



Boys' Life[®]
We are the outdoors.

2012
Classified
Media Kit

THE BRAND, THE MISSION.

Through a proven mix of news, entertainment, nature, sports, history, fiction, science, comics, and Scouting, Boys' Life is creatively developed to entertain and educate America's youth.



STRENGTH IN NUMBERS

3.96
million
readers

12x
per year
frequency

1.1
million
ratebase



Boys' Life

SUBSCRIBER SNAPSHOT

100% Paid Home Delivery

Median Age

12.2

Average number of people
in subscriber's home

4.4

Average number of
boys in subscriber's
Scout troop

29.7

Median Household
Income

\$86,500



85% of subscribers read 3 out of 4 issues

76% of subscribers read 4 out of 4 issues

Subscribers spend an average of **55.6 minutes**
reading 1 issue!



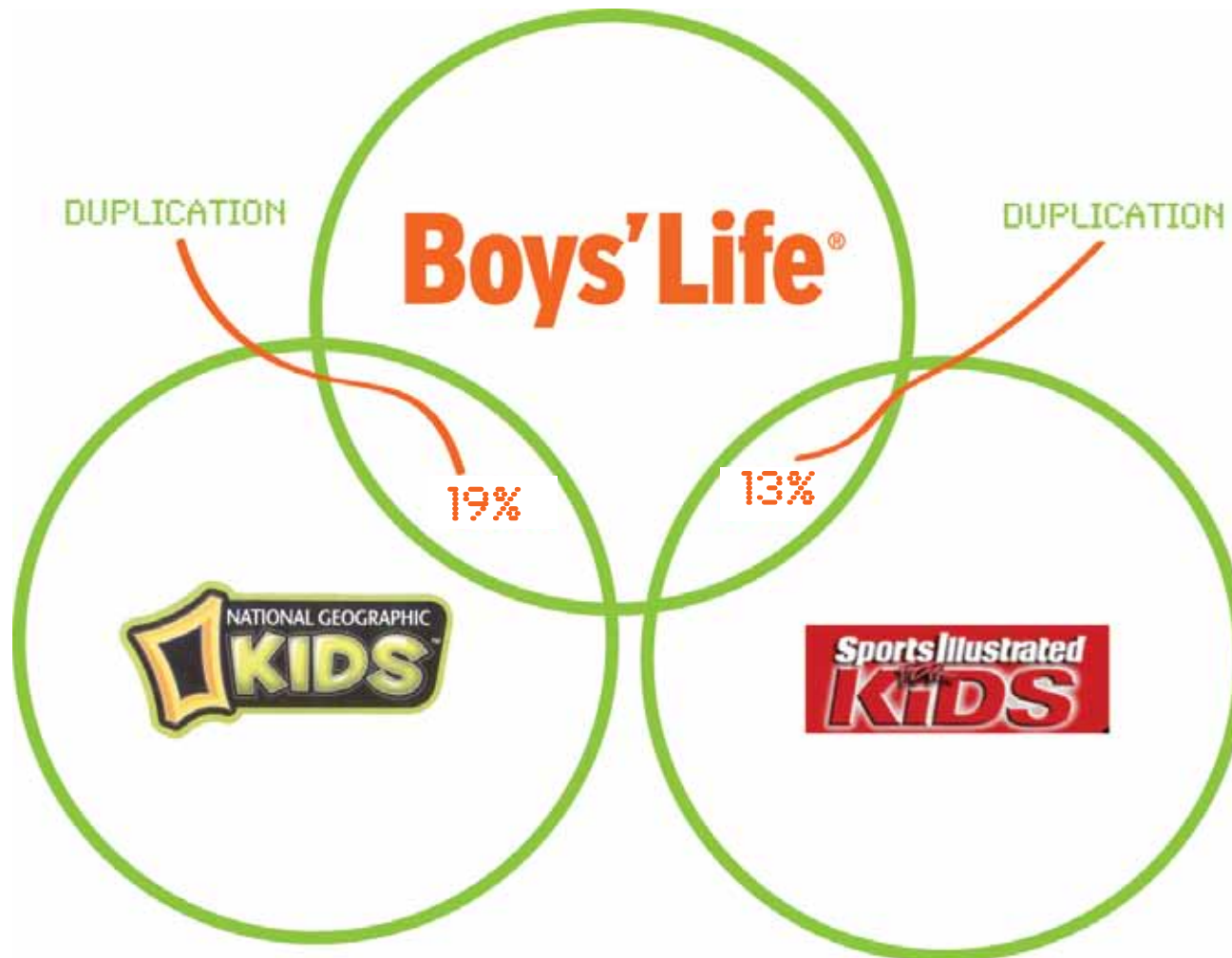
Boys' Life

Source: 2011 Boys' Life Subscriber Study, Signal Research Inc., 2007 Scouting Subscriber Study, GIK Custom Research

UNDUPLICATED AUDIENCE

Boys' Life readers are a unique audience which are not reached through other publications.

Listed below are other magazines and the percentage of Boys' Life readers who say they regularly read them. DC Comics, Marvel, Game Pro, and Scholastic News all fall below 10%.



Source: 2011 Boys' Life Subscriber Survey, Signal Research Inc.

THE BOY SCOUTS OF AMERICA



Congressional Medal
of Honor Foundation:
2011 Spirit of America
Award winner Jack Paper!

Youth Members
2,739,692
Adult Members
1,111,453
Local Councils US
298
Total Groups and Units
120,592
TOTAL SCOUT MEMBERSHIP
3,851,145

The Boy Scouts of America was founded in 1907 in England. Today, it is a worldwide phenomenon, thriving in the US with a membership totaling almost 4 million.

The BSA provides an educational program for youths including the Learning for Life program, the S.T.E.M. program, and many more that simultaneously offer responsible fun and adventure while building character, instilling good citizenship, providing services, forming leadership skills, promoting good health, and developing essential ethics and values.

