

GREAT THINGS
ARE ON THE
HORIZON.



2021 MEDIA KIT

Scout Life

From the publisher of *Boys' Life* since 1911



BOY SCOUTS OF AMERICA®



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THE MAGAZINE

Welcome to *Scout Life*, still the premier youth magazine from the Boy Scouts of America! It's the same *Boys' Life* generations have loved for 110 years, just with a different name. It is a magazine for a new generation of readers and the next generation of leaders. Scout Life believes all boys and girls deserve the opportunity to be their best selves today and tomorrow. It is the natural evolution of *Boys' Life*.

Ours is the **only** youth magazine that publishes **two** demographic editions: the lower-demo edition (ages 5-10) and an upper-demo edition (ages 11-17). The average age of the full-run reader is 11½, so advertisers have the option to reach both age groups, or selectively target Cub Scouts or Scouts BSA youth and families.

700 thousand
circulation

10 times
per year

2.9 million
readers

SCOUT LIFE

2021 MEDIA KIT



2.9 **million**
readers in
print and

700 **thousand**
circulation

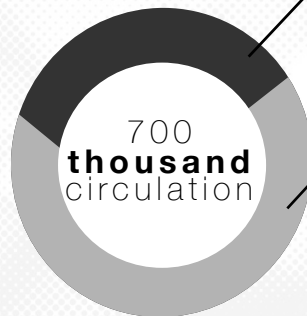
PRINT
DIGITAL
BLOG
VIDEO
SOCIAL MEDIA
SPONSORED
CONTENT

SCOUTLIFE.ORG

2M+ **monthly**
impressions

1.5M **monthly**
page views

1.2M **monthly**
unique
impressions



upper demo
ages 11-17
300 thousand circulation

lower demo
ages 5-10
400 thousand circulation

SOCIAL MEDIA FOLLOWERS



155K



22.7K



14.2K



3.4M views

upper

1.52
million
readers

13.9
average
age

\$112
thousand
HHI

lower

2.8
million
readers

8.8
average
age

\$107
thousand
HHI



MEET OUR YOUNGER READERS

LOWER-DEMO EDITION | CUB SCOUTS | AGES 5-10

She just got home from basketball practice. He’s about to meet his friends at the baseball field before dinnertime. Mom and Dad said he could have his whole Cub Scout pack over for a game night this weekend, and she gets to go see the movie she’s been dying to see with her fellow pack-mates.

Both kids look forward to the next issue of *Scout Life* because it means they’ll have new stories, jokes and games to share with their friends and parents. He especially likes Cub Corner and the comics; she is competitive and obsessed with the activities like puzzles, mazes and word games.

400 thousand
circulation

1.6 million
readers

8.8 average
age

\$107 thousand
HHI



MEET OUR OLDER READERS

UPPER-DEMO EDITION | SCOUTS BSA | AGES 11-17

Riding down the most hardcore trails. Shades on, hat backward (under his helmet, of course). Snapping pics on his smartphone while listening to his favorite tunes. He just finished his homework and even helped his little brother and sister with theirs, too.

After swim team practice, she makes her way back to the water for kayaking with her troop. Her goal is to be stronger and faster, and go farther than her last adventure on the water. They are Scout Life readers.

The content in this edition features information geared toward older Scouts. Sections like Merit Badge Minute and Cool Jobs keep readers coming back month after month.

300 thousand
circulation

1.9 million
readers

13.9 average
age

\$112 thousand
HHI

SCOUT LIFE EDITORIAL DEPARTMENTS

SCOUT LIFE READERS ENJOY THESE REGULAR DEPARTMENTS

HEADS UP! Timely news and notes on all topics relevant to today's youth.

SL HEADLINERS Quick-hit profiles of great kids doing great things. Most of this content comes directly from our readers!

FEATURES An exciting mix of Scout outdoor outings, nature and animals, movies, sports, history, fiction, toys, space and aviation, STEM and more.

GEAR GUY Buyer's guides and reader Q&As covering camping, fishing, hiking ... everything outdoors.

GAMES Exciting gamer news, reviews, tips and more.

SL HOW TO Step-by-step guides with fun projects for readers to make, create, build and do.

