



Scouting  America™

# Creative Studio

MEDIA KIT



## OUR MISSION

Scouting America Creative Studio creates print

and digital content for youth,



families,

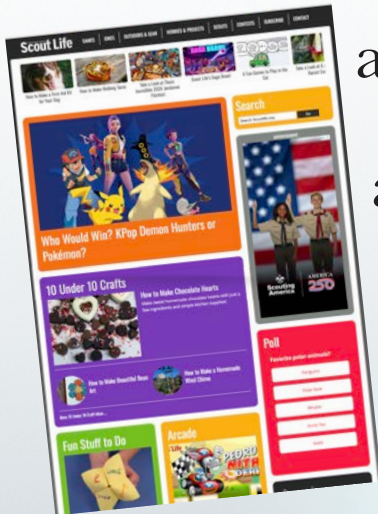
and volunteers that demonstrates the

value and relevance of



Scouting

in everyday life.



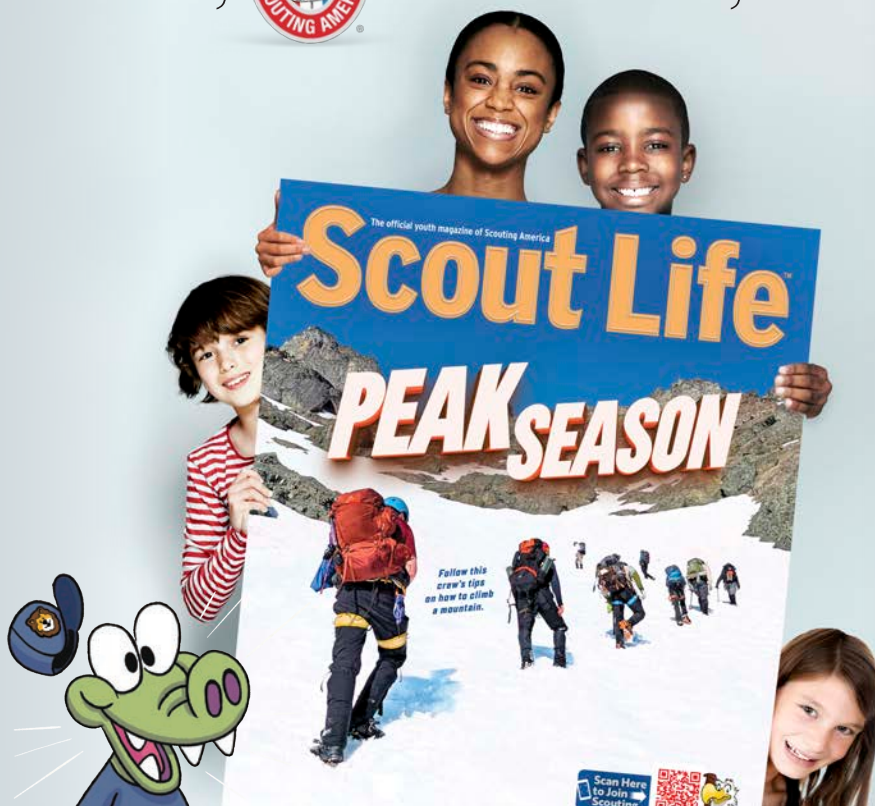
We empower youth and adults to get the most

out of Scouting and live the **Scout Life** — full

of adventure,



achievement, and fun.



OUR  
INTEGRATED  
APPROACH

Scout Life™ + On SCOUTING

Scouting America Creative Studio offers scalable print, digital, and bundled campaigns across Scouting America's national platforms — providing brands with trusted access to engaged families and youth ages 5–17.



✓ Anchored by *Scout Life* platforms for youth and On Scouting platforms for families and volunteers, our content inspires character and leadership



through storytelling that blends outdoor adventure, calls to service, life skills, and discovery.

With high brand trust  and national reach,

**Scouting  America** helps our partners connect authentically with the next generation — and the families who guide them.



