



THE SCOUT GUIDE



THE SCOUT GUIDE®
NAPLES
FLORIDA

Vol. 13
CITY GUIDE

MEDIAKIT

Vol. 14



Peony
I WISH TO
MAKE AMENDS





OUR MISSION, AUDIENCE, & REACH

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 guides and on our digital channels. We are community builders that showcase the people and faces behind local businesses.

<p>AN ESTABLISHED <i>BRAND 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 / 36% MALE</p>	<p>READER <i>INTERESTS</i></p> <p>DESIGN and DECOR</p> <p>STYLE and BEAUTY</p> <p>TRAVEL</p> <p>SMALL BUSINESS OWNER SPOTLIGHTS</p> <p>ENTERTAINING and RECIPES</p>	<p>READER <i>BEHAVIOR & 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>OVER A <i>DECADE</i> OF 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

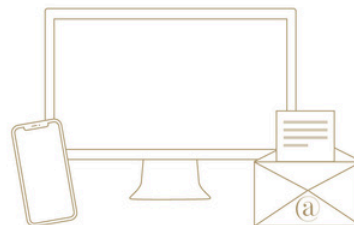


DIGITAL

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*

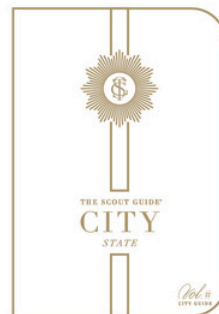
18K

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://www.thescoutguide.com)

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

LOCAL

The Scout Guide Naples 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 Naples 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/NAPLES](https://www.thescoutguide.com/naples)

200.9K

WEBSITE PAGEVIEWS

119.8K

WEBSITE VISITORS

11.5K

EMAIL SUBSCRIBERS

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” in collaboration with 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

These events include our new annual TSG Summit, member lunch series, and community-building opportunities, such as wine tastings, pickleball tournaments, and more. Advertisers also have the opportunity to co-host events with TSG.

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



WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

In my first year as a member of The Scout Guide, I received enough business from leads that came through TSG to pay for my membership for the next three years and counting. Working with Jennifer and Ginger has been so easy, and they are truly in my corner, looking for ways they can elevate and share my business.

STEPH PARADISO

Inspired Social Collective | Fort Myers, Florida

*The collaborations and relationships we've built through The Scout Guide have *opened doors* we wouldn't have reached on our own. It's been more than marketing—it's been *meaningful momentum*.*

TERRI SOUTOR

Face Foundrié | Naples, Florida

In just one campaign collaboration with The Scout Guide, The Dock at Crayton Cove grew its email subscriber list by 37%—more than three times the initial objective of 10% growth—at an engagement rate that significantly outperformed industry benchmarks, demonstrating a highly engaged audience. The Dock is now better positioned to connect with new and returning guests well beyond the campaign's duration.

SAMANTHA SCOTT, APR

Pushing the Envelope Marketing & Public Relations | Naples, Florida

WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

LATEST VOLUME CALENDAR

WINTER 2025

Member Commitments

SPRING 2026

Creative Planning and Photography

SUMMER 2026

Spread Design and Approvals

NOVEMBER 2026

Volume 14 Launch



Jennifer Adams

EDITOR | OWNER

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