

**GREAT THINGS
ARE ON THE
HORIZON.**



Scout Life™

From the publisher of *Boys' Life* since 1911

2023 MEDIA KIT



BOY SCOUTS OF AMERICA®



THE MAGAZINE

Welcome to *Scout Life*, the premier youth magazine from the Boy Scouts of America! It's the same *Boys' Life* that generations have loved for 112 years, now with a new name that represents 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*.

Our magazine reaches youth ages 5 to 17, split evenly between age groups 5 to 10 and 11 to 17, with an average age of 12. *Scout Life* keeps the entire demographic range engaged each month with special content dedicated to each age group — and their parents.

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*.



REACH & DEMOGRAPHICS

4.63M **COMBINED REACH**
PRINT, DIGITAL
& SOCIAL

SOCIAL FOLLOWERS

Scout Life	203K
Scouting Magazine	200K
BSA	670K

SCOUTLIFE.ORG

680K **monthly**
page views

SCOUT LIFE MAGAZINE

Scouts BSA
ages 11-17

300K
readers

13.9
average
age

\$112K
HHI

Cub Scouts
ages 5-10

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

2023 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	IN-HOME START DATE	DIGITAL EDITION
Jan•Feb	10/27/22	11/7/22	12/17/22	12/21/22
March	12/29/22	1/9/23	2/18/23	2/22/23
April	1/26/23	2/6/23	3/18/23	3/22/23
May	3/2/23	3/13/23	4/22/23	4/26/23
June•July	3/30/23	4/10/23	5/20/23	5/24/23
August	6/1/23	6/12/23	7/22/23	7/26/23
September	6/29/23	7/10/23	8/19/23	8/23/23
October	8/3/23	8/14/23	9/23/23	9/27/23
November	8/31/23	9/11/23	10/21/23	10/25/23
December	9/28/23	10/9/23	11/18/23	11/22/23

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"

TRADIN' POST CLASSIFIED

UNIT SIZE	(W" X D")
1"	2.25" x 1"
2"	2.25" x 2"
3"	2.25" x 3"
4"	2.25" x 4"
5"	2.25" x 5"
10"	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.



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.

CUB CHAT LIVE

Cub Chat Live is a live video platform also hosted by the *Scout Life* editorial team that is geared toward parents and leaders of younger Scouts.

SCOUT LIFE LIVE!

Scout Life Live! (also known as #TrekOnTuesday) 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 *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.

AARON ON SCOUTING BLOG \$4,000

Aaron 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 12,000 subscribers and 330,000 monthly views, it is one of the most-read blogs among BSA adult leaders. Content is also shared in daily email.

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-to's.

VOLUNTEER

\$5,000

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

\$2,000

This monthly newsletter reaches Scouting alumni, who make up a vast network of individuals with different backgrounds and experiences. They all share a big passion for Scouting, so they continue to influence and support the movement.



SCOUT LIFE RATE CARD

PRINT - DISPLAY & CLASSIFIED

FOUR COLOR		COVERS		TRADIN' POST CLASSIFIED		
Spread	\$70,000	2nd & 3rd Cover	\$40,000	Size	B/W	4C
Full Page	\$35,000	4th Cover	\$45,000	1"	\$375	\$450
2/3 Page	\$25,000			2"	\$745	\$900
1/2 Page	\$15,000			3"	\$1,115	\$1,345
1/3 Page	\$10,000			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 34,000	\$1,500
Aaron On Scouting Blog Post Avg. Monthly Page Views 330,000 Blog Email Subscribers 12,000	\$4,000
Scouting Wire Scouts BSA Parent Newsletter Total Scouts BSA Parent Subscribers 210,000	\$3,000
Scouting Wire Cub Scout Parent Newsletter Total Cub Scout Parent Subscribers 260,000	\$3,000
Scouting Wire Volunteer Newsletter Total Volunteer Subscribers 581,000	\$5,000
Scouting Wire Alumni Newsletter Alumni Subscribers 141,000	\$2,000
Scouting Wire Eagle Scout Newsletter Total Eagle Scout Subscribers 96,000	\$2,000
Scouting Wire Blog Post Avg. Monthly Page Views 85,000	\$2,500
Sponsored Game Package Avg. Monthly Page Views 200,000	\$5,000
Individual Web Page Sponsorship	\$3,000
Scout Life Custom Quiz	\$5,000

SOCIAL & DIGITAL

Scout Life Facebook Post 151,000 Followers	\$3,000
Scout Life Facebook Live / #TrekOnTuesday	\$5,000
Scout Life Instagram Post 14,300 Followers	\$600
Scout Life Twitter Post 22,600 Followers	\$2,000
Scoutlife.org Digital 680,000 Avg. Monthly Page Views	\$22 CPM
Scouting Magazine Facebook Post 155,000 Followers	\$2,500
Scouting Magazine Facebook Live	\$5,000
Scouting Magazine Instagram Post 500 Followers	\$800
Scouting Magazine Twitter Post 28,500 Followers	\$2,000
Scoutingmagazine.org Digital 340,000 Avg. Monthly Page Views	\$19 CPM
Cub Chat Live	\$5,000



CONTACT **INFORMATION**

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