THE SCOUT GUIDE®

2022

NATIONAL DIGITAL MEDIA KIT

OUR MISSION

A COLLECTION.
A COMMUNITY.
A LIFESTYLE.

Guided by the belief that small businesses are the cornerstones of our cities, The Scout Guide connects people with makers, experts, and one another. In print and online, and on national and local levels, The Scout Guide celebrates small businesses, supports entrepreneurs, and helps readers enjoy their communities to the fullest.

ABOUT THE SCOUT GUIDE NETWORK

The story begins in print, it continues online. 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 and have a profound impact on their local economies, TSG is rooted in our tangible and timeless city guides that enjoy a long shelf life and invite readers to get to know the faces behind the independent businesses in their towns.

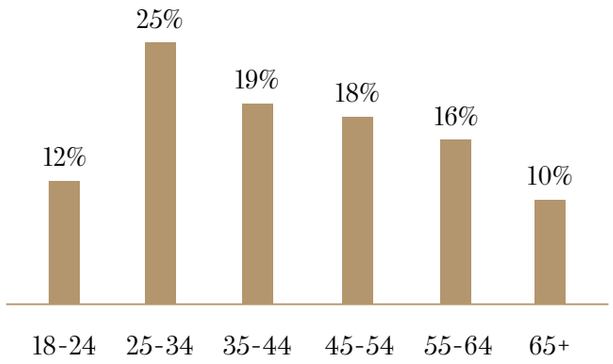
Produced by local owners / editors who serve as year-round advocates for the businesses in their respective markets, the guides are stunning showcases of boutiques, architects, event planners, florists, interior decorators, restaurants, and more. The result is a narrative that reflects the individuality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

3.5K+	70+	880K+	172K	812K	1.2 million
BUSINESSES	CITIES	FOLLOWERS	EMAIL SUBSCRIBERS	COPIES IN CIRCULATION	ANNUAL WEB PAGEVIEWS

Source: Google Analytics, The Scout Guide, Behavior, Site Content, All Pages; Jan. 1, 2021 — Jan. 1, 2022

