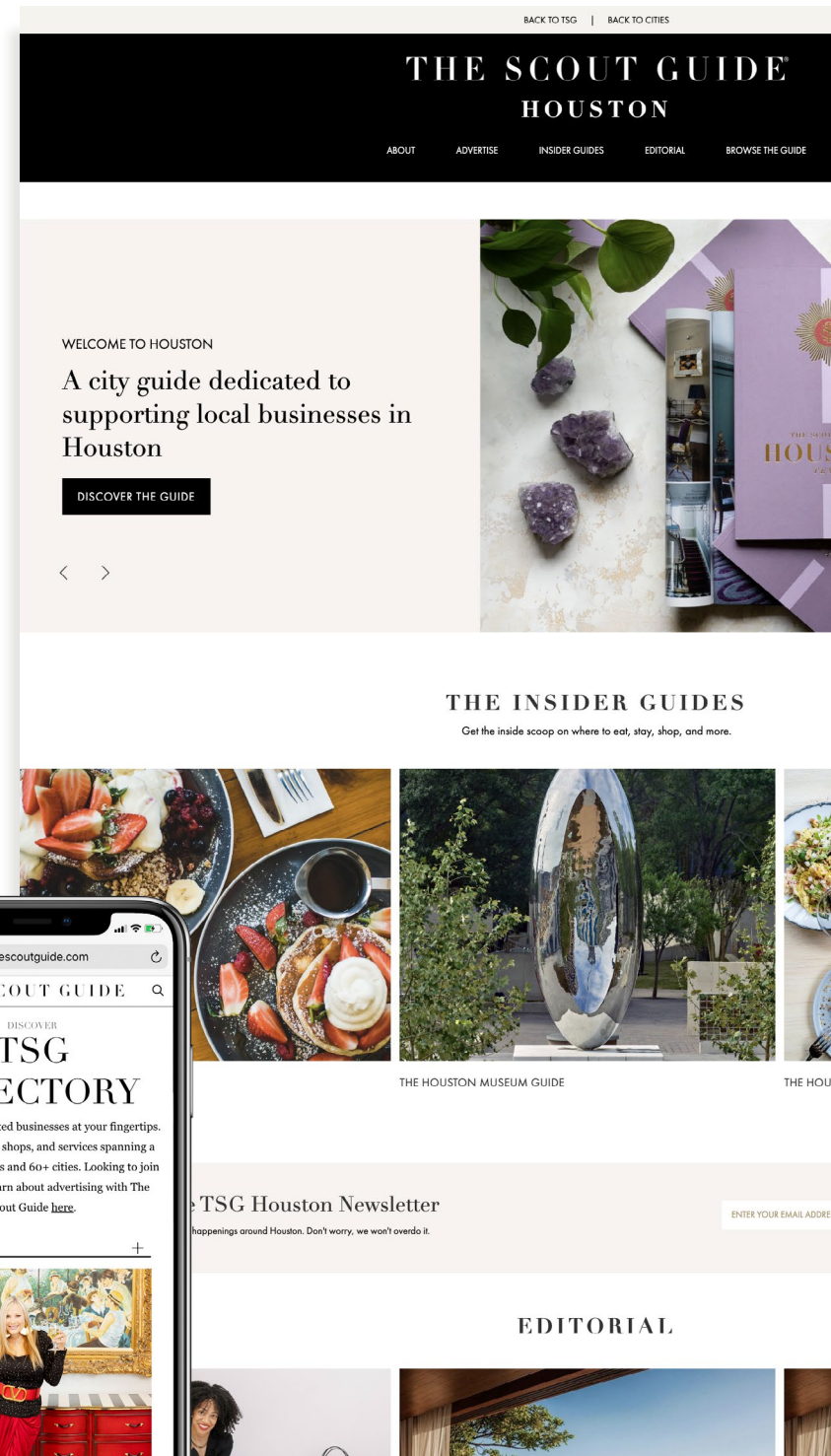
TheScoutGuide.com displays the breadth of the TSG network, which is comprised of 80+ cities across the country. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information.

