



THE TSG *DIFFERENCE*

The Scout Guide offers an advertising experience unlike any other.
Here is what sets it apart.

“It doesn’t feel like an ad, thanks to the beautiful and editorial-like photography and layout; many of our customers comment that they saw our ‘photo’ in TSG without even realizing it’s an advertisement.”

— Elaine Howard
 owner and executive buyer, Star Jewelers on High
 Columbus, Ohio

“Our Editor has wonderful vision, gives her honest opinion, and is easy to work with. We have always been thrilled with the results!”

— Adrienne Bugg
 interior designer, Pillar & Peacock
 Richmond, Virginia

“The Scout Guide is more than an advertising platform. I love our Editor, and have built so many great relationships from joining the TSG family.”

— Kara Candler
 founder and CEO, Tick Tock Concierge
 Asheville, North Carolina

ELEVATED ADVERTISING AT A RATE THAT’S ACCESSIBLE TO SMALL BUSINESS OWNERS.

The Scout Guide offers local business owners the opportunity to create a beautiful, meaningful, and impactful advertisement that will stand the test of time in a publication that consumers treasure and collect.

A PERSONAL APPROACH TO AD CREATION.

When business owners sign on to advertise in The Scout Guide, they receive more than just ad specs and a deadline. The membership fee includes a creative consultation, a photo session with a professional photographer, and spread design—all guided by a local TSG Editor.

AN OPPORTUNITY TO ALIGN WITH OTHER LOCAL LUMINARIES.

Being positioned in print next to other excellent independent businesses in the community offers unique benefits for TSG members, including exposure to an ideal clientele through distribution throughout the local network and an association with fellow local entrepreneurs.