



THE SCOUT GUIDE
SPARTANBURG

MEDIA KIT

— Vol. 2 —

THE SCOUT GUIDE®
SPARTANBURG
SOUTH CAROLINA

Vol. 1
CITY GUIDE

THE SCOUT GUIDE®





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>100+ CITIES</p>	<p><i>OVER A</i> <i>DECADE OF</i> EXPERIENCE SUPPORTING LOCAL BUSINESSES</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*

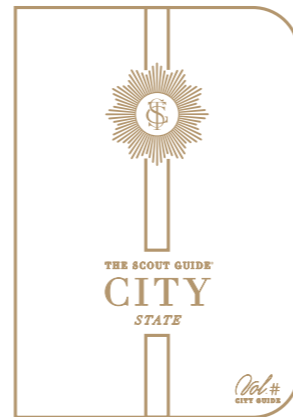
15K

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

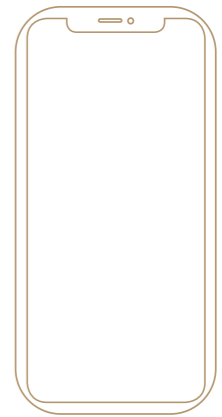


PRINT ADS VS DIGITAL ADS

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 Spartanburg 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 Spartanburg 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/SPARTANBURG](https://thescoutguide.com/spartanburg)

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

An exclusive networking opportunity for TSG Spartanburg members to connect, collaborate, and celebrate.

What's included:

- Hosted by you, in partnership with The Scout Guide Spartanburg
- Food, beverage, and event details provided by the host member
- Promotion by TSG Spartanburg via our newsletter, social media, and member communications
- On-site distribution of The Scout Guide Spartanburg to attendees
- TSG will coordinate with other members to bring in complementary partners (florals, photography, etc.)
- These events are exclusive to TSG Spartanburg members only

**Events locally are subject to change and vary market to market*



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

Joining The Scout Guide was one of the best decisions we made for our bakery. We hadn't even officially launched Dixie Dough when we signed on for the print, but Melissa's support and the visibility we gained through the guide helped us grow right out of the gate. The connections we've made through this community have been absolutely invaluable, not just for exposure, but for real relationships that continue to open doors for us. We're so grateful to be part of something that celebrates and uplifts local businesses in such a meaningful way.

COLLEEN STRONG

Dixie Dough

When we were invited to be part of the Volume 1 launch of The Scout Guide Spartanburg, I was incredibly honored, but truly had no idea just how meaningful this opportunity would become for Carolina Plastic Surgery.

Being featured alongside so many inspiring local businesses has opened doors, started conversations, and helped us connect more deeply with our community. It's been a powerful reminder of the talent, passion, and heart that lives right here in Spartanburg.

From start to finish, the experience of creating our spread was nothing short of perfect. Melissa and her incredible team were professional, warm, and endlessly supportive. Their communication was seamless, and they allowed my vision and creativity to shine. They made every step feel intentional and collaborative.

I could not be more pleased with the final result or more grateful to be part of something that celebrates local excellence in such a beautiful way.

DR. ASHLEY KEREKES

Carolina Plastic Surgery

Broadway in Spartanburg is still building brand awareness in our community, so when I learned we were getting The Scout Guide,

I knew it would be a perfect fit for our target audience. From the very beginning, Melissa has been incredibly thorough and thoughtful, helping us reach not only her dedicated followers but also fellow members through creative promotions and collaborations. I'm excited to see how this partnership continues to grow The Scout Guide in Spartanburg — and help expand our Broadway following in town as well.

CASEY TORRANCE

Nederlander National Markets LLC

MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

BENEFITS	GUIDE PARTNER <i>(Only one available)</i>	FOUR-PAGE FOLDOUT + DIGITAL <i>(Only one available)</i>	TWO-PAGE + DIGITAL	ONE-PAGE + DIGITAL	HALF-PAGE + DIGITAL <i>(First-time advertisers only, only 8 available)</i>
PRINT					
Spread in Volume 9 Print Publication	●	●	●	●	●
Styled Photoshoot, Spread Design	●	●	●	●	●
Targeted Direct Mail Distribution	●	●	●	●	●
Inclusion of Customer's Mailing List	●	●	●	●	●
Copies of Guide for Distribution	●	●	●	●	●
Four-Page Foldout in Guide	●	●			
Fly-In Advertisement	●				
IN-PERSON					
Invites to Annual Launch Party	8	6	4	4	2
Invites to Member Only Events	●	●	●	●	●
Option to Co-host an Event	●	●	●	●	
ONLINE + CITY WEBSITE					
City Page + National Page Listings	●	●	●	●	●
Inclusion in Gift Guides, Events Listings, etc.	●	●	●	●	●
Exclusive Member Feature Article	●	●	●	●	
Company Logo on Website	●				
SOCIAL MEDIA					
"Scouted" Social Media Post	●	●	●	●	●
Organic Social Posts Throughout Year	●	●	●	●	●
Inclusion in Giveaways and Contests	●	●	●	●	●
EMAIL NEWSLETTER					
Dedicated E-blast	●	●			
Company Logo Sponsor on Emails	●				

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

JANUARY, 31 2026

Member Commitments

SEPTEMBER 2025 - FEBRUARY 2026

Creative Meetings and Photo Shoots

MARCH, 1 2026

Spread Design and Final Approvals

JUNE 2026

Volume 2 Launch



Melissa Denham

OWNER | EDITOR

843.224.3330

MDENHAM@THESCOUTGUIDE.COM

THESCOUTGUIDE.COM/SPARTANBURG

@TSGSPARTANBURG

THE SCOUT GUIDE SPARTANBURG