



THE SCOUT GUIDE®
OXFORD | VOL. 1

THE SCOUT GUIDE | Our Mission

Guided by the belief that small businesses are the cornerstones of our cities, The Scout Guide has been connecting people with local makers, experts, and one another for more than a decade.



THE SCOUT GUIDE | National Reach



*We're excited to welcome
The Scout Guide to
OXFORD!*

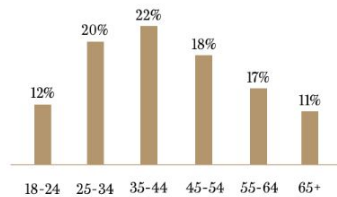
AN ESTABLISHED BRAND IDENTITY	1.9^{million} ANNUAL WEB PAGEVIEWS	1^{million} FOLLOWERS
85+ FRANCHISES	OVER A DECADE OF EXPERIENCE SUPPORTING LOCAL BUSINESSES	227K EMAIL SUBSCRIBERS
4.2K+ ADVERTISERS	1.2^{million} COPIES IN CIRCULATION ANNUALLY	AN AFFLUENT AUDIENCE

THE SCOUT GUIDE | 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

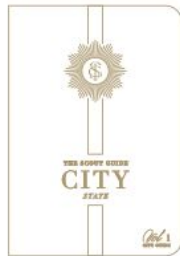
50%

HAVE A HOUSEHOLD INCOME OF
\$100,000 - \$499,000

25%

OWN 2+ RESIDENCES

THE SCOUT GUIDE | Advertiser Benefits



PRINT

Creative consultation, professional photography, personal spread design, and strategic distribution of the guide.



SOCIAL MEDIA

Social media coverage on local TSG platforms.



NATIONAL WEBSITE

Listing in TSG's national and local online directories.



EVENTS

Access to launch party and local happenings.



EMAIL MARKETING

Monthly roundups of the latest editorial features and news from around the local network.



CITY WEBSITE

In-depth features, tips, gift guides, information about events, and more.

THE SCOUT GUIDE | Advertiser Benefits



Professional Photography & Spread Design

Local Distribution & Direct Mail

Networking & Event Opportunities

Social Media & Digital Coverage

National Directory Listing

Launch Party Tickets

THE SCOUT GUIDE | Our Local Distribution



COPIES PRINTED ANNUALLY

15,000+

DIRECT MAIL

Delivered to homes in targeted neighborhoods

MEMBER DISTRIBUTION

Distributed through TSG Member Locations

COMMUNITY EVENTS

Non-profit initiatives, art shows, festivals, and special events

DESTINATIONS AND
LOCAL FAVORITES

Boutique hotels, concierge services, entertainment venues


THE SCOUT GUIDE | Our Print Guide

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

NEED to KNOW

Huntsville



2b
design studio

Matthew Butler, AIA
Full-service architectural firm

Huntsville | @2bdesignstudio | 2BHV



The Space Design

Janelle Anderson and
Shana Freeman, Event Curators

The perfect location for fun, intimate, and unique events, providing exquisite decor and chic vibes for both hourly and daily rental.

8111 Bob Wallace Avenue | Suite 101A | Huntsville
sagethestudio.com | @thesagthestudio

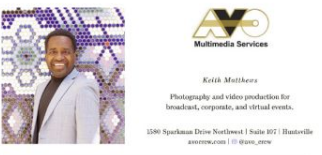


Multimedia Services

Keri Mathers

Photography and video production for broadcast, corporate, and virtual events.

1580 Sparkman Drive Northwest | Suite 102 | Huntsville
amereow.com | @amereow



MOJANA

Maurice Mojana Salada, Owner
At Mojana, Artisan Soap Maker

Handcrafted, natural bath and body products
Vegan & Cruelty-Free

111 Clinton Avenue East | Suite 143 | Huntsville
256-426-4478 | mojanasoaps.com | @mojanasoaps



FRESH6 GRILLE

Diana Blass, Owner
Abraham Haxson, Chef/Owner

Mediterranean fresh bowls and pita wraps

Stonebarn Food Garden | 3448 Governors Drive Southeast
Huntsville | @fresh6grille

BLAIR PRICE

petit atelier

INTERIOR DECORATING SERVICES | DRAPERY | BEDDING
CUSTOM, BENCHMARK UPHOLSTERY PIECES


Designed in New Orleans
Handmade in the American South



9416 NICKYTTA | blairprice.com
@blairprice_petitatelier | @blairpricepetitatelier

MAYKUS HOMES

& neighborhoods




MAYKUS.COM

LACEY MERRICK DESIGN | EASON MERRICK | @merrickdesign

Shared Spread: \$1,596 // 1 Page Spread: \$4,740 // 2 Page Spread: \$6,480

Inside Front Cover: +\$2,000 // Inside Back Cover: \$2,000

THE SCOUT GUIDE | Testimonials



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



THE SCOUT GUIDE | You've Been Scouted

