Guided by the principle that everything you need to live a well-curated life can be found within your own community, The Scout Guide connects people with makers, experts, and each other.

In print and online, and on national and local levels, The Scout Guide provides inspiration and information for living beautifully, living well, and living like an insider.
THE STORY BEGINS IN THE PRINT GUIDES.

At The Scout Guide, we put print first because we believe in its permanence and its power. Just as our communities are anchored by the small business owners who provide unique experiences for their customers, TSG is rooted in our timeless city guides that invite readers to get to know the faces behind premier independent businesses in their towns.

Curated by local editors who serve as year-round advocates for the businesses in their markets, the guides are stunning showcases of carefully vetted boutiques, architects, event planners, florists, interior decorators, restaurateurs, and more. The result is a narrative that reflects the individuality of each artist, artisan, and entrepreneur, and a publication that binds them together to create a strong, supportive whole.

City guides are published annually, and distributed strategically throughout the year. Due to the quality of the paper and exquisite design, 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.
THE STORY BEGINS IN THE PRINT GUIDES. IT CONTINUES ONLINE.

Visit thescoutguide.com, where the places and faces you see in these pages are the subjects of in-depth features and profiles, trend pieces, and thoughtful tips to enlighten, inspire, and elevate everyday life.
TheScoutGuide.com displays the breadth of the TSG network. There, visitors can discover Scouted businesses in the TSG Directory and enjoy a steady stream of inspiration and information they can use to enhance their lives, elevate their surroundings, and enjoy their communities to the fullest. 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.

**OUR STATISTICS**

- **1.2M PAGEVIEWS FROM 2019 - 2020**
- **424K ANNUAL VISITORS FROM 2019 - 2020**
- **+792K SOCIAL MEDIA FOLLOWERS AS OF JANUARY 2020**

**OUR DIGITAL AUDIENCE**

- **76% Female**
- **24% Male**

**CONTENT CATEGORIES**

- **DESIGN and DECOR**
- **STYLE and BEAUTY**
- **TRAVEL**
- **ENTERTAINING**
- **LIVING**

The Scout Guide is my go-to resource for unique artisans; uncanny and offbeat accessories; restaurants, florists, and boutiques owned by people with a keen eye and interesting point of view. My eyes are always peeled for what’s new, and I can depend on The Scout Guide to lead me there. If you are going to look one place for what to do when visiting a city, The Scout Guide is the place to start.

Charlotte Moss
acclaimed designer, tastemaker, and author
**OUR OFFERINGS**

The Scout Guide is a dynamic multi-media advertising opportunity for local businesses that offers them promotion in print, online, and in-person.

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

**SOCIAL MEDIA**
Social media coverage on local TSG platforms.

**WEBSITE**
Listing in TSG’s national and local online directories.

**EVENTS**
Access to launch party and local events.