

THE SCOUT GUIDE

SANTA BARBARA

MEDIA KIT

Vol. 3



OUR MISSION, AUDIENCE, & REACH

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*

100+
ACTIVE MARKETS AND GROWING

6K+
LOCAL BUSINESSES

2.2M+
ANNUAL PAGE VIEWS

***OVER A DECADE* OF EXPERIENCE SUPPORTING LOCAL BUSINESSES**

1.3M+
COPIES IN CIRCULATION

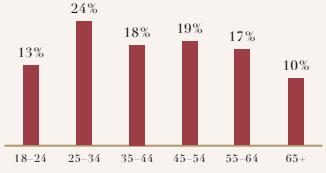
1.2M+
SOCIAL MEDIA FOLLOWERS

400K+
EMAIL SUBSCRIBERS

AN *AFFLUENT* AUDIENCE

DEMOGRAPHICS

AGE



GENDER

65% FEMALE

35% MALE

READER *INTERESTS*

DESIGN *and* DECOR

STYLE *and* BEAUTY

TRAVEL

SMALL BUSINESS OWNER SPOTLIGHTS

ENTERTAINING *and* RECIPES

READER *BEHAVIOR & LIFESTYLE*

80% USE TSG TO DISCOVER LOCAL BUSINESSES

50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE

36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS

47% USE TSG AS A TRAVEL RESOURCE

71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST

59% TAKE 1–4 TRIPS PER YEAR

Google Analytics from June 1, 2025 - June 1, 2026 across all TSG markets and national accounts; TSG Reader Survey from April 2024



OUR SOCIAL AUDIENCE, ENGAGEMENT, & REACH

PEOPLE WORTH *MEETING.* STORIES WORTH *HEARING.* BUSINESSES WORTH *SUPPORTING.*

THE SCOUT GUIDE SANTA BARBARA reaches a *local and highly engaged* audience across Instagram, where nearly two-thirds of our views land in front of people who do not yet follow us. Every feature puts your business in front of readers actively deciding where to eat, shop, stay, and play on the South Coast.

A *GROWING* LOCAL FOLLOWING

320,870
TOTAL VIEWS

4,644
PROFILE VISITS

92,904
UNIQUE VIEWERS REACHED

14.8K
LIKES, COMMENTS, SHARES & SAVES

183
TAPS TO OUR LINK IN BIO

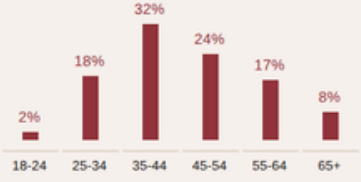
+669
NET NEW FOLLOWERS IN 90 DAYS

65%
OF VIEWS REACH NON-FOLLOWERS

87K
VIEWS ON OUR TOP REEL

DEMOGRAPHICS

AGE



GENDER

84% FEMALE / **16%** MALE

WHERE THEY *WATCH FROM*

SANTA BARBARA	23.9%
GOLETA	6.4%
LOS ANGELES	3.1%
MONTECITO	3.0%
CARPINTERIA	2.1%

PEAK FOLLOWER ACTIVITY
9 AM TO 6 PM

CONTENT *THAT PERFORMS*

55% OF ALL VIEWS COME FROM REELS

29% OF VIEWS COME FROM IN-FEED POSTS

16% OF VIEWS COME FROM STORIES

74% OF ALL ENGAGEMENT HAPPENS ON REELS

27% OF VIEWS CAME FROM ONE TOP-PERFORMING REEL

16% ENGAGEMENT RATE ACROSS EVERY VIEWER REACHED

The Scout Guide Santa Barbara Instagram insights, trailing 90 days: May 26 to August 23, 2026



AN ADVERTISING EXPERIENCE UNLIKE ANY OTHER

ADVERTISER *BENEFITS*

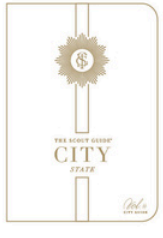
The Scout Guide editors are dedicated to supporting the local businesses in their communities and celebrating the local artists, artisans, and entrepreneurs who make their cities unique. From producing the print guide to cultivating relationships with local business owners to telling their stories on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

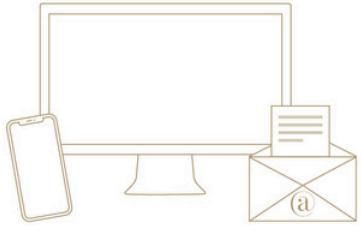


DIGITAL

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*

20K

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.

