



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)

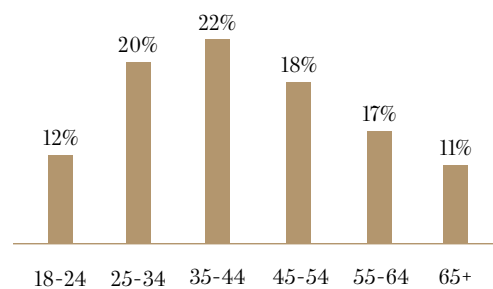


# OUR AUDIENCE

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

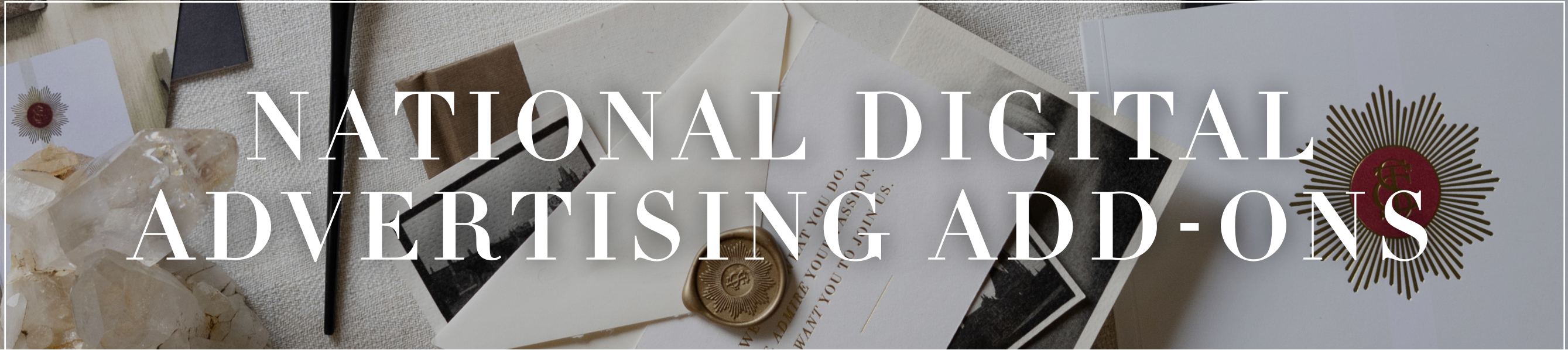
## LIFESTYLE

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



THE SCOUT GUIDE  
**SCOUTED**  
COLLECTION



**HOLIDAY MUST-HAVES**

*by Lila + Hayes*




Lila and Hayes is a Texas-based pima cotton clothing brand centered around classic children's clothing with contemporary prints and styles. Since its inception in 2012, owners Amanda and Paige have worked tirelessly to perfect the styles, fit, and quality of each piece of clothing that leaves their warehouse. They create prints and collections that allow for coordinating the whole family in luxuriously soft pajamas and playwear.

[SHOP NOW](#)

**LILA & HAYES**

*Dedicated Email*


**BUSINESS SPOTLIGHT PACKAGE**



**The Scout Guide**  
Just now

Dazzle everyone on your list and unwrap joy this season with diamond and gem expandable gold rings from Serafino Consoli, available in-store and online from Alara Jewelry in Bozeman, MT.

Shop one-size-fits-all luxury rings, here:  
[alarajewelry.com/collections/serafino-consoli](https://alarajewelry.com/collections/serafino-consoli)



**ALARA JEWELRY**

*Facebook Post*

**SOCIAL PACKAGE**



SPONSORED

**KellyBronze Turkey: A Thanksgiving Necessity**

The most awarded turkey in Great Britain has come to the U.S.! KelleyBronze turkeys are now woodland-reared in the foothills of the Blue Ridge Mountains using artisanal methods that have been practiced by three generations of Kellys. They're handled with the highest level of care, resulting in the best turkey you've ever tasted. You won't find another like it in the U.S.

[ORDER YOURS TODAY](#)

**KELLYBRONZE**

*Content Block in The Scouted Life Newsletter*

**NEWSLETTER PACKAGE | TIER 1**





# WE'D LOVE TO *CONNECT* WITH YOU

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MARKETING@THESCOUTGUIDE.COM  
@THE SCOUT GUIDE