REACH &  
DEMOGRAPHIC

COMBINED REACH PRINT,  
DIGITAL & SOCIAL

# 5 Million



## 1 Million

TOTAL SOCIAL/PODCAST  
FOLLOWERS

TOTAL EMAIL  
SUBSCRIBERS

## 1.5 Million



## 1.5 Million

TOTAL MONTHLY  
WEBSITE VIEWS

## Scout Life<sup>™</sup> MAGAZINE

SCOUTS BSA

Ages 11-17

13.9 average age

\$112K HHI

CUB SCOUTS

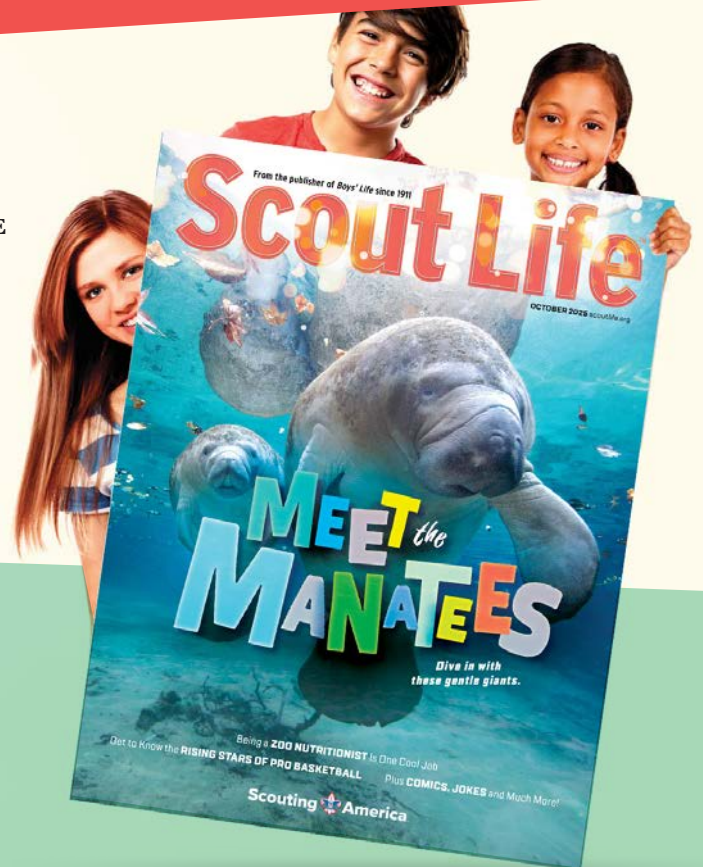
Ages 5-10

8.8 average age

\$107K HHI

# 938K

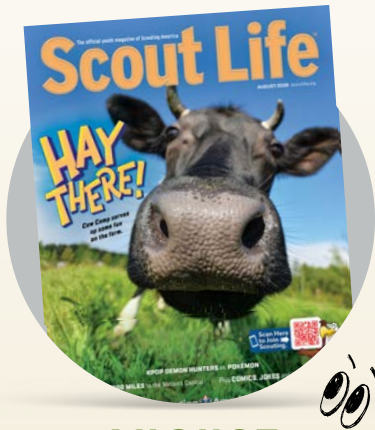
READERS



"Delivered directly to households with engaged youth and parents"

# Scout Life™

## 2026 EDITORIAL CALENDAR



### AUGUST

**Cow Camp:** Kids learn about the environment with the help of some bovines.

**PLUS:** KPop Demon Hunters vs. Pokémon, cycling 355 miles to DC, and a DIY dog first-aid kit.



### SEPTEMBER

**How to Conquer a Mountain:** A group of kid-climbers teaches readers how to tackle mountain adventures.

**PLUS:** Backpacking stove guide, unique fundraisers, *Forgotten Island* movie, and a Q&A with a race-car driver.



### OCTOBER

**River Rush:** Kids paddled 300 miles down Canada's Yukon River.

**PLUS:** Q&A with Jeff Kinney (*Diary of a Wimpy Kid* series), creepy-crawlies, pumpkin carving, and DIY cat and dog treats.



### NOVEMBER

**Toys!** Readers test out what's hot in our annual holiday gift guide.



### DECEMBER

**Special Survival Issue:** This must-have guide will provide readers everything they need to know about dealing with wild animals, nasty weather, getting lost, and more.

# Scout Life™

## REGULAR DEPARTMENTS



**HEADS UP:** Timely news and notes on topics important to today's youth.



**GEAR GUY:** Buyer's guides and reader

Q&As covering camping, fishing, hiking ... everything outdoors.



