

GREAT THINGS  
ARE ON THE  
HORIZON.



# Scout Life™

From the publisher of *Boys' Life* since 1911

2024 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

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

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## 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](https://mediakit.scoutlife.org) for updated content calendar.*



# PRINT CALENDAR & SPECIFICATIONS

## 2024 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	IN-HOME START DATE	DIGITAL EDITION
Jan-Feb	10/26/23	11/6/23	12/16/23	12/20/23
March	1/11/24	1/22/24	3/2/24	3/6/24
April	2/1/24	2/12/24	3/23/24	3/27/24
May	2/29/24	3/11/24	4/20/24	4/24/24
June-July	3/28/24	4/8/24	5/18/24	5/22/24
August	5/30/24	6/10/24	7/20/24	7/24/24
September	7/5/24	7/15/24	8/24/24	8/28/24
October	8/1/24	8/12/24	9/21/24	9/25/24
November	8/29/24	9/9/24	10/19/24	10/23/24
December	10/3/24	10/14/24	11/23/24	11/27/24

## 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"
<sup>2</sup> / <sub>3</sub> Page Vertical	5.125" x 10.75"	4.875" x 10.5"
<sup>1</sup> / <sub>2</sub> Page Horizontal	8.25" x 5.25"	7.875" x 5"
<sup>1</sup> / <sub>2</sub> Page Vertical	4.125" x 10.75"	3.25" x 10"
<sup>1</sup> / <sub>3</sub> Page Vertical	2.75" x 10.75"	2.5" x 10.5"
<sup>1</sup> / <sub>3</sub> 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"

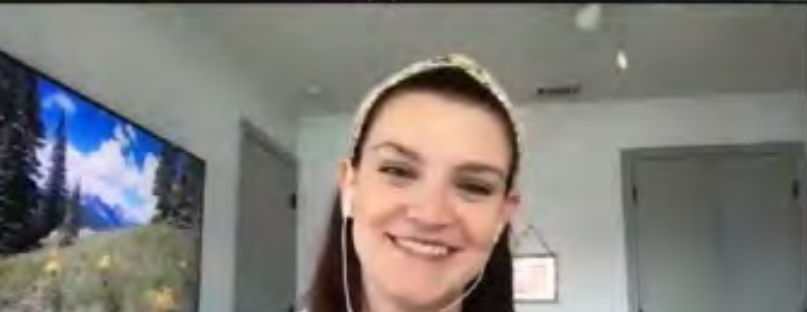
## PRINT EDITION MATERIALS DELIVERY

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

#CubChatLive is a weekly live show hosted by the Scout Life editorial team for parents and volunteers who serve Cub-Scout-age youth. #CubChatLive is also now a podcast! You can subscribe to the audio stream of the show wherever you listen to podcasts.

## 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.

## TROOP TALK LIVE

#TroopTalkLive is a monthly livestream hosted once per month by the Scout Life editorial team, geared toward parents and leaders of Scouts BSA member.

## 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.

Each newsletter includes a banner ad with a linking URL. A sponsored Aaron on Scouting blog article can also be featured (note the blog article is a separate cost).

### **CUB SCOUT PARENT**                      **\$3,000**

This monthly communication provides parents of Cub Scouts (ages 5-10) with program updates, parenting advice, motivational stories and how-to's.

### **SCOUTS BSA PARENT**                      **\$3,000**

This monthly communication provides parents of Scouts BSA (ages 11-17) 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	4C
Full Page	\$35,000	4th Cover	\$45,000	1"	\$450
2/3 Page	\$25,000			2"	\$900
1/2 Page	\$15,000			3"	\$1,345
1/3 Page	\$10,000			4"	\$1,795
				5"	\$2,235
				10"	\$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 241,000	\$3,000
Scouting Wire Cub Scout Parent Newsletter Total Cub Scout Parent Subscribers 353,000	\$3,000
Scouting Wire Volunteer Newsletter Total Volunteer Subscribers 602,000	\$5,000
Scouting Wire Alumni Newsletter Alumni Subscribers 167,000	\$2,000
Scouting Wire Eagles' Call Insider Total Eagle Scout Subscribers 92,000	\$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	\$3,000
Troop Talk Live	\$3,000



# ONLINE PRODUCTION SPECIFICATIONS

## ONLINE AD UNITS

728x90 banner, 300x250 rectangle, 300x600 skyscraper, web page sponsorships, wrapper. Inquire about custom ad types.

## NEWSLETTER BANNER ADS

Volunteer 700x200 at 72 dpi.

Cub Scouts Parents 404x500 at 72 dpi.

