

**GREAT THINGS  
ARE ON THE  
HORIZON.**



**Scouting**  **America**™

**Scout Life**

From the publisher of Boys' Life since 1911

**2026 MEDIA KIT**



## 360 MEDIA

Scouting America delivers a powerful 360° media ecosystem anchored by Scout Life magazine and amplified through digital, social, and sponsored content experiences.

Our integrated approach offers scalable print, digital, and bundled campaigns across Scout Life, ScoutingMagazine.org, ScoutLife.org, and Scouting America's national platforms—providing brands with trusted access to engaged families and youth ages 5–17.

Scout Life inspires boys and girls to be their best selves through monthly content that blends outdoor adventure, leadership development, life skills, advancement opportunities, and storytelling that resonates with both parents and youth. With age-relevant programming, high brand trust, and national reach, Scouting America helps advertisers connect authentically with the next generation—and the families who guide them—across every stage of their journey.

# REACH & DEMOGRAPHICS

**9.2M**

**COMBINED REACH**  
PRINT, DIGITAL  
& SOCIAL

**TOTAL SOCIAL/PODCAST FOLLOWERS**  
**1,165,116**

**TOTAL MONTHLY WEBSITE VIEWS**  
**4,657,268**

**TOTAL EMAIL SUBSCRIBERS**  
**1,695,000**

## SCOUT LIFE MAGAZINE

Scouts BSA  
ages 11-17

13.9  
average age

\$112K  
HHI

Cub Scouts  
ages 5-10

8.8  
average age

\$107K  
HHI

**938K READERS**

\*\*Delivered directly to households with engaged youth and parents\*\*



# 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.

### TOY 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](http://mediakit.scoutlife.org) for updated content calendar.



# PRINT CALENDAR & SPECIFICATIONS

## 2026 ISSUE CLOSING DATES

ISSUE MONTH	CONTRACT	MATERIALS	IN-HOME START DATE	DIGITAL EDITION
Jan-Feb	10/16/25	10/27/25	12/15/25	12/8/25
March	12/25/25	1/5/26	2/23/26	2/16/26
April	1/29/26	2/9/26	3/30/26	3/23/26
May	2/26/26	3/9/26	4/27/26	4/20/26
June-July	3/26/26	4/6/26	5/26/26	5/19/26
August	5/28/26	6/8/26	7/27/26	7/20/26
September	6/25/26	7/6/26	8/24/26	8/17/26
October	7/23/26	8/3/26	9/21/26	9/14/26
November	8/27/26	9/7/26	10/26/26	10/19/26
December	9/24/26	10/5/26	11/23/26	11/16/26

## ADVERTISING SPECIFICATIONS

UNIT SIZE	BLEED (W" X D")	TRIM (W" X D")
Spread	16.25" x 10.75"	16" x 10.5"
Full Page	8.25" x 10.75"	8" x 10.5"
2/3 Page Vertical	5.125" x 10.75"	4.875" x 10.5"
1/2 Page Horizontal	8.25" x 5.5"	8" x 5.25"
1/2 Page Vertical	4.25" x 10.75"	4" x 10.5"
1/3 Page Vertical	2.75" x 10.75"	2.5" x 10.5"
1/3 Page Square	5.125" x 5.25"	4.875 x 5"