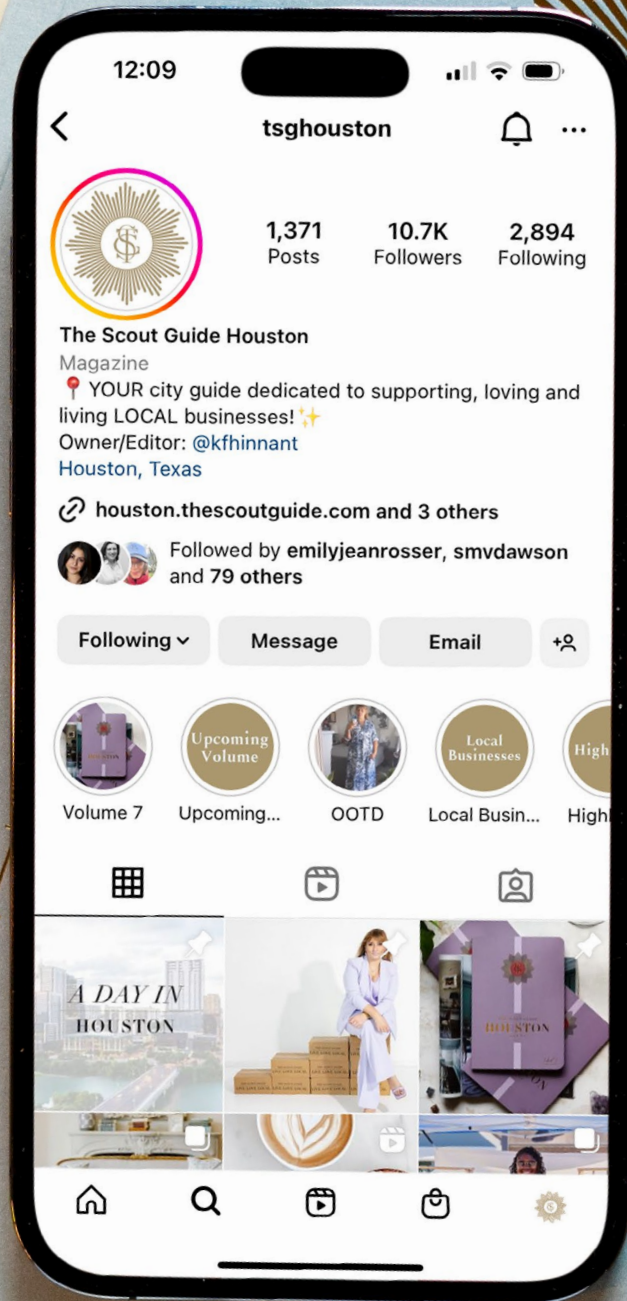
BROWSE OUR NATIONAL WEBSITE
[THESCOUTGUIDE.COM](https://thescoutguide.com)

1.9million

WEBSITE PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Aug. 20, 2022 – Aug. 20, 2023





LOCAL SOCIAL MEDIA

Through our local social media platforms, The Scout Guide Houston audience discovers the latest news from the TSG Houston 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 Houston provides regular, dynamic, and exciting content to satisfy their needs, featuring events, giveaways, promotions, and videos.

 10.7K FOLLOWERS

 1K FOLLOWERS



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.

- MEET THE EDITOR NIGHT

- COLOR PICKING PARTY

- SOAK & POLISH PARTY

COMING SOON

- SCOUT & SHARE

A TSG Ted Talk (*member hosted & member led event*)

- SCOUT MARKET



WHAT OUR SMALL BUSINESSES ARE SAYING



"Being a part of The Scout Guide Houston has been an incredible experience for me. The collaborative environment is key! As a member, the networking opportunities are endless as you are able to communicate with other "cities" which is a game changer for developing my brand, reaching new audiences and growing my customer base! It has been a truly rewarding and fulfilling experience!"

AMY CHENEVERT
Ames Layne



"The Scout Guide, and of course the amazing owner/editor Kathryn, has been an absolute pleasure to work with! Not only did my company obtain new clients and likes via social media, but Kathryn went above and beyond to promote my company and make me and my company feel important to both her and the publication. I highly recommend collaborating with TSG!"

NATALIE HUSSION
EMS Enhanced



"Our experience with The Scout Guide has been an incredible journey. It's a wonderful place where our story and values align perfectly with a community that appreciates the beauty of small businesses. The visibility and recognition we've gained through The Scout Guide has not only brought new, lifelong customers through our doors, but has also connected us with individuals who share an enthusiasm for our thoughtfully curated collection."

BERINGS

Vol. 8 CALENDAR

LATE 2023/EARLY 2024

Member Commitments

WINTER/SPRING 2024

Creative Meetings and Photo Shoots

SPRING/SUMMER 2024

Spread Design and Final Approvals

FALL 2024

Volume 8 Launch



ADVERTISE WITH US

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  THE SCOUT GUIDE HOUSTON