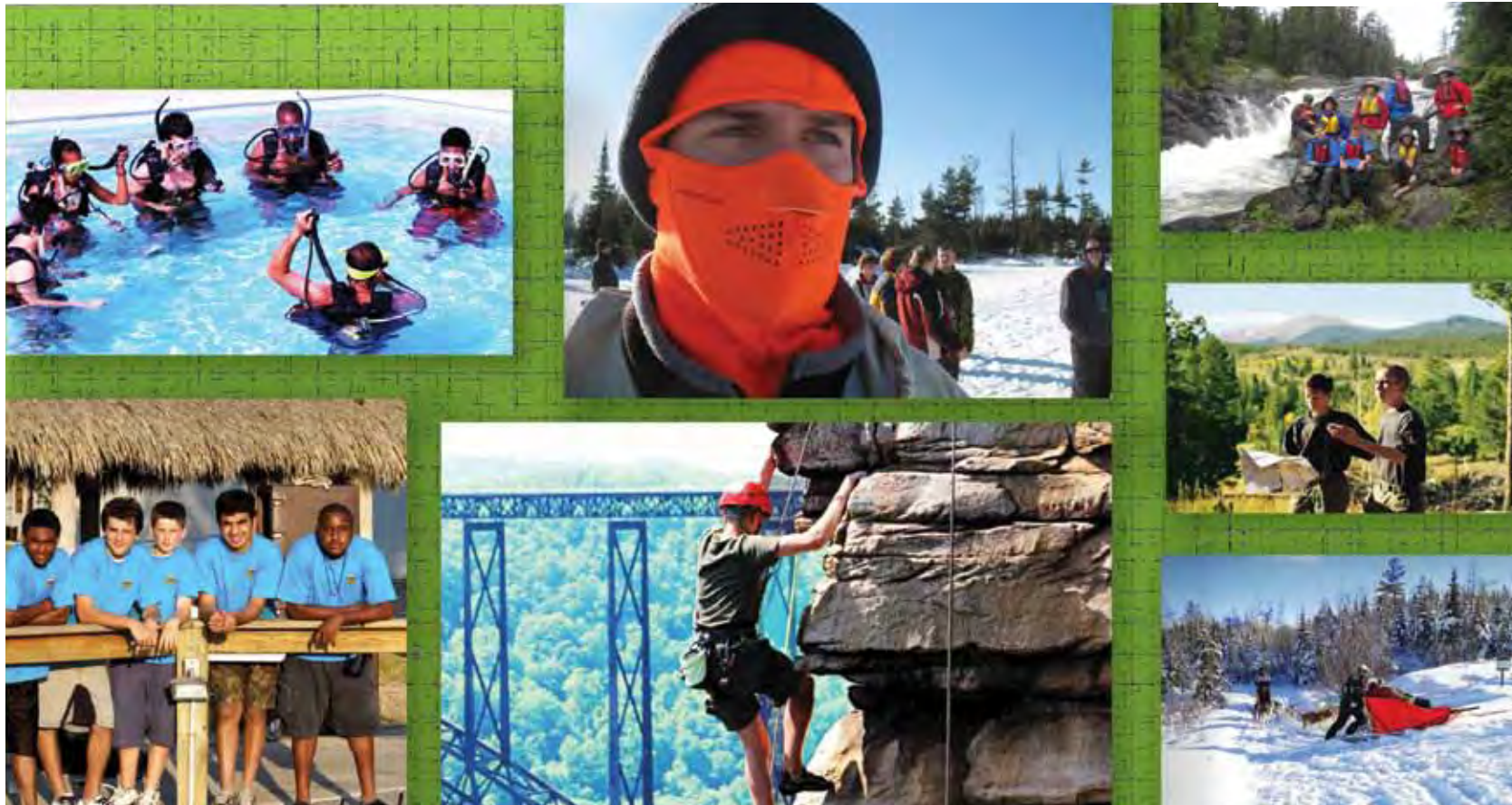


Source: Boy Scouts of America 2010 Youth membership

BSA CAMPS & HIGH ADVENTURE BASES

With four high adventure bases and 537 summer camps throughout the country, you know our readers love to stay active all year round. Whether it is a unique aquatic quest at the Florida Sea Base, a canoeing or winter camping challenge at the Northern Tier, a wild west backpacking expedition at the Philmont Scout Ranch, or a thrilling adventure at the brand new SUMMIT BECHTEL RESERVE; trekking through the outdoors is a vital part of the lives of our 3.96 million readers.

While preparing for the next expedition, our readers look to Boys' Life as a guide to purchasing the best outdoor products. Just take our advice from our resident Boys' Life expert on all outdoor equipment - THE GEAR GUY!!!



WE ARE THE OUTDOORS.
Here's why ...



In the last 12 months, subscribers have participated in the following outdoor activities ...

80%
Camped

76%
Swam

74%
Biked

61%
Fished

55%
Hiked/Backpacked

43%
Canoed/Kayaked



**2011 Winter
Outdoor Retailer
DUAL award
winner!*

EDITORIAL CONTENTS

Games An inside look at the latest video games, computer games and more, including news, reviews and tips.

Extras!
How-to projects (BL Workshop), puzzles, word games, jokes, comics (including the popular Scouts in Action), contests, posters and more.



Features A proven mix of outdoors, news, nature, sports, history, fiction, science, Scouting and more. Different looks into Scouting expeditions!



BL
Headliners
Looks at great kids doing great things! 75% reader content.

Heads Up!
Front-of-the-book section full of timely news and notes on all topics relevant to today's youth.

CLASSIFIED RATES

MAILING INSTRUCTIONS

Send all advertising materials and contracts to:

Stacy Lee, 1325 West Walnut Hill Lane, Irving TX 75038
 or email to stacy.lee@scouting.org.