## TRADING' 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"

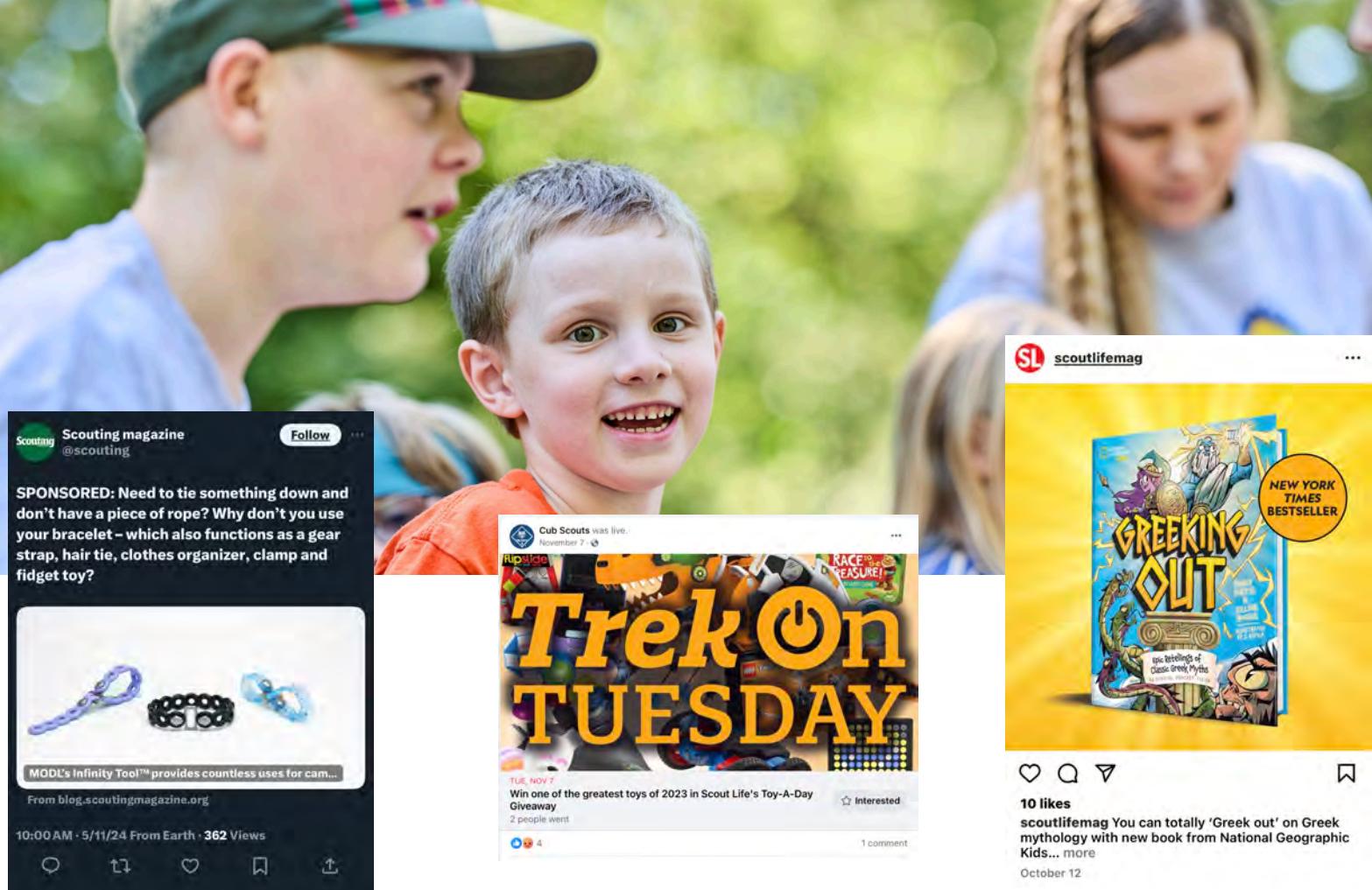
## PRINT EDITION MATERIALS DELIVERY

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.

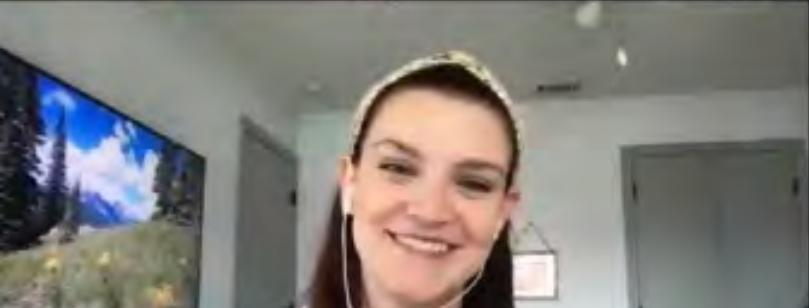


## SOCIAL

Sponsored social media posts are also available. Above are a few examples.