OUR NATIONAL AUDIENCE

AGE



GENDER

70%
FEMALE

30%
MALE

TOP 10 CITIES

ATLANTA

DALLAS

CHARLOTTESVILLE

CHARLOTTE

NEW YORK

HOUSTON

WASHINGTON

NEW ORLEANS

AUSTIN

DENVER

INTERESTS

DESIGN
and DECOR

STYLE
and BEAUTY

TRAVEL

ENTERTAINING
and RECIPES

THESCOUTGUIDE.COM READER BEHAVIOR

69%
DISCOVER SMALL BUSINESSES

53%
SEEK EDITORIAL/INSPIRATIONAL CONTENT

32%
FIND TRAVEL RESOURCES

LIFESTYLE

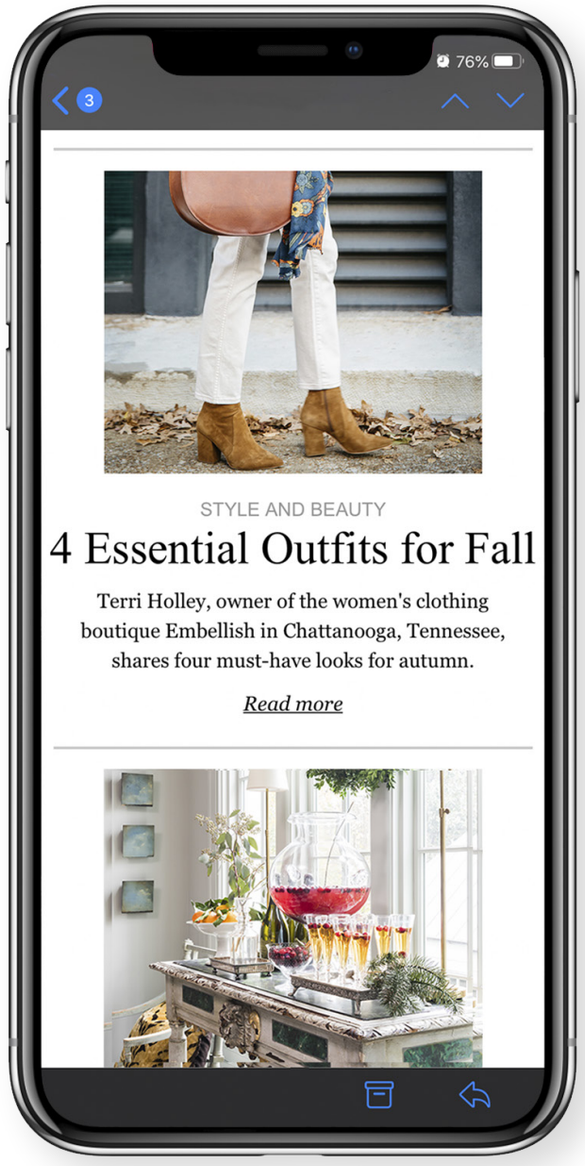
60%
TAKE 4+ TRIPS PER YEAR

57%
HAVE A HOUSEHOLD INCOME OF
$100,000 - $499,000

25%
OWN 2+ RESIDENCES

Source: Google Analytics, The Scout Guide, Traffic, Demographics, Overview; Jan. 1, 2021 — Jan. 1, 2022, and Audience Survey, December 2021

OUR NATIONAL REACH



1.2M
YEARLY PAGEVIEWS

500K
USERS

92K
EMAIL SUBSCRIBERS

67K
INSTAGRAM FOLLOWERS

23K
FACEBOOK FOLLOWERS

16K
PINTEREST FOLLOWERS

Source: Google Analytics for TheScoutGuide.com Jan. 1, 2021 — Jan. 1, 2022, and digital platforms, January 2022

BRANDED CONTENT OPTION:
EXCLUSIVE REAL ESTATE ROUNDUP

RATE

Member: $2,775 (25% off) | **Non-Member:** $3,700

DESCRIPTION

TSG real estate roundups feature a maximum of seven properties, highlighting pertinent details and notable features of each, as well as images of the listings and links. This sponsored opportunity allows the featured real estate company to exclusively promote multiple listings that correspond to a theme. Examples include: beach/lake homes, mountain/winter retreats, country estates, or one-of-a-kind ranches.

PACKAGE INCLUDES

- 1 article on TheScoutGuide.com
- 1 content block in weekly TSG editorial newsletter or dedicated newsletter (at additional price)
- 1 Instagram post
- 1 slide in weekly TSG editorial Instagram story/stand-alone Instagram story
- 1 Facebook post
- 1 Pinterest post

A limited number of opportunities for branded content are offered per month.
All concepts, images, and copy are subject to approval by The Scout Guide.

BRANDED CONTENT OPTION: *EXCLUSIVE TREND PIECE*

RATE

Member: $2,550 (25% off) | **Non-Member:** $3,400

DESCRIPTION

TSG trend pieces are published seasonally, and include trend forecasting recommendations from an expert with corresponding imagery. This sponsored opportunity allows the featured expert/business to exclusively promote multiple products/looks/designs from their store/line within the article with links. Trend topic examples include: Design & Decor, Travel, Style & Beauty, Living, Wellness, and Entertaining.

PACKAGE INCLUDES

- 1 article on TheScoutGuide.com
- 1 content block in weekly TSG editorial newsletter
- 1 Instagram post
- 1 slide in weekly TSG editorial Instagram story
- 1 Facebook post
- 1 Pinterest post

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BRANDED CONTENT OPTION: *"ASK AN EXPERT" FEATURE WITH PRODUCT PLACEMENT*

RATE

Member: $2,550 (25% off) | **Non-Member:** $3,400

DESCRIPTION

The Scout Guide regularly publishes informative articles featuring advice from experts weekly. This branded content opportunity allows the featured expert/ business to share their unique expertise, and to promote a specific product or product line within the article with a link.

PACKAGE INCLUDES

- 1 article on TheScoutGuide.com
- 1 content block in weekly TSG editorial newsletter
- 1 Instagram post
- 1 slide in weekly TSG editorial Instagram story
- 1 Facebook post
- 1 Pinterest post

A limited number of opportunities for branded content are offered per month.
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BRANDED CONTENT OPTION: *EXCLUSIVE GIFT GUIDE*

RATE

Member: $2,775 (25% off) | **Non-Member:** $3,700

DESCRIPTION

TSG gift guides are published in advance of gift-giving holidays and occasions, and include approximately seven to 15 product images and captions with links in a slideshow format. This branded content opportunity allows the featured expert/business to exclusively promote multiple products from their store/line within the article with links.

