GREAT THINGS ARE ON THE HORIZON.

Scout Life
From the publisher of Boys’ Life since 1911

2022 MEDIA KIT
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 5-11) and an upper-demo edition (ages 12-17). The average age of the full-run reader is 11 ½, so advertisers have the option to reach both age groups, or selectively target Cub Scouts or Scouts BSA youth and families.
REACH & DEMOGRAPHICS

5.5M COMBINED REACH PRINT & DIGITAL

SOCIAL FOLLOWERS
Scout Life 203K
BSA 1.1M

SCOUTLIFE.ORG
2M+ monthly impressions
1.5M monthly page views

SCOUT LIFE MAGAZINE

UPPER DEMO
Scouts BSA ages 12-17

300K readers
13.9 average age
$112K HHI

LOWER DEMO
Cub Scouts ages 5-11

300K readers
8.8 average age
$107K HHI
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.

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

*Editorial content subject to change. See mediakit.scoutlife.org for updated content calendar.
PRINT CALENDAR & SPECIFICATIONS

2022 ISSUE CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACT</th>
<th>MATERIALS</th>
<th>IN-HOME START DATE</th>
<th>DIGITAL EDITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Feb</td>
<td>10/29/21</td>
<td>11/9/21</td>
<td>12/18/21</td>
<td>12/3/21</td>
</tr>
<tr>
<td>March</td>
<td>12/31/21</td>
<td>1/11</td>
<td>2/19</td>
<td>2/12</td>
</tr>
<tr>
<td>April</td>
<td>1/28</td>
<td>2/8</td>
<td>3/19</td>
<td>3/12</td>
</tr>
<tr>
<td>May</td>
<td>3/4</td>
<td>3/15</td>
<td>4/23</td>
<td>4/16</td>
</tr>
<tr>
<td>June-July</td>
<td>4/1</td>
<td>4/12</td>
<td>5/21</td>
<td>5/6</td>
</tr>
<tr>
<td>August</td>
<td>6/3</td>
<td>6/14</td>
<td>7/23</td>
<td>7/16</td>
</tr>
<tr>
<td>September</td>
<td>7/2</td>
<td>7/13</td>
<td>8/20</td>
<td>8/13</td>
</tr>
<tr>
<td>October</td>
<td>8/5</td>
<td>8/16</td>
<td>9/24</td>
<td>9/17</td>
</tr>
<tr>
<td>November</td>
<td>9/2</td>
<td>9/13</td>
<td>10/22</td>
<td>10/15</td>
</tr>
<tr>
<td>December</td>
<td>9/30</td>
<td>10/11</td>
<td>11/19</td>
<td>11/12</td>
</tr>
</tbody>
</table>

ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>BLEED (W’ X D’)</th>
<th>TRIM (W’ X D’)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16” x 10.75”</td>
<td>15.75” x 10.5”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.125” x 10.75”</td>
<td>7.875” x 10.5”</td>
</tr>
<tr>
<td>3/4 Page Vertical</td>
<td>5.125” x 10.75”</td>
<td>4.875” x 10.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.25” x 5.25”</td>
<td>7.875” x 5”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.125” x 10.75”</td>
<td>3.25” x 10”</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.75” x 10.75”</td>
<td>2.5” x 10.5”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>5.125” x 5.25”</td>
<td>4.875” x 5”</td>
</tr>
</tbody>
</table>

PRINT EDITION MATERIALS DELIVERY
Include publication name, issue, advertiser and “print” or “digital” in the subject line.

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

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.
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.

SCOUTLIFE.ORG
ScoutLife.org is chock-full of awesome content to keep youth engaged for hours, including game/toy/movie/gear reviews, 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, how-to’s silliness and more.

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.
BLOGS & SPONSORED CONTENT

Cultivate brand awareness and credibility with sponsored content through *Bryan on Scouting* and *Heads Up* blogs. Scouting’s smart journalism provides you with the right platforms to engage with and inspire active youth and adult audiences.

**BRYAN ON SCOUTING BLOG $6,000**
*Bryan on Scouting* is the official daily blog of Scouting. It features up-to-the-minute news, inspirational stories, program updates and valuable tips. With more than 15,000 subscribers and 810,000 monthly views, it is one of the most-read blogs among BSA adult leaders. Content is also shared in daily email and social media.