Scouting America has social pages across Facebook (930,000 followers), Instagram (150,816 followers), YouTube (18,140 followers) and Pinterest (181,800). Engaging millions of Scouting families, the multiple platforms allow us to cross-promote various activations.



## ONLINE & VIDEO

Sponsored custom video; live video sponsorship; native content; webpage 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 youth of Cub-Scout-age. #CubChatLive is also now a podcast with 21,613 streams! 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-tos, silliness and more (On demand only).

### Trek ON TUESDAY

### 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.





# BLOGS & SPONSORED CONTENT

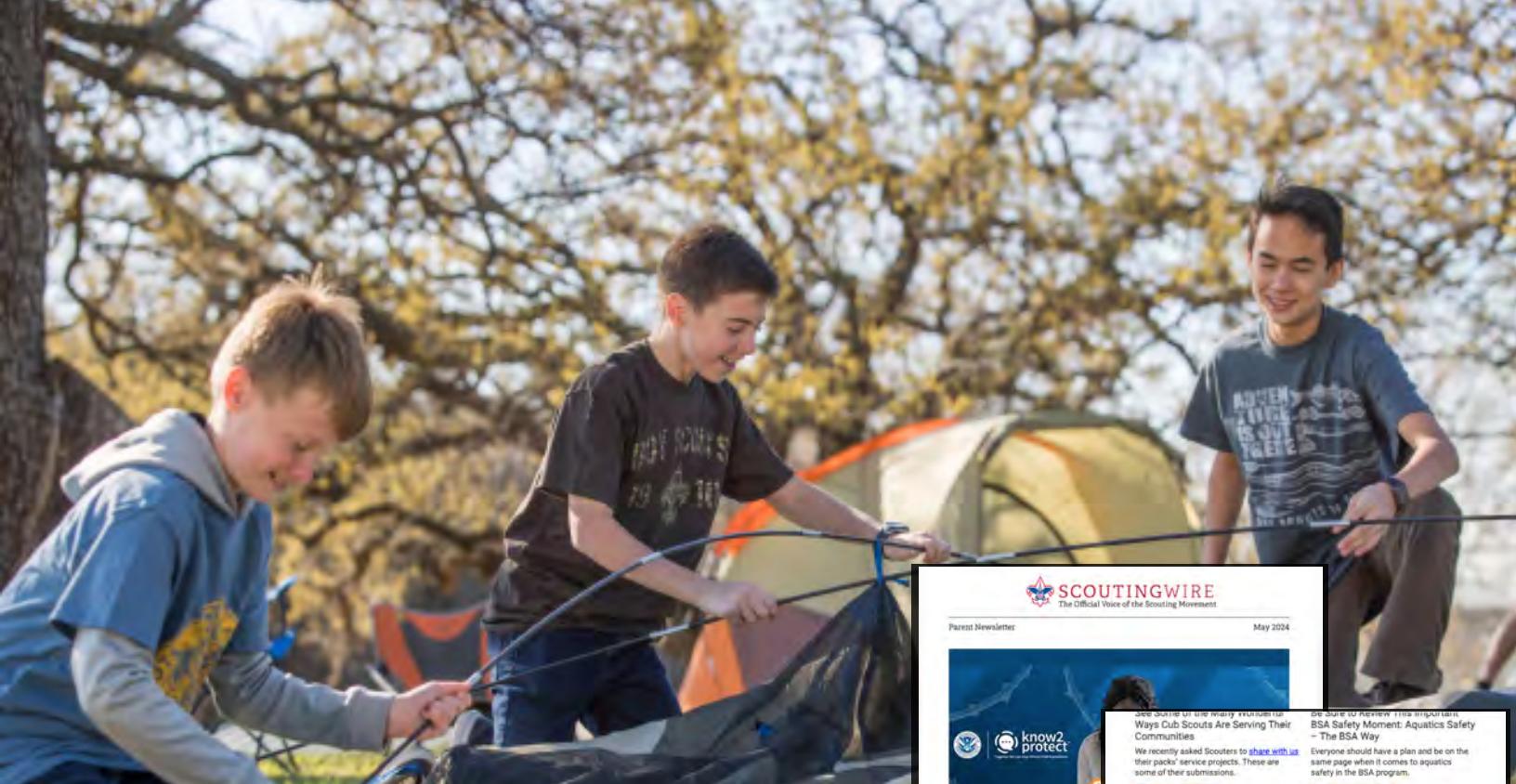
Cultivate brand awareness and credibility with sponsored content through *Aaron on Scouting* blogs. Scouting's smart journalism provides you with the right platforms to engage with and inspire active youth and adult audiences.