SEASONAL SPECIALS

GIFTS & GEAR The go-to fall/winter advertising section for Scouting families is strategically developed to help drive sales for brands.

SUMMER OLYMPICS Our June-July 2021 issue focuses on the worldwide sports spectacular.

HOLIDAY GIFT GUIDE Each November our editors and a group of kid testers review the year's latest and greatest toys and gadgets

EDITORIAL CALENDAR 2021

JANUARY-FEBRUARY

COVER STORY: Scout Me In!
Gear Guy: Hiking Boots Buying Guide
Congratulations Female Eagles
Prepared for Life: Buying Your First Car

MARCH

COVER STORY: Northern Tier
Gear Guy: Camp Stoves Buying Guide
Summer Camp Roundup
Fiction: *AstroNuts II*

APRIL

COVER STORY: Backpacking the Continental Divide
World Records Set by Kids
The Nature Crew: Otters
Cool Jobs: Comic Book Editor

MAY

COVER STORY: Summer of Service
Gear Guy: Hydration Packs
DIY Mother's Day Gifts

JUNE-JULY

COVER STORY: Summer Olympics
Gear Guy: Insect Prevention
Get Ready for the Eclipse
Fiction: *Really, Really Lost in Space*
DIY Father's Day Gifts

AUGUST

COVER STORY: Hiwassee River Raft Race
Gear Guy: Rock-Climbing Gear
The Nature Crew: Dragonflies
Cool Jobs: Landscape Architect

SEPTEMBER

COVER STORY: Three Sisters Wilderness
Gear Guy: Budget Backpacking Kit
Cars Roundup
Prepared for Life: Including Scouting on Your College/Job Application

OCTOBER

COVER STORY: TBD
Sports Interruptions
Let's Look At: Books

NOVEMBER

COVER STORY: TBD
Holiday Gift Guide
Gear Guy: Two-Way Radios
Let's Look At: Thanksgiving

DECEMBER

COVER STORY: TBD
Let's Look At: Glaciers
Gear Guy: Winter Clothes

**Editorial content subject to change. Contact your sales manager to determine best alignment opportunities.*

PRINT CALENDAR & SPECIFICATIONS

2021 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	PRINT EDITION ON-SALE	DIGITAL EDITION ON-SALE
Jan•Feb	10/29/20	11/09/20	01/01/21	12/12/20
March	12/31/20	01/11/21	03/05/21	02/13/21
April	01/28/21	02/08/21	04/02/21	03/13/21
May	03/04/21	03/15/21	05/07/21	04/17/21
June•July	04/01/21	04/12/21	06/04/21	05/15/21
August	06/03/21	06/14/21	08/06/21	07/17/21
September	07/01/21	07/12/21	09/03/21	08/14/21
October	08/05/21	08/16/21	10/08/21	09/18/21
November	09/02/21	09/13/21	11/05/21	10/16/21
December	09/30/21	10/11/21	12/03/21	11/13/21

PRINT EDITION MATERIALS

DELIVERY

Include publication name, issue, advertiser and "print" or "digital" in the subject line.

CANCELLATION POLICY

Cover advertising is non-cancellable, and run-of-book advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount.

ADVERTISING SPECIFICATIONS

UNIT SIZE	NON-BLEED (W" X D")	BLEED (W" X D")	TRIM (W" X D")
Spread	15" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7.5" x 10"	8.125" x 10.75"	7.875" x 10.5"
$\frac{2}{3}$ Page Vertical	4.625" x 10"	5.125" x 10.75"	4.875" x 10.5"
$\frac{1}{2}$ Page Horizontal	7.5" x 5"	8.25" x 5.25"	7.875" x 5"
$\frac{1}{2}$ Page Vertical	4.125" x 10.75"	4.125" x 10.75"	3.25" x 10"
$\frac{1}{3}$ Page Vertical	2.25" x 10"	2.75" x 10.75"	2.5" x 10.5"
$\frac{1}{3}$ Page Vertical	3.25" x 10.75"	3.25" x 10.75"	2.5" x 10"

PRINT MATERIALS DELIVERY & INQUIRIES

ADVERTISING@SCOUTING.ORG



Scout Life illustrates the great opportunities today's youth have access to: Scout a new course. Scout a grand adventure. Scout a brighter future. Scout Life.