PRODUCTION

Contact Stacy Lee at 972-580-2398 or
 email her at stacy.lee@scouting.org.



SIZE (Width x Height)	1-3X		4-7X		8-11X		12X	
	B&W	4C	B&W	4C	B&W	4C	B&W	4C
2.25" x 1.0"	\$525	\$630	\$490	\$590	\$475	\$570	\$440	\$530
2.25" x 1.5"	\$785	\$945	\$740	\$885	\$715	\$855	\$655	\$785
2.25" x 2.0"	\$1045	\$1,250	\$980	\$1,175	\$945	\$1,135	\$875	\$1,050
2.25" x 2.5"	\$1,305	\$1,565	\$1,220	\$1,465	\$1,170	\$1,405	\$1,085	\$1,305
2.25" x 3.0"	\$1,530	\$1,835	\$1,460	\$1,755	\$1,410	\$1,690	\$1,300	\$1,560
2.25" x 3.5"	\$1,820	\$2,185	\$1,695	\$2,035	\$1,645	\$1,975	\$1,520	\$1,825
2.25" x 4.0"	\$2,080	\$2,500	\$1,945	\$2,335	\$1,880	\$2,255	\$1,740	\$2,090
2.25" x 4.5"	\$2,345	\$2,815	\$2,185	\$2,620	\$2,110	\$2,530	\$1,955	\$2,345
2.25" x 5.0"	\$2,605	\$3,120	\$2,430	\$2,915	\$2,345	\$2,815	\$2,165	\$2,595

2012 CLOSING DATES

<i>JANUARY</i>	<i>October 24, 2011</i>
<i>FEBRUARY</i>	<i>November 29, 2011</i>
<i>MARCH</i>	<i>December 29, 2011</i>
<i>APRIL</i>	<i>January 27, 2012</i>
<i>MAY</i>	<i>February 27, 2012</i>
<i>JUNE</i>	<i>March 29, 2012</i>
<i>JULY</i>	<i>April 27, 2012</i>
<i>AUGUST</i>	<i>May 29, 2012</i>
<i>SEPTEMBER</i>	<i>June 28, 2012</i>
<i>OCTOBER</i>	<i>July 30, 2012</i>
<i>NOVEMBER</i>	<i>August 27, 2012</i>
<i>DECEMBER</i>	<i>September 28, 2012</i>

EDITORIAL CALENDAR

JANUARY 2012 COVER: TETONS ICE CLIMBING

- ICE CLIMBING IN THE TETONS
- PHINEAS AND FERB
- GET FIT AND STAY FIT
- MEDAL OF HONOR OUTDOOR
- MEERKATS
- BLUEBIRD NESTBOX

APRIL 2012 COVER: TITANIC ILLUSTRATION

- THE TITANIC COMMEMORATION
- HOW THE BRAIN WORKS
- ABOARD THE TITANIC
- SCOUTING AROUND
- FROM THE GREAT OUTDOORS
- PREPARED FOR LIFE
- PREVENTING DRUG ABUSE (LOW)

JULY 2012 COVER: OLYMPICS

- BIKEPACKING
- GUY GEAR UPDATE
- SCOUTING AROUND: CANOEING
- SCOUTING FOR ADVENTURE: LIVE FROM THE SUMMIT

FEBRUARY 2012 COVER: YELLOWSTONE ON SKIS

- A MONTANA TROOP IN YELLOWSTONE
- ANATOMY OF BUILDING DEMOLITION
- SLEEPING BAGS
- BLACK HOLE ILLUSTRATIONS
- SCOUT PROGRAM CULTURAL AWARENESS
- NORTH DAKOTA WINTER CAMPING
- MARBLES (LOW DEMO)

MAY 2012 COVER: MOUNT WHITNEY

- EXPLORE THE ALLEGHENY WILDNERNESS
- THE TRAIL TO WHITNEY
- LEAGUE OF EXTRAORDINARY TEENAGERS
- SCOUTING AROUND: EMERGENCIES
- COOL JOBS: ZOO KEEPER (LOW DEMO)
- BAT MEN!: CUB SCOUT PACK

