



BECAUSE WE COULDN'T HAVE A
Scout
 CELEBRATION, WE THOUGHT
Thanks for being a part of

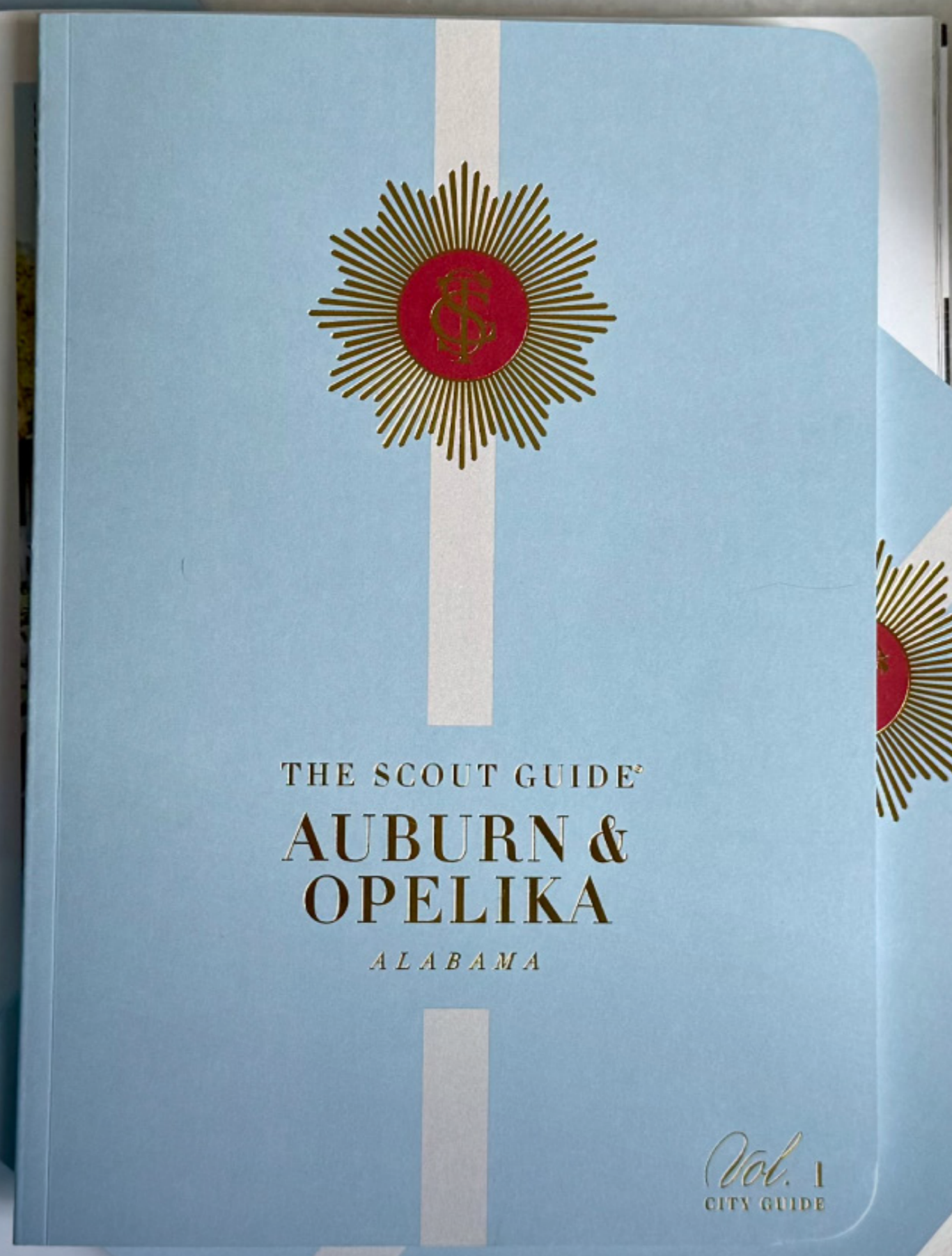


THE SCOUT GUIDE[®]

AUBURN & OPELIKA

MEDIA KIT

Vol. 2



THE SCOUT GUIDE[®]
**AUBURN &
 OPELIKA**
 ALABAMA

Vol. 1
 CITY GUIDE

STYLING BY GRACE HARRIS

school days in Palm Beach.
 JULIA AMORY fashions a pair
 for her family, with no shortage
 of checks, and nostalgic ease.



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.