PRINT INSTRUCTIONS

PRINT EDITION SPECIFICATIONS

Bleed sizes figured to allow $\frac{1}{8}$ " trim on both sides, top and bottom. Any material intended to remain after trimming must be kept $\frac{1}{8}$ " in from top, bottom and sides of trimmed size. All files supplied must be CMYK. PDF/X-1a format files required for submission.

DIGITAL APP EDITION SPECIFICATIONS

Scout Life is available as an enhanced digital edition on Google Play and the Apple App Store, with digital channels on Apple News+, Barnes & Noble Nook, Readly and public- and school-library database across the country. With the exception of special sections and inserts, all advertisers running in the print edition will be included in the digital edition. No additional creative or forms are necessary for inclusion. Contact your Media Sales Manager or advertising@scouting.org for more information.

PROOFS

Scout Life magazine is printed Web Offset/Saddle Stitched, computer-to-plate. Please provide electronic/digital production materials and include SWOP-approved proof. All digital data must conform to SWOP specifications. Negatives or positives will not be accepted.

INSERTS

Single-sheet and multi-page or gatefold insert advertising spaces available. Bind-ins: Cards, inserts, booklets and other special bind-in material accepted pending postal approval. All rates upon request.

ASSETS FOR SPECIAL SECTIONS & PACKAGES

Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI files. Convert type to outlines unless fonts are provided.

FTP UPLOAD INSTRUCTIONS (7MB+ FILES)

Send confirming email to advertising@scouting.org. Filename should include: Publication name, two-digit issue month and first three characters of advertiser's name. Compress all files.

PRINT EDITION MATERIALS DELIVERY & INQUIRIES

ADVERTISING@SCOUTING.ORG

Include publication name, issue, advertiser, and "print" or "digital" in the subject line. If larger than 7MB, upload to FTP site.



CLASSIFIED “TRADIN’ POST” CALENDAR

TRADIN’ POST

It’s our trusted one-stop shopping section for great gifts, official BSA merchandise, insignia, outdoor gear, toys, games and more! Every product or service is *Scout Life* reviewed and approved for kids to love and parents to appreciate.

SCHOOLS & CAMPS

It’s THE spot for your travel destination, camp, school, academy or learning center! Whether readers are looking to have fun, learn something new or immerse themselves in the outdoors, this section has it all. Plus, our readers travel with their families and Scouting units all year long.

CLASSIFIED AD SIZES

2.25" x 1.0"

2.25" x 2.0"

2.25" x 3.0"

2.25" x 4.0"

2.25" x 5.0"

2.25" x 10"

SAMPLE 1 INCH AD

1 INCH

2.25 INCHES

CLASSIFIED PRINT PRODUCTION MATERIALS DELIVERY & INQUIRIES

ADVERTISING@SCOUTING.ORG

Print edition advertising also appears in the digital edition, which is available to subscribers on smartphones and tablets.



SCOUT LIFE SOCIAL, ONLINE & VIDEO

Sponsored social media posts; custom video; live video sponsorship; native content; web page sponsorship; and custom, high-impact ad units are also available. Below are a few examples of what is available.

SCOUTLIFE.ORG

Award-winning ScoutLife.org is chock-full of awesome content to keep youth engaged for hours, including game/toy/movie/gear reviews, useful articles for Scouts, contests, videos, interactive games, fun DIY projects and everything they could want to read, learn or do.

SCOUT LIFE LIVE!

Scout Life Live! is the Facebook video platform hosted by the Scout Life editorial team, posting regularly on cool topics, news, giveaways, silliness and more. Other major video categories include: SL essentials and how-to's, infomercials and interviews, cool camps and time-lapsed videos.

SOCIAL PLATFORMS

Scout Life's Facebook page holds the top spot for the highest engagement rate of any BSA-owned social media channel, engaging hundreds of thousands of Scouting families.

RESPONSIVE DESIGN

Viewable across mobile, tablet & desktop

TOTAL PAGE VIEWS

1 million+ /month

TOP PAGES VIEWED

Home Page, Hobbies & Projects, How-To, Games, Outdoors, Jokes

198K+
ACTIVE SOCIAL
FOLLOWING



Scout Life creates a community that strives to make the world a better place. Our readers long to belong to and be part of something that lasts.

