

SCOUT LIFE

2021 MEDIA KIT



2.9 million readers in print and

700 thousand circulation

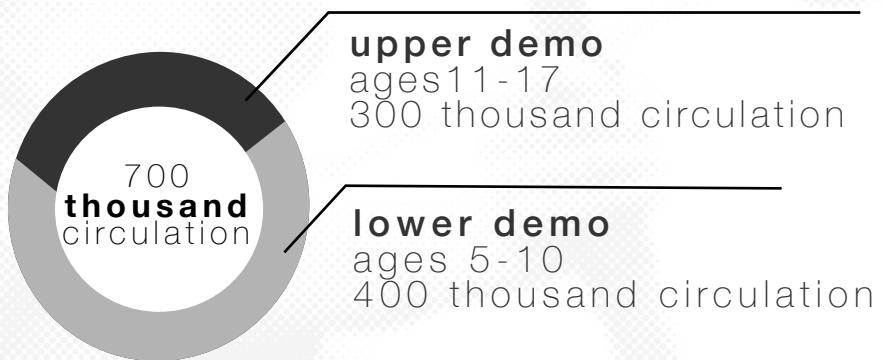
PRINT
DIGITAL
BLOG
VIDEO
SOCIAL MEDIA
SPONSORED CONTENT

SCOUTLIFE.ORG

2M+ monthly impressions

1.5M monthly page views

1.2M monthly unique impressions



SOCIAL MEDIA FOLLOWERS



upper

1.52
million readers

13.9
average age

\$112
thousand HHI

lower

2.8
million readers

8.8
average age

\$107
thousand HHI