AUGUST 2012 COVER: CANOEING

- SUPERIOR CANOEING
- GEAR GUY UPDATE: BACKPACKS
- REBUILDING GLACIER NATIONAL PARK
- ADVANCE CAMP: MT. DIABLO

MARCH 2012 COVER: SCUBA DIVING

- DISCOVER SCUBA DIVING
- TORNADO AFTERMATH
- SCOUTING AROUND WILDLIFE MANAGE
- YOU'RE GOING TO EAT THAT?
- INVITING YOUR FRIENDS SCOUTING
- EAGLE SCOUT PROJECT ROUND UP
- VENTRILOQUIST PUPPET (LOW DEMO)

JUNE 2012 COVER: BAHAMAS

- ADVENTURE IN THE BAHAMAS
- SAND SCULPTING
- GEAR GUY UPDATE
- SCOUTING AROUND (HIGH DEMO)
- SUMMIT CORPS 2011 (HIGH DEMO)
- PREPARED FOR LIFE INTERNET SAFETY

SEPTEMBER 2012 COVER: TBD

- MOUNTAIN BIKING HIKING AND CAVING
- RUNNIGN WITH GERONIMO
- HIKING THE KEET SEEL
- GET READY FOR COLLEGE)

CONDITIONS AND REGULATIONS

ADVERTISING CONDITIONS AND REGULATIONS

- *The Classified Sections are reserved for advertisers selling direct to consumers by mail, at one established price.*
- *All merchandise not personalized must be offered on a money-back guarantee, whether or not this guarantee is included in the wording of the ad.*
- *Samples of all items advertised must be provided for appraisal, quality and efficiency, before deadline date. Final decision on acceptability of all advertising rests with the publisher and is without prejudice to the product manufacturer.*
- *The uniforms and insignia of Scouting are protected by Congress. Permission is required to reproduce them. Any proposed advertising copy or illustrations involving the use of uniforms, insignia or terminology of Scouting must be submitted for review, well in advance of the advertising closing date.*
- *Advertising is not accepted for tobacco products, alcoholic beverages, fireworks, smoke products, blow guns, firearms, pistols, revolvers, handguns, judo (and other physical sports), certain types of knives, slingshots and any other items deemed to be “weapons.”*
- *Mail-order offers for approvals, must be clearly explained in the ad.*
- *Ad is not to contain the words “free,” “given,” “no cost,” or any other wording that implies getting stamps or coins for nothing.*
- *The only stamps that are allowed to be advertised are those accepted and recognized by postal agencies.*
- *The only coins that are allowed to be advertised are those that are genuine currency issued as legal tender.*
- *All subsequent approvals and related materials sent must be genuine.*

CONTRACT AND SPACE REGULATIONS

- *Pre-payment must accompany all orders. Credit terms are not available.*
- *Agency commission is 15% to recognized agencies.*
- *Frequency discounts are applied as earned.*
- *Cancellations or changes in orders are not accepted after the closing date.*
- *There are no preferred positions in the Classified Section.*
- *No rebate will be allowed for insertion of wrong key number.*
- *Boys’ Life and Scouting magazines reserve the right, at any time, to decline or discontinue any advertising.*
- *Coupons may be backed with another coupon.*
- *On repeat orders, the most recent creative will be positioned if new production material is not received at the closing date.*
- *No proof of ad will be sent.*
- *Larger space rates are available upon request.*
- *Rates and conditions are subject to change without notice.*

PRODUCTION SPECS

Ads submitted should be in one of the following formats:

- Saved as a PDF file (Preferred)
- Adobe Photoshop, Adobe Illustrator or Adobe InDesign (All fonts and images must be embedded.)

With the following specifications:

- Final color format must be CMYK. (Spot colors, RGB and LAB color formats are not acceptable.)
- Image and file resolutions must be 300 dpi or higher.