**GAMES:** Exciting gamer news, reviews, and more.

**SCOUTS IN ACTION:** Heroic stories of real kids who put themselves at risk to save a life.



# Scout Life™

## DIGITAL



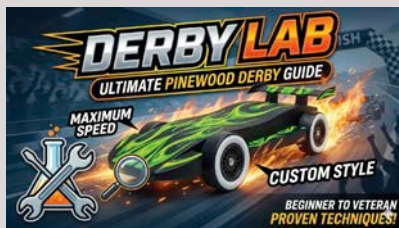
**SCOUTLIFE.ORG:** Chock-full of awesome content to keep youth engaged, including contests, videos, interactive games, fun DIY projects and everything they could want to read, learn or do.

**SCOUT LIFE YOUTUBE:** From camp cooking

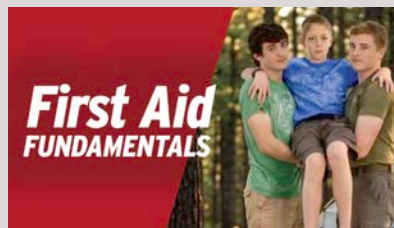


and knot-tying how-tos to outdoor adventure clips

and gear reviews, our short-form video series inspire kids to discover the world around them. Relaunching in late 2026, we're looking for partners to help us tell even more stories.



Viewers master the science of speed with DERBY LAB, the ultimate guide for Pinewood Derby success. From basic builds to pro-level hacks, we help you create winning cars with maximum style.



These real-world life-saving skills are must-haves no matter where your adventure takes you. Viewers learn how to care for wounds, treat burns, and respond to just about any emergency.



Quick, field-tested gear reviews build confidence on outdoor adventures. Scouting America outdoor experts provide honest recommendations on packworthy items that solve real problems on the trail.



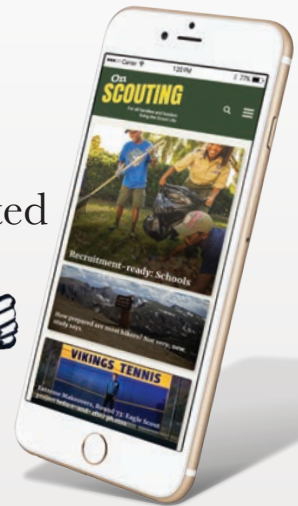
**SCOUT LIFE READER PANEL** Want to know what real kids think about your brand? Looking to see what trends youth are following? Our *Scout Life Reader Panel* answers online surveys to help us stay in touch with what's really on their minds.



INTRODUCING ...

# On SCOUTING

Launched in May 2026, On Scouting provides trusted guidance, inspiration, and stories for adults who support youth in Scouting — from parents planning their first campout to volunteers leading the next generation.



Through positive storytelling on digital and social

platforms, On Scouting provides parents and volunteers all they need to help youth live their best Scout Life — full of adventure, achievement, and fun.

## ONSCOUTING.ORG

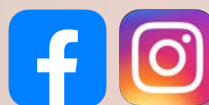
**Focusing on service journalism**, this new platform offers tips, advice, guides, and how-tos on everything from outdoors to health and wellness to family fun. Adults will

also be inspired by stories of Scouts doing great things and get interactive content like videos and reader polls.



## OUR ON SCOUTING AUDIENCE ALSO ENGAGES WITH:

- On Scouting Facebook & Instagram
- On Scouting daily newsletter
- Scouting America Facebook & Instagram
- Cub Scouts Facebook & Instagram



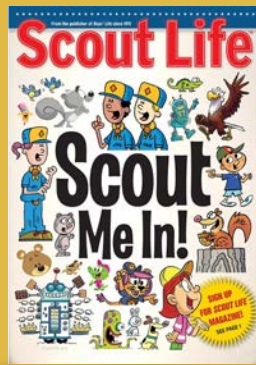


## SPONSORED CONTENT

Cultivate brand awareness and credibility with sponsored content on print and digital platforms. Scouting's smart journalism and engaging content provides you with the right platforms to engage with and inspire active youth and adult audiences.

### YOUTH AND FAMILIES

Cover wraps  
Pullout posters  
Inserted mini-mags  
YouTube video series  
Website takeovers  
Interactive quizzes



### ADULTS

Sponsored On Scouting articles, social posts, and newsletter content  
Website and newsletter takeovers  
Sponsored interactive quizzes



## CO-BRANDED CONTENT

Let us help you create amazing co-branded content to keep your audience engaged. A family travel guide for your tourist business? A kids' menu for your family-friendly restaurant? A gear short-form video series sponsored by ... you? Through the power of our brand and the creativity of our content, we can help you engage with new audiences.