ADDITIONAL BSA MEDIA

BRYAN ON SCOUTING BLOG

Bryan on Scouting is the official daily blog of *Scouting* magazine. It features up-to-the-minute news, inspirational stories, program updates and valuable tips. With more than 14,000 subscribers and 710,000 monthly views, it is one of the most-read blogs among BSA adult leaders. Content is also shared in daily email and social media.

SCOUTING WIRE BLOG & NEWSLETTER

Scouting Wire is the official blog of the Scouting movement. With content including activities, finance, fundraising and leadership training, this daily blog offers engagement opportunities with Scouting decision-makers.

Newsletters with *Scouting Wire* content are regularly sent to a combined audience of more than 1.3 million parents, volunteers, professionals, leaders and alumni subscribers.

BLOG SPONSORSHIP RATES & INQUIRIES

Contact your Media Sales Manager for details on sponsored posts and rate inquiries, or email advertising@scouting.org.

BSA FOLLOWERS

2021



CUB SCOUTS

155.2K

7.5K

13.6K

BOY SCOUTS
OF AMERICA

484K

85.2K

80.5K

SCOUTING MAGAZINE

155K

15.7K

28.9K

TOTAL

789.2K

114.5K

116.9K

YOUTUBE



1.4M views

17.2K followers



Scout Life is for life: My life as a Scout today, the impact of Scouts on my whole life, the positive impact of Scouts on the life of society.

ONLINE PRODUCTION SPECIFICATIONS

ONLINE AD UNITS

728x90 banner, 300x250 rectangle, 300x600 skyscraper, web page sponsorships, wrapper. Inquire about custom ad types.

ACCEPTED FILE FORMATS & RICH MEDIA FORMATS

GIF, JPG, PNG, HTML5, third party accepted. Animated GIF, static GIF, JPG. Maximum 200K for all web ads.

ANIMATION

May loop three times, 24 fps, 15 seconds max recommended for standard ad units.

ASSETS FOR SPECIAL SECTIONS & PACKAGES

Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI file types. Convert type to outlines unless fonts are provided.

STANDARD GUIDELINES

Google Ad Manager for Publishers (DFP) is used to serve all Boy Scouts of America sites.

CUSTOM & SPONSORED CONTENT AND CONTESTS

Supply high-resolution logo, URLs, tags, handles, copy, etc., as instructed by our digital team. Assets will vary based on media elements and creative needs.

PRODUCTION CALENDAR

WEB UNITS

Standard units due 10 business days prior to post date. Rich media, page sponsorships, wrappers, etc., due 14 business days prior to post date.

DIGITAL CONTEST COMPONENTS

Assets due 21 business days prior to post date.

ONLINE CUSTOM CONTENT

Assets due two weeks prior to post date.

SPONSORED WEB PAGES

Assets due five days prior to post date.

FACEBOOK & TWITTER POSTS

Assets due one week prior to post date.

ONLINE PRODUCTION MATERIALS DELIVERY & INQUIRIES
ADVERTISING@SCOUTING.ORG



AWARD-WINNING EDITORIAL

ADWEEK HOT LIST READERS' CHOICE AWARDS

- KIDS/TEEN MAGAZINE OF THE YEAR

AMERICAN SOCIETY OF MAGAZINE EDITORS

- READER'S CHOICE BEST COVER WINNER
- BEST NATIONAL COVER FINALIST: SEPTEMBER

FOLIO: EDITORIAL EXCELLENCE AWARDS

- BEST MAGAZINE (YOUTH-TEEN/CONSUMER)
- BEST ARTICLE (YOUTH-TEEN/CONSUMER) – MARCH: "IT'S OUR DUTY TO HELP OTHERS"
- BEST ARTICLE (YOUTH-TEEN/CONSUMER) – JULY: "GOING UP"
- BEST ILLUSTRATION (YOUTH-TEEN/CONSUMER) – OCTOBER: "OUR WEIRD BODIES"
- BEST SERIES OF ARTICLES WINNER: "PREPARED FOR LIFE" SERIES
- BEST ARTICLE WINNER: "A SCOUT IS HELPFUL"
- BEST ARTICLE FINALIST: "LENDING A HAND"
- BEST ILLUSTRATION FINALIST: "AMERICAN MONSTERS"
- NATIONAL MAGAZINE OF THE YEAR (YOUTH/TEEN) WINNER
- BEST ARTICLE FINALIST: "SUPER STORM, SUPER SCOUTS"
- BEST COVER FINALIST