<p>AN ESTABLISHED <i>BRAND</i> <i>IDENTITY</i></p>	<p>2.4M+ ANNUAL WEB PAGEVIEWS</p>	<p>1M+ FOLLOWERS</p>	<p>DEMOGRAPHICS</p> <p>AGE</p> <p>GENDER</p> <p>64% FEMALE</p> <p>36% MALE</p>	<p>READER <i>INTERESTS</i></p> <p>DESIGN <i>and</i> DECOR</p> <p>STYLE <i>and</i> BEAUTY</p> <p>TRAVEL</p> <p>SMALL BUSINESS OWNER SPOTLIGHTS</p> <p>ENTERTAINING <i>and</i> RECIPES</p>	<p>READER <i>BEHAVIOR</i> & <i>LIFESTYLE</i></p> <p>80% USE TSG TO DISCOVER LOCAL BUSINESSES</p> <p>50% FIRST ENCOUNTERS TSG BY SEEING A PRINT GUIDE</p> <p>36% PURCHASED A PRODUCT AFTER SEEING IT FEATURED ON TSG'S DIGITAL CHANNELS</p> <p>47% USE TSG AS A TRAVEL RESOURCE</p> <p>71% CHOSE DESIGN & DECOR AS THE TOPIC THAT INTERESTS THEM THE MOST</p> <p>59% TAKE 1-4 TRIPS PER YEAR</p> <p>39% TAKE 5+ TRIPS PER YEAR</p>
<p>90+ CITIES</p>	<p><i>OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES</i></p>	<p>354K+ EMAIL SUBSCRIBERS</p>			
<p>4.4K+ ADVERTISERS</p>	<p>1.2M+ COPIES IN CIRCULATION ANNUALLY</p>	<p>AN <i>AFFLUENT</i> AUDIENCE</p>			



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

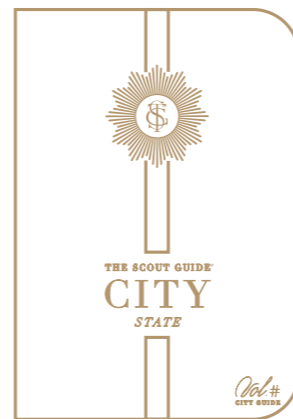
METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

15K+
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.

PHYSICAL ADS

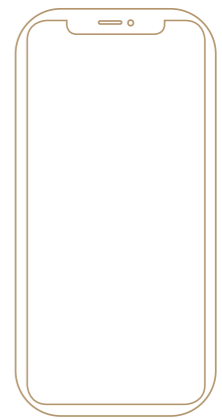


PRINT ADS VS DIGITAL ADS

Low performance High Performance

<input type="radio"/>	Attention	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Review Time	<input type="radio"/>
<input checked="" type="radio"/>	Engagement	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Stimulation	<input type="radio"/>
<input checked="" type="radio"/>	Memory Retrieval Accuracy	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Memory Speed and Confidence	<input type="radio"/>
<input checked="" type="radio"/>	Purchase and Willingness to Pay	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Desirability	<input type="radio"/>
<input checked="" type="radio"/>	Valuation	<input type="radio"/>

DIGITAL ADS





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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Auburn & Opelika 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 Auburn & Opelika 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/AUBURN-OPELIKA](https://thescoutguide.com/auburn-opelika)

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

We were honored to be a part of the inaugural Auburn/Opelika publication of The Scout Guide! Working with Beth and her team was a fantastic experience! They thought of every detail in helping us create a professional and well-designed layout that represented our business well. It's been fun to see our community really enjoy looking through it and learning more about the amazing people and businesses that make our small town so special!

ASHLEY & ALLYN THAMES, Thames Orthodontics

Being part of The Scout Guide has been such an incredible experience. It's more than just beautiful pages — it's a true celebration of small businesses, creativity, and community. The way TSG thoughtfully showcases each business is truly an art form, and it's given us such a proud and meaningful platform to tell our story. We've felt so supported, connected, and inspired by the amazing network of entrepreneurs and creatives featured alongside us. The quality, the people, and the heart behind it all are unmatched. We are truly honored to be part of something so special!

TORI MEJIA, Artistry Beauty Bar

I thoroughly appreciate how much Beth actively took the load off and the way she worked to implement the vision we discussed prior to the day of the photo shoot for our spread. Pulling up to the photo shoot, with Beth already setting everything up, automatically relaxed me. Our family all went to breakfast after the photo shoot and everyone said how easy it was. Thank you again for taking the stress out of the photo shoot!!

SAMANTHA HYATT, Our Home Pharmacy

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



OFFERING IS *NEW THIS YEAR* | ONLY 1 SPOT AVAILABLE

ONE-PAGE SPREAD

TWO-PAGE SPREAD

FOUR-PAGE FOLDOUT

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

APRIL - SEPTEMBER 2025

Member Commitments

JUNE - OCTOBER 2025

Creative Meetings and Photo Shoots

JANUARY - FEBRUARY 2026

Spread Design and Final Approvals

APRIL 2026

Volume Launch



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f THE SCOUT GUIDE AUBURN
& OPELIKA