# SCOUTING WIRE NEWSLETTERS

Cultivate brand awareness

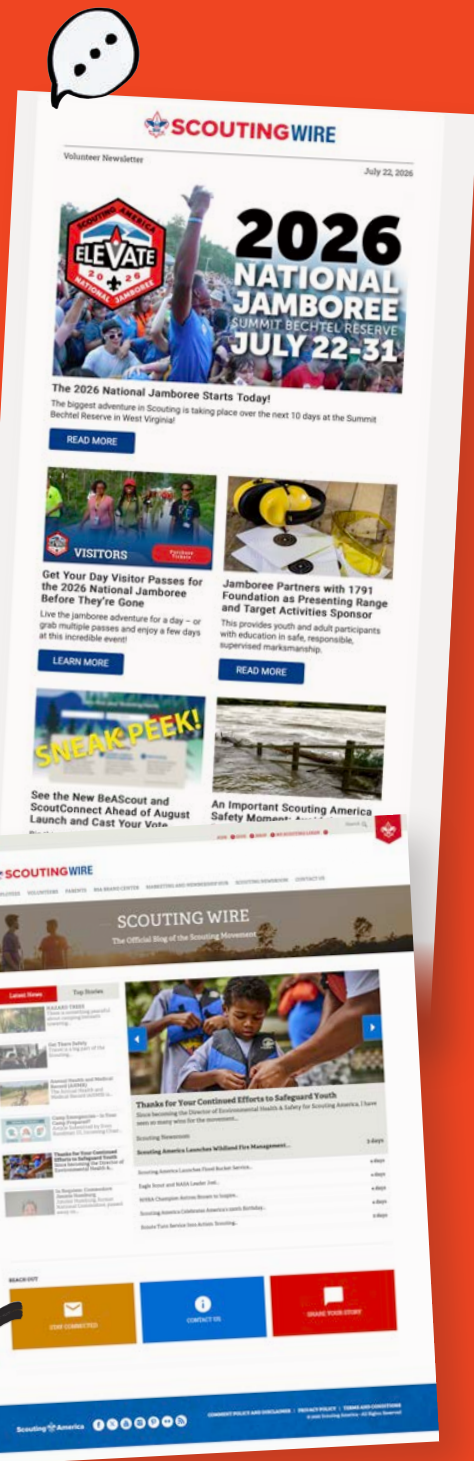
and credibility with sponsored content on print and digital platforms. Scouting's smart journalism and engaging content provides you with the right platforms to engage with and inspire active youth and adult audiences.



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 1.6 million parents, volunteers, professionals, leaders and alumni subscribers.

Each newsletter includes a banner ad with a linking URL. A sponsored On Scouting 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.

## ALUMNI

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. 159,000 subscribers.



# PRINT CALENDAR & SPECIFICATIONS

## 2027 ISSUE CLOSING DATES

| ISSUE MONTH      | CONTRACT | MATERIALS | IN-HOME<br>START DATE | DIGITAL EDITION |
|------------------|----------|-----------|-----------------------|-----------------|
| January-February | 10/16/26 | 11/6/26   | 12/21/26              | 11/20/26        |
| March            | 12/16/26 | 1/6/27    | 2/22/27               | 2/26/27         |
| April            | 1/20/27  | 2/10/27   | 3/29/27               | 3/26/27         |
| May              | 2/17/27  | 3/10/27   | 4/26/27               | 4/23/27         |
| June-July        | 3/17/27  | 4/7/27    | 5/24/27               | 6/25/27         |
| August           | 5/19/27  | 6/9/27    | 7/26/27               | 7/20/26         |
| September        | 6/16/27  | 7/7/27    | 8/23/27               | 7/23/27         |
| October          | 7/14/27  | 8/4/27    | 9/20/27               | 8/20/27         |
| November         | 8/18/27  | 9/8/27    | 10/25/27              | 9/24/27         |
| December         | 9/15/27  | 10/6/27   | 11/22/27              | 10/22/27        |

## 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.

# 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 ppi.

Cub Scouts Parents 404x500 at 72 ppi.

Scouts BSA Parents 404x500 at 72 ppi.

## 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

### DIGITAL CONTEST COMPONENTS

Assets due 21 business days prior to post date.