PARENTS' CHOICE FOUNDATION, PARENTS' CHOICE AWARDS

- PARENTS' CHOICE RECOMMENDED AWARD
- PARENTS' CHOICE APPROVED AWARD



Scout Life combines the essences of Scouting (leadership, adventure, togetherness) with the wants of today's youth (safety, belonging, resilience). Scout is who we are; Scout is what we do.

ENGAGEMENTS THAT **WORK**

MARKETING & PARTNERSHIP OPPORTUNITIES

The Boy Scouts of America (BSA) builds programs that connect brands with American families. From multimedia advertising to sponsorships and retail opportunities, the BSA is your go-to source for creating customized marketing and partnership programs that effectively engage families with your brand.

EVENTS

Each year, BSA hosts high-energy youth- and adult-centered events. These international, national, regional and local events offer brands the unique opportunity to truly engage with loyal Scouts.

PROPERTIES

Our four national high-adventure bases and 800+ local properties throughout North America are used to build character, confidence and camaraderie. Sponsor specific venues and activities and experience these life-changing outings.

PROGRAMS

Our advancement, humanitarian, outdoor and educational programs reach young people in a positive, meaningful way. From sponsoring a merit badge to leading a STEM initiative, there are opportunities for program-related partnerships at every level of Scouting.

LICENSING

We offer a robust licensing program that reaches millions of American youth and families, repeatedly earning us a spot as one of the top 150 global licensors according to *License Global* magazine.

SALES

The BSA's comprehensive, multichannel sales platform provides targeted opportunities for brands to engage families. Additionally, brands may partner with us to drive sales in third-party channels such as traditional retailers and e-commerce through marketing campaigns and promotions.

CONTACT YOUR MEDIA SALES MANAGER FOR DETAILS
ADVERTISING@SCOUTING.ORG



ADVERTISING **ACCEPTANCE** **POLICY**

Both editorial and advertising content are needed to make publications fun, exciting and beneficial for the reader. The advertising in BSA publications contributes to the reader's value but cannot be counter to the goals and values of the organization.

1. Product endorsement by any member of BSA is not acceptable.
2. Any proposed copy or illustration involving the use of the BSA uniforms or insignia of Scouting must be submitted for review at least five days prior to the material due date.
3. It is within the discretion of the BSA to request samples for appraisal of items offered in advertising.
4. All advertising copy and artwork for *Scout Life* magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principles and objectives of the BSA.
5. No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over- or undertones.
6. All contest advertising must also be in compliance with U.S. Postal Service requirements of periodical mail. These requirements include a statement of "No Purchase Necessary" and a defined end date of the contest.
7. Movies, DVD, Gaming:
 - a. Movies, DVD
 - i. PG can run in *Scout Life* lower-demo or full run.
 - ii. PG-13 can run in *Scout Life* upper-demo only.
 - b. Gaming
 - i. E10+ can run in *Scout Life* upper-demo or full run.
 - c. Content including tobacco, alcohol or drugs will not be accepted.
 - d. Content of an excessively violent or sexual nature will not be accepted, nor will content that can be viewed as offensive to our readership.
8. Advertising for products with alcohol or tobacco content are not acceptable.
9. Advertisements for firearms, ammunition, weapons, and all outdoor and camping gear must conform to the BSA safety manual and all applicable federal or state regulations. Ad creative must clearly emphasize safety and include prominent, legible safety language.
10. Not acceptable are any products the BSA Health and Safety advisors deem as potentially dangerous or undesirable, e.g., martial arts instruction and weapons, fireworks, sneezing powder, etc.
11. The publisher reserves the right to refuse advertising for any animal, fish or bird or species the BSA believes should not be collected or kept on exhibit or as a pet.
12. Pocketknives and folding knives with a blade-length limit of four inches may advertise in *Scout Life*. Switchblades, stilettos and knives resembling such are not acceptable.



CONTACT INFORMATION

SCOUT LIFE ADVERTISING SALES HEADQUARTERS

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