SCOUT LIFE
2021 MEDIA KIT

2.9 million
readers in
print and
digital

700 thousand
circulation

PRINT
DIGITAL
BLOG
VIDEO
SOCIAL MEDIA
SPONSORED
CONTENT

2M+
monthly
impressions

1.5M
monthly
page views

1.2M
monthly
unique
impressions

SCOUTLIFE.ORG

upper demo
ages 11-17
300 thousand circulation

lower demo
ages 5-10
400 thousand circulation

SOCIAL MEDIA FOLLOWERS

upper
lower

155K
1.52 million
readers
2.8 million
readers

22.7K
13.9 average
age
8.8 average
age

14.2K

$112 thousand
HHI
$107 thousand
HHI

3.4M views