## AARON ON SCOUTING BLOG

*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 10,000 subscribers and 278,000 monthly views, it is one of the most-read blogs among Scouting America adult leaders. Content is also shared in daily email.

A screenshot of the Aaron on Scouting website. The header features the title 'AARON ON SCOUTING' in large red letters, with the tagline 'The Official Site of Scouting Magazine' and 'For All Families and BSA Volunteers'. The main content area includes a sponsored post about Webelos learning yo-yo fun, an advertisement for Camp Rainey Mountain, and a newsletter sign-up. The footer contains links to various Scouting resources and a copyright notice.

An email from Aaron on Scouting. The subject line is 'Jump back into action in a new Explorer Academy book series from National Geographic'. The email body includes a preview of the book, a call to action, and links to the Aaron on Scouting blog and the official Scouting website. The footer features a 'Read on' button, a 'IN CASE YOU MISSED IT' section, and a 'SEND US A TIP' section.



# SCOUTING WIRE NEWSLETTERS

## SCOUTING WIRE NEWSLETTER

Scouting Wire is the official e-newsletter of the Scouting movement. With content that includes 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

This monthly communication provides parents of Cub Scouts (ages 5-10) with program updates, parenting advice, motivational stories and how-tos. 480,000 subscribers.

### SCOUTS BSA PARENT

This monthly communication provides parents of Scouts BSA (ages 11-17) with program updates, parenting advice, motivational stories and how-tos. 329,000 subscribers.

### VOLUNTEER

Reach the backbone of the Scouting movement with the weekly volunteer newsletter. Our volunteers are Scouting leaders, influencer's and decision-makers with buying power you don't want to miss out on. 642,000 subscribers.

### EAGLE'S CALL INSIDER

This monthly communication provides members of the National Eagle Scout Association with ways to continue helping us support the mission of Scouting. 85,000 subscribers.

**Scouting America**

MEDIA KIT

The image displays a grid of five newsletter snippets from Scouting Wire. The top row shows the 'Parent Newsletter' (May 2024) featuring a 'BSA Safety Moment: Aquatics Safety' and a 'Know2Protect' banner. The bottom row shows the 'Scout Life' newsletter, which includes a 'Sponsored' section for the '2025 Almanac' and a 'Tie-Dye' section. Each snippet includes a 'READ MORE' button.



# ONLINE PRODUCTION SPECIFICATIONS

## ONLINE AD UNITS

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

Note: The digital ads file size needs to be less than 1,000,000 bytes.

## 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 Scouting 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 14 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 two weeks prior to post date.

### FACEBOOK POSTS

Assets due two weeks 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

- READERS' 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 FEATURE DESIGN FINALIST
- BEST ILLUSTRATION FINALIST
- NATIONAL MAGAZINE OF THE YEAR (YOUTH/TEEN) WINNER
- BEST COVER WINNER

- PARENTS' CHOICE FOUNDATION, PARENTS' CHOICE AWARDS
- PARENTS' CHOICE RECOMMENDED AWARD
- PARENTS' CHOICE APPROVED AWARD

**Scout Life**

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# ADVERTISING ACCEPTANCE POLICY

Both editorial and advertising content are needed to make publications fun, exciting and beneficial for the reader. The advertising in Scouting America 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 Scouting America is not acceptable.
2. Any proposed copy or illustration involving the use of the Scouting America 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 Scouting America 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 Scouting America.
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 Scouting America 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 Scouting America 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. Pocket knives and folding knives with a blade-length limit of four inches may advertise in *Scout Life*. Switchblades, stilettos and knives resembling such are not acceptable.



## CONTACT INFORMATION

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