A printed proof which represents the final digital file must be sent

- Color proofs must be mailed.
- B&W proofs may be faxed to 972-580-2079.

ONLINE SPECS

*FTP INSTRUCTIONS

Electronic files may be posted to the following FTP site. All files should be stuffed. Please send confirming email to stacy.lee@scouting.org noting that files have been posted to site and include the filename.

Preferred Filename should include:

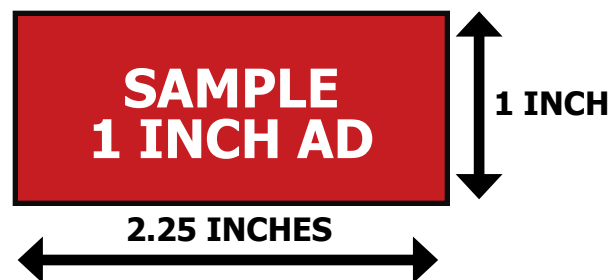
BL03NIN (BL or SC - for Boys' Life or Scouting), Issue Month - (2) characters - i.e. 03 for March, 1st 3 characters of advertisers name - i.e. Nintendo - Nin

Host: <https://securedrop.scouting.org>

Username: AdsBSA

Password: blsc

Folder: Advertising



Boys' Life

ADVERTISEMENT ACCEPTANCE POLICY

Both editorial and advertising 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 movement.

1. *Product endorsement by any member of BSA is not acceptable.*
2. *Any proposed copy or illustration involving the use of the uniforms or the insignia of Scouting must be submitted for review.*
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 Boys' Life magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principals and objective 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 Boys' Life upper or full run and in Scouting.*
 - ii. *PG-13 can run in Boys' Life upper only and in Scouting.*
 - b. *Gaming*
 - i. *E10+ can run in Boys' Life upper or full run and in Scouting.*
 - 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 which 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.*
10. *Not acceptable are any products the BSA Health and Safety advisors deem as potentially dangerous or undesirable, i.e., 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 Boys' Life. Switchblades, stilettos and those resembling such are not acceptable.*

COMMISSION & DISCOUNTS

DIGITAL DISCOUNTS

- *Files received digitally will be given a 15% discount.*
- *Agency commission is null and void on the 61st day after the billing date.*

A. Combination Discount:

The Boy Scouts of America also publishes Scouting magazine. Advertisers buying space in Scouting during the same calendar year earn a 20% discount on open rates.

B. Local Council Discount:

30% Discount given to our local councils.

C. Licensee Discount:

40% Discount given to our licensees.

CONTRACT

I AUTHORIZE BOYS' LIFE MAGAZINE TO PLACE MY AD IN THE INDICATED ISSUES

2012 BOYS' LIFE		
Ad Size:	<input type="checkbox"/> January	<input type="checkbox"/> July
Rate:	<input type="checkbox"/> February	<input type="checkbox"/> August
<input type="checkbox"/> 4 Color	<input type="checkbox"/> March	<input type="checkbox"/> September
<input type="checkbox"/> Black & White	<input type="checkbox"/> April	<input type="checkbox"/> October
	<input type="checkbox"/> May	<input type="checkbox"/> November
	<input type="checkbox"/> June	<input type="checkbox"/> December

PRODUCT INFORMATION:

Company Name (as shown in ad):

Description of Product Advertising:

Contact Name:

Alternate Contact:

Billing Address:

Street Address (if billing address is a PO box):

Phone: ()

Fax: ()

Email:

Website:

CONTRACT AGREEMENT:

I have noted and agree to all terms of this contract as stated in the media kit.
I hereby authorize payment with the above listed credit card for Boys' Life advertising.

Signature:

Product Sample Enclosed

Print Name:

Product Sample Previously Submitted

Date:

Product Sample Sent Separately

Fax to: Stacy Lee at 972•580•2079
Or Mail to: Stacy Lee, 1325 W. Walnut Hill Lane,
Irving, TX 75038