**HEADS UP BLOG $1,500**
*Heads Up* is the one-stop destination for Scouts to find the coolest news from around the globe. With editorial categories that include movies and TV, cool stuff, science, cool facts and more, *Heads Up* also hosts regular contests and giveaways that can feature your brand!
Scouting Wire is the official e-newsletter of the Scouting movement. With content including activities, finance, fundraising and leadership training, these weekly and monthly newsletters offer targeted engagement opportunities with Scouting decision-makers.

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

**PARENT**
- $3,000
Scouting Wire offers two targeted parent newsletters, Cub Scout and Scouts BSA. These monthly communications provide parents with program updates, parenting advice, motivational stories and how-tos.

**VOLUNTEER**
- $3,000
Reach the backbone of the Scouting movement with the weekly volunteer newsletter. Our volunteers are Scouting leaders, influencers and decision-makers with buying power you don’t want to miss out on.

**ALUMNI**
- $1,000
Sent monthly, this newsletter reaches the Scouting Alumni. This is a vast network of individuals with differing backgrounds and experiences but a big passion for Scouting. They continue to influence and support the movement.
# Scout Life Rate Card

## Print - Display & Classified

### Four Color

<table>
<thead>
<tr>
<th>Size</th>
<th>Spread</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$70,000</td>
<td>$35,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Covers

<table>
<thead>
<tr>
<th>Size</th>
<th>2nd &amp; 3rd Cover</th>
<th>4th Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$40,000</td>
<td>$45,000</td>
</tr>
</tbody>
</table>

### Tradin' Post Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W 1&quot;</th>
<th>B/W 2&quot;</th>
<th>B/W 3&quot;</th>
<th>B/W 4&quot;</th>
<th>B/W 5&quot;</th>
<th>B/W 10&quot;</th>
<th>4C 1&quot;</th>
<th>4C 2&quot;</th>
<th>4C 3&quot;</th>
<th>4C 4&quot;</th>
<th>4C 5&quot;</th>
<th>4C 10&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$375</td>
<td>$745</td>
<td>$1,115</td>
<td>$1,490</td>
<td>$1,855</td>
<td>$3,705</td>
<td>$375</td>
<td>$745</td>
<td>$1,115</td>
<td>$1,490</td>
<td>$1,855</td>
<td>$3,705</td>
</tr>
</tbody>
</table>

## Sponsored Content

- **Sponsored Heads Up Blog Post**
  - Avg. Monthly Page Views: 26,000
  - Cost: $1,500
- **Bryan on Scouting Blog Post**
  - Avg. Monthly Page Views: 630,000
  - Blog Email Subscribers: 13,505
  - Cost: $6,000
- **Scouting Wire Parent Newsletter**
  - Total Parent Subscribers: 570,000
  - Cost: $3,000
- **Scouting Wire Volunteer Newsletter**
  - Total Parent Subscribers: 674,495
  - Cost: $3,000
- **Scouting Wire Alumni Newsletter**
  - Alumni Subscribers: 18,700
  - Cost: $1,000
- **Scouting Wire Blog Post**
  - Avg. Monthly Page Views: 85,000
  - Cost: $2,500
- **Sponsored Game Package**
  - Avg. Monthly Page Views: 1.5 Million
  - Cost: $5,000
- **Individual Web Page Sponsorship**
  - Cost: $3,000

## Social & Digital

- **Scout Life Facebook Post**
  - 155,000 Followers
  - Cost: $3,000
- **Scout Life Facebook Live**
  - Cost: $5,000
- **Scout Life Instagram Post**
  - 14,200 Followers
  - Cost: $600
- **Scout Life Twitter Post**
  - Cost: $2,000
- **Scoutlife.org Digital**
  - 1.2 Million Avg. Monthly Unique Impressions
  - Cost: $22 CPM
- **Scouting Facebook Post**
  - 153,000 Followers
  - Cost: $2,500
- **Scouting Facebook Live**
  - Cost: $5,000
- **Scouting Instagram Post**
  - 14,400 Followers
  - Cost: $800
- **Scouting Twitter Post**
  - Cost: $2,000
- **Scoutingmagazine.org Digital**
  - 660,000 Avg. Monthly Unique Impressions
  - Cost: $19 CPM
CONTACT INFORMATION

Scout Life Advertising Sales Headquarters
1325 W. Walnut Hill Lane, S305
Irving, TX 75015
877.929.5433 • Advertising@Scouting.org

Jay Spence, Brand Partnership Manager
972.580.2572 • Jay.Spence@Scouting.org

Nicole Cosme, Media Sales Manager
720.291.9208 • Nicole.Cosme@Scouting.org