DIGITAL VS PRINT

○ Low performance ● High performance

DIGITAL ADS *4 out of 9*		PRINT ADS *8 out of 9*
●	Attention	○
○	Review Time	●
●	Engagement	●
○	Stimulation	●
●	Memory Retrieval Accuracy	●
○	Memory Speed and Confidence	●
●	Purchase and Willingness to Pay	●
○	Desirability	●
○	Valuation	●

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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 CITY WEBSITE

THESCOUTGUIDE.COM

2.2M+
ANNUAL PAGE VIEWS

1.2M+
SOCIAL MEDIA FOLLOWERS

400K+
EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Santa Barbara 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 Santa Barbara 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.

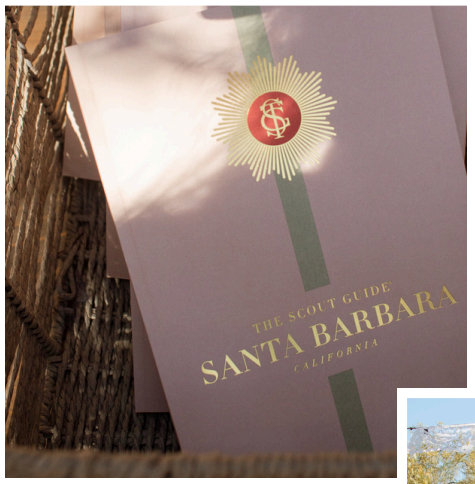
BROWSE OUR CITY WEBSITE

THESCOUTGUIDE.COM/SANTA-BARBARA



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

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.

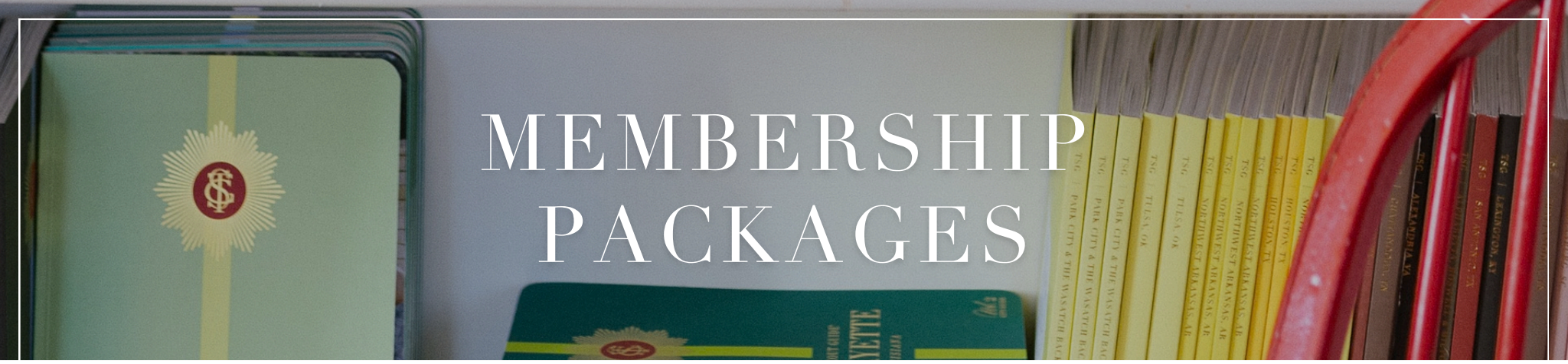
ELAINE HOWARD
Star Jewelers on High | Columbus, Ohio

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



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*



FULL PAGE SPREAD



TWO-PAGE SPREAD



WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

FALL 2026
Member Commitments

WINTER 2026
Creative Meetings and Photo Shoots

SPRING 2027
Spread Design and Final Approvals

SUMMER 2027
Volume Launch



Kelsey Norcott

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