### ONLINE CUSTOM CONTENT

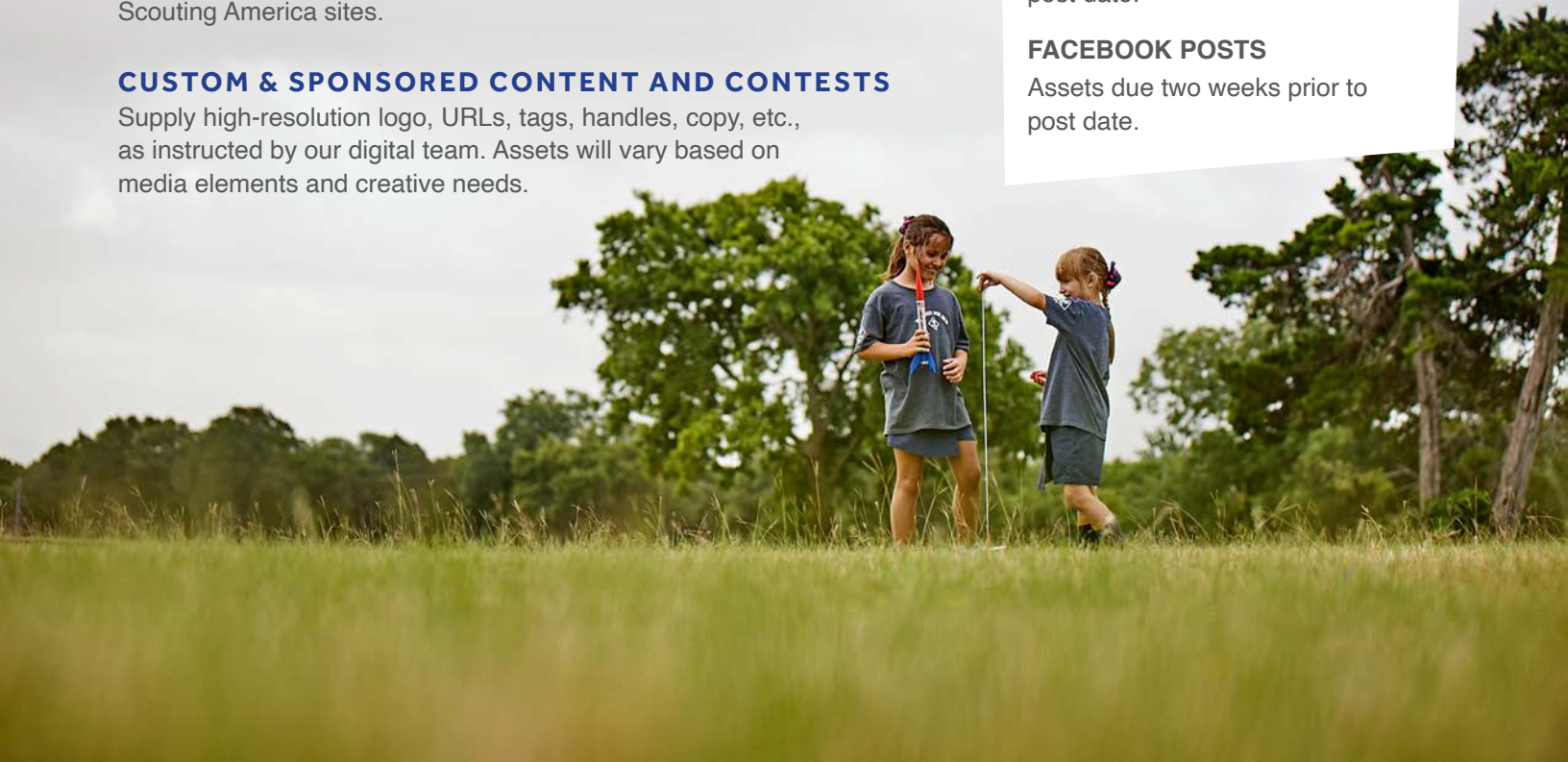
Assets due two weeks prior to post date.

### SPONSORED WEB PAGES

Assets due two weeks prior to post date.

### FACEBOOK POSTS

Assets due two weeks prior to post date.





## 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 organiza-

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 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 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.

## CHILDREN'S PRIVACY AND ADVERTISING STANDARDS

As part of our commitment to protecting children's privacy, advertisements that direct readers to websites, apps, or services that collect or may collect personal information (including, but not limited to, email addresses, account registrations, contest entries, donations, purchases, or other user-submitted information) must be directed to parents or adult caregivers rather than children. This requirement applies unless the advertiser demonstrates that the destination is appropriately designed and operated for compliance with applicable children's privacy laws and regulations. COPPA generally applies to child-directed online services that collect personal information from children under 13.





## CONTACT INFORMATION

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Scouting  America