



THE SCOUT GUIDE  
HUNT COUNTRY

# MEDIA KIT

— 2026 —

THE SCOUT GUIDE<sup>®</sup>  
**HUNT COUNTRY**  
VIRGINIA

Vol. 13  
CITY GUIDE

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

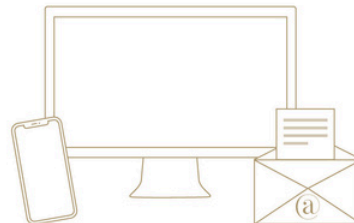


### DIGITAL

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

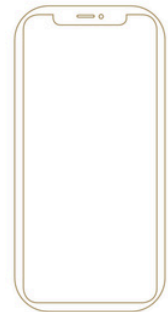


#### PRINT ADS VS DIGITAL ADS

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

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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.

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

2.4M+

WEBSITE PAGEVIEWS

1M+

FOLLOWERS

354K+

EMAIL SUBSCRIBERS

## LOCAL

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The Scout Guide Hunt Country 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 Hunt Country social media channels and through our sought-after 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.

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BROWSE OUR WEBSITE  
[HUNTCOUNTRY.THESCOUTGUIDE.COM](https://www.huntcountry.thescoutguide.com)

# 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

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### LAUNCH PARTY

Our signature celebration is often referred to as THE party of the year here in Hunt Country. At the launch we debut the new volume, advertisers are treated to food, drink, and copies of the new guide. The perfect evening to meet other featured business owners and make lasting connections.

### MEMBER MINGLES

Exclusive invite for members and hosted by a TSG member. Past mingles have included holiday parties, masterclasses, trunk shows, pop-up shops, happy hours, horse shows, and more.

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





# WHAT OUR ADVERTISERS SAY

AN *EXPERIENCE* UNLIKE ANY OTHER

*We have loved being featured in a publication that connects the community to high quality businesses. TSG invests in showcasing their members beyond the annual guide and truly cares about our successes throughout the year. The publication is thoughtfully produced and each ad is lovingly created - from idea to print with a team of people who want to highlight the personality and authenticity of each business.*

**BROOKE WALDRON**  
Sprout Center | Aldie

*Thank you for  
your *superior*  
work for us and  
your  
*extraordinary*  
marketing  
acumen.*

**C. GREG ELLISON**  
The CGE Group | Winchester

*If you have the resources to contribute to this do it; it is more than a one time ad. It continues through the year. It really is a community; I would even go as far to say that everyone in Hunt Country benefits from the guide because it represents a style and brings customers who like the style to visit our towns.*

**TARA WEGDAM**  
Creme de la Creme | Middleburg & Leesburg

# MEMBERSHIP PACKAGES

METICULOUSLY *CURATED* AND BEAUTIFULLY *DESIGNED*

12 month TSG membership includes: Spread in annual print guide | Social media posts | Custom ad design | Creative direction and professional photography\*  
 Invitation to member networking events | Complimentary copies of the print guide | Strategic distribution of the print guide



CASSANDRACOLLECTIONS  
 UNIQUE, ELEGANT, BOLD,  
 HANDMADE IN AUSTIN  
 CASSANDRACOLLECTIONS.COM  
 @CASSANDRACOLLECTIONS



THIRD-PAGE SPREAD

HALF-PAGE SPREAD

ONE-PAGE SPREAD

TWO-PAGE SPREAD

For pricing, please complete our Inquiry Form [HERE](#) and we'll be in touch

\*included in certain packages

# WE'D LOVE TO CONNECT WITH YOU

YOU'VE BEEN *SCOUTED*

## LATEST VOLUME CALENDAR

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WINTER 2026

Member Commitments

SPRING-SUMMER 2026

Creative Meetings and Photo Shoots

FALL 2026

Spread Design and Final Approvals

WINTER 2027

Vol. 14 Launch



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HUNTCOUNTRY.THESCOUTGUIDE.COM

📷 @TSGHUNTCOUNTRY