



THE SCOUT GUIDE®

NATIONAL MEDIA KIT

2025



THE SCOUT GUIDE
CHARLOTTESVILLE
VIRGINIA

Charlotte
MO

RIZZOLI



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>	2.4M+ ANNUAL WEB PAGEVIEWS	1M+ FOLLOWERS	DEMOGRAPHICS AGE GENDER 64% FEMALE / 36% MALE	READER INTERESTS DESIGN <i>and</i> DECOR STYLE <i>and</i> BEAUTY TRAVEL SMALL BUSINESS OWNER SPOTLIGHTS ENTERTAINING <i>and</i> 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 39% TAKE 5+ TRIPS PER YEAR
	<i>OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES</i>	354K+ EMAIL SUBSCRIBERS			
90+ CITIES	1.2M+ COPIES IN CIRCULATION ANNUALLY				
4.4K+ ADVERTISERS					



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*

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

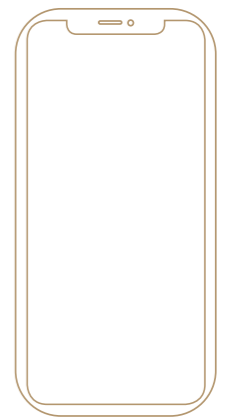


PRINT ADS VS DIGITAL ADS

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



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

AWAKEN WITH MARIA
awakenwithmaria.com • @awakenwithmaria
Life Coach Specializing in Women's Wellness Retreats, yoga and mindfulness, breathwork facilitator, corporate women's empowerment, luxury design life coach, wellness and heart centered home building

TEA ROSE
415.797.8832
tearosanashville.com • @tearosanashville
Tea Rose curates luxury, mobile tea experiences that embody sophistication with southern flare and whitened granules. Our mission is to promote, encourage, and cultivate social relationships through a unique tea-time experience in a beautifully curated space of your choice.

LE LOOK FASHION SOURCING
lelooknashville.com • @lelooknashville
Built on a love of fashion and the never-ending quest for rare vintage finds, Le Look sources and sells authentic, pre-loved luxury and vintage designer clothing & accessories.

WILD BLUEBELL CO.
615.579.1628
wildbluebellco.com • @thewildbluebellco
handmade leather goods sourced from sustainable, ethical vendors who supply genuine, natural leather

ALANA BLOOMFIELD DESIGNS
@alana_bloomfield_designs
Let's Celebrate Something!
Paired Brides and Commissioned Attire: Alana Bloomfield brings your visions and relationships to life!

SIGNATURE TRANSPORTATION
615.244.5466
nashvillelimo.com • @signaturetransportation
Global Luxury Transportation Services
corporate | weddings | formal events

SAGE HEADSPA
1648 Westgate Circle • Suite 230/232 • Brentwood, TN
770.561.7128 • thesageheadspa.com • @sageheadspa
At Sage Head Spa, our mission is to offer a unique and luxurious experience that revitalizes and rejuvenates. Inspired by Japanese spa traditions, we provide exceptional scalp and hair treatments in a tranquil environment.
Locations in Alpharetta, GA, Palm Beach Gardens, FL, Dallas, TX, Winter Park, FL, Charlotte, NC, Tampa, FL

PRETTY POLISHED
615.244.5466
polishedmodernetiquette.com
@prettypolishednashville
Modern Etiquette Coaching Services
children • corporate • private groups • events • consulting

SHARED SPREAD

JESSICA MCINTYRE
INTERIORS

Full-Service Interior Design Studio
4704 Bryce Avenue | Fort Worth, TX | 817.737.7878
jessicamcintyreinteriors.com | @jessicamcintyreinteriors

Jessica McIntyre
Principal Designer & Owner

ONE-PAGE SPREAD

Liz Milston
Owner

eloise

3.1 philip lim | apiece apart | bargo de nor | coelico | dorothee schumacher
frame | h+ hannoh wessel | le kasha | loretta caponi | mi | mother denim | nill lotan
rhode | salon | sylvia tocherassi | the woods fine jewelry | xirena

505 west main street | charlottesville | shopeloise.com | @shopeloise

TWO-PAGE SPREAD



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 ONLINE DIRECTORY

[THESCOUTGUIDE.COM/DIRECTORY](https://thescoutguide.com/directory)

LOCAL

SOCIAL MEDIA

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.

CITY WEBSITE

The Scout Guide city websites offer readers dynamic local lifestyle content that fosters a well-lived life and deeper connection with the community. This content is promoted over local social media channels and through a monthly newsletter.

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



WE'D LOVE TO *CONNECT* WITH YOU

[THESCOUTGUIDE.COM/ADVERTISE](https://thescoutguide.com/advertise)
MARKETING@THESCOUTGUIDE.COM

[@THE SCOUT GUIDE](#)