

GREAT THINGS
ARE ON THE
HORIZON.



Scout Life™

From the publisher of *Boys' Life* since 1911

2022 MEDIA KIT



BOY SCOUTS OF AMERICA®



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 5-11) 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

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

ADVERTISING SPECIFICATIONS

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

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.



#TrekAt2: How to Avoid Bug Bites! Recorded Live

Scout Life magazine

#Trek
At2



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.



Scout Life MEDIA KIT



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 NEWSLETTERS

SCOUTING WIRE NEWSLETTER

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

Spread	\$70,000
Full Page	\$35,000
2/3 Page	\$25,000
1/2 Page	\$15,000
1/3 Page	\$10,000

COVERS

2nd & 3rd Cover	\$40,000
4th Cover	\$45,000

TRADIN' POST CLASSIFIED

Size	B/W	4C
1"	\$375	\$450
2"	\$745	\$900
3"	\$1,115	\$1,345
4"	\$1,490	\$1,795
5"	\$1,855	\$2,235
10"	\$3,705	\$4,485

SPONSORED CONTENT

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

SOCIAL & DIGITAL

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



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