PACKAGE INCLUDES

- 1 article on TheScoutGuide.com
- 1 content block in weekly TSG editorial newsletter
- 1 Instagram post
- 1 slide in weekly TSG editorial Instagram story/stand-alone Instagram story
- 1 Facebook post
- 1 Pinterest post

2021 GIFT GUIDES

- Valentine's Day (February)
- Mother's Day (May)
- Graduation (May)
- Father's Day (June)
- Holiday (November)

A limited number of opportunities for branded content are offered per month.
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THE SCOUT GUIDE®

SCOUTED

COLLECTION

COZY *ESSENTIALS* FOR FALL

By: Heidi Carey

Heidi Carey creates elegant robes, necklaces, table linens, and more, all designed to be at once timeless, versatile, and beautiful. From hand-blocked fabrics to hand-chosen cabochon stones, every piece translates to unique works of style that truly radiate customers' classic taste and character. Stylish designs, luxury materials, and an abiding attention to her customers' discerning taste: these are the values at the heart of Heidi Carey's collection.

Shop now

ROBES & PAJAMAS

NEWSLETTER ADVERTISING OPPORTUNITIES: *SCOUTED PRODUCTS COLLECTION*

RATE

Member: $2,625 (25% off) | **Non-Member:** $3,500

DESCRIPTION

These Scouted Products Collections offer advertisers the chance to promote their products to our audience through a dedicated newsletter as part of an exclusive shopping experience. Featuring an image and a description, these 8-12 products will link directly to the advertiser's website to complete the purchase.

PACKAGE INCLUDES

- 1 dedicated newsletter

2021 SCOUTED COLLECTIONS

- One-of-a-Kind
- Fall Fashion Trends
- Home Refresh
- Holiday Must-Haves

A limited number of opportunities are offered per month.
All concepts, images, and copy are subject to approval by The Scout Guide.

NEWSLETTER ADVERTISING OPPORTUNITIES: *THE SCOUTED LIFE*

LEVEL ONE

RATE

Member: $975 (25% off) | **Non-Member:** $1,300

DESCRIPTION

Ad placement in The Scout Guide's weekly editorial newsletter, *The Scouted Life*, enables advertisers to promote their brand or product alongside the latest articles on TheScoutGuide.com. Featuring an image and copy developed in partnership with The Scout Guide editorial team, these advertisements link directly to the advertiser's website.

PACKAGE INCLUDES

- 1 content block in weekly TSG editorial newsletter
- 1 slide in weekly TSG editorial Instagram story/stand-alone Instagram story

LEVEL TWO

RATE

Member: $600 (25% off) | **Non-Member:** $800

DESCRIPTION

Ad display placement in The Scout Guide's weekly newsletter, *The Scouted Life*. Featuring an ad banner display developed in partnership with The Scout Guide design team, these advertisements link directly to the advertiser's website.

PACKAGE INCLUDES

- 1 newsletter placement

A limited number of exclusive e-blasts are available.
A limited number of opportunities are offered per month.
All concepts, images, and copy are subject to approval by The Scout Guide.

SPONSORED CONTENT OPPORTUNITIES: *CALENDAR*

WINTER 2022

- Newsletter Advertising Opportunities
- Gift Guide | Valentine's Day
- Real Estate | Urban Havens
- "Ask an Expert" Feature with Product Placement
- Trend Piece | Home, Wellness

SPRING 2022

- Scouted Collection | Spring Picks, Summer Essentials
- Newsletter Advertising Opportunities
- Gift Guides | Mother's Day, Graduation
- Real Estate | Beach Escapes
- "Ask an Expert" Feature with Product Placement
- Trend Piece | Fashion, Wedding

SUMMER 2022

- Scouted Collection | One-of-a-Kind
- Newsletter Advertising Opportunities
- Gift Guides | Father's Day
- Real Estate | Grand Estates
- "Ask an Expert" Feature with Product Placement
- Trend Piece | Entertaining, Beauty

FALL 2022

- Scouted Collection | Home Refresh, Fall Fashion Trends
- Newsletter Advertising Opportunities
- Real Estate | Mountain Retreats
- "Ask an Expert" Feature with Product Placement
- Trend Piece | Home, Fashion

WINTER 2023

- Scouted Collection | Holiday Must-Haves
- Newsletter Advertising Opportunities
- Gift Guide | Holiday, Valentine's Day
- Real Estate | Distinctive Ranches
- "Ask an Expert" Feature with Product Placement
- Trend Piece | Entertaining, Fashion

This is just an example of the editorial year. Multiple gift guides, trends, and expert features, in additional categories, are available each season.

WE'D LOVE TO *CONNECT* WITH YOU

THESCOUTGUIDE.COM/ADVERTISE

MARKETING@THESCOUTGUIDE.COM

@THE SCOUT GUIDE