Scouts BSA Parents 404x500 at 72 dpi.

## SPONSORED BLOG POST UNITS

Header image 1200x630 at 200 ppi.

## ACCEPTED FILE FORMATS & RICH MEDIA FORMATS

GIF, JPG, PNG, HTML5, third party accepted. Animated GIF, static GIF, JPG. Maximum 200K for all web ads.

## ANIMATION

May loop three times, 24 fps, 15 seconds max recommended for standard ad units.

## ASSETS FOR SPECIAL SECTIONS & PACKAGES

Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI file types. Convert type to outlines unless fonts are provided.

## STANDARD GUIDELINES

Google Ad Manager for Publishers (DFP) is used to serve all Boy Scouts of America sites.

## CUSTOM & SPONSORED CONTENT AND CONTESTS

Supply high-resolution logo, URLs, tags, handles, copy, etc., as instructed by our digital team. Assets will vary based on media elements and creative needs.

## PRODUCTION CALENDAR

### WEB UNITS

Standard units due 10 business days prior to post date. Rich media, page sponsorships, wrappers, etc., due 14 business days prior to post date.

### DIGITAL CONTEST COMPONENTS

Assets due 21 business days prior to post date.

### ONLINE CUSTOM CONTENT

Assets due two weeks prior to post date.

### SPONSORED WEB PAGES

Assets due five days prior to post date.

### FACEBOOK & TWITTER POSTS

Assets due one week prior to post date.



# AWARD-WINNING EDITORIAL over the years

## ADWEEK HOT LIST READERS' CHOICE AWARDS

- **KIDS/TEEN MAGAZINE OF THE YEAR**

## AMERICAN SOCIETY OF MAGAZINE EDITORS

- READER'S CHOICE BEST COVER WINNER
- BEST NATIONAL COVER FINALIST

## FOLIO: EDITORIAL EXCELLENCE AWARDS

- BEST MAGAZINE (YOUTH-TEEN/CONSUMER)
- BEST ARTICLE (YOUTH-TEEN/CONSUMER)
- BEST ILLUSTRATION (YOUTH-TEEN/CONSUMER)
- BEST SERIES OF ARTICLES WINNER
- BEST ARTICLE WINNER
- BEST ARTICLE FINALIST
- **BEST ILLUSTRATION FINALIST**
- **NATIONAL MAGAZINE OF THE YEAR (YOUTH/TEEN) WINNER**
- **BEST COVER FINALIST**

## PARENTS' CHOICE FOUNDATION, PARENTS' CHOICE AWARDS

- PARENTS' CHOICE RECOMMENDED AWARD
- PARENTS' CHOICE APPROVED AWARD



# ADVERTISING **ACCEPTANCE** **POLICY**

Both editorial and advertising content are needed to make publications fun, exciting and beneficial for the reader. The advertising in BSA publications contributes to the reader's value but cannot be counter to the goals and values of the organization.

1. Product endorsement by any member of BSA is not acceptable.
2. Any proposed copy or illustration involving the use of the BSA uniforms or insignia of Scouting must be submitted for review at least five days prior to the material due date.
3. It is within the discretion of the BSA to request samples for appraisal of items offered in advertising.
4. All advertising copy and artwork for *Scout Life* magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principles and objectives of the BSA.
5. No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over- or undertones.
6. All contest advertising must also be in compliance with U.S. Postal Service requirements of periodical mail. These requirements include a statement of "No Purchase Necessary" and a defined end date of the contest.
7. Movies, DVD, Gaming:
  - a. Movies, DVD
    - i. PG can run in *Scout Life*.
  - b. Gaming
    - i. E10+ can run in *Scout Life*.
  - c. Content including tobacco, alcohol or drugs will not be accepted.
  - d. Content of an excessively violent or sexual nature will not be accepted, nor will content that can be viewed as offensive to our readership.
8. Advertising for products with alcohol or tobacco content are not acceptable.
9. Advertisements for firearms, ammunition, weapons, and all outdoor and camping gear must conform to the BSA safety manual and all applicable federal or state regulations. Ad creative must clearly emphasize safety and include prominent, legible safety language.
10. Not acceptable are any products the BSA Health and Safety advisors deem as potentially dangerous or undesirable, e.g., martial arts instruction and weapons, fireworks, sneezing powder, etc.
11. The publisher reserves the right to refuse advertising for any animal, fish or bird or species the BSA believes should not be collected or kept on exhibit or as a pet.
12. Pocketknives and folding knives with a blade-length limit of four inches may advertise in *Scout Life*. Switchblades, stiletos and knives resembling such are not acceptable.



## CONTACT INFORMATION

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