



Boys' Life[®]
We are the outdoors.

2012 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



DEMOGRAPHIC EDITIONS: KEEPING THE CONTENT AGE APPROPRIATE

* numbers rounded off

Lower Demo
Ages 6-11
Audience 2.34 million*

Upper Demo
Ages 12-17
Audience 1.62 million*

FOUR COLOR LOWER	RATE
4/C	\$30,040
4 th Cover	\$36,050
2 nd & 3 rd Cover	\$33,045

FOUR COLOR UPPER	RATE
4/C	\$20,795
4 th Cover	\$24,955
2 nd & 3 rd Cover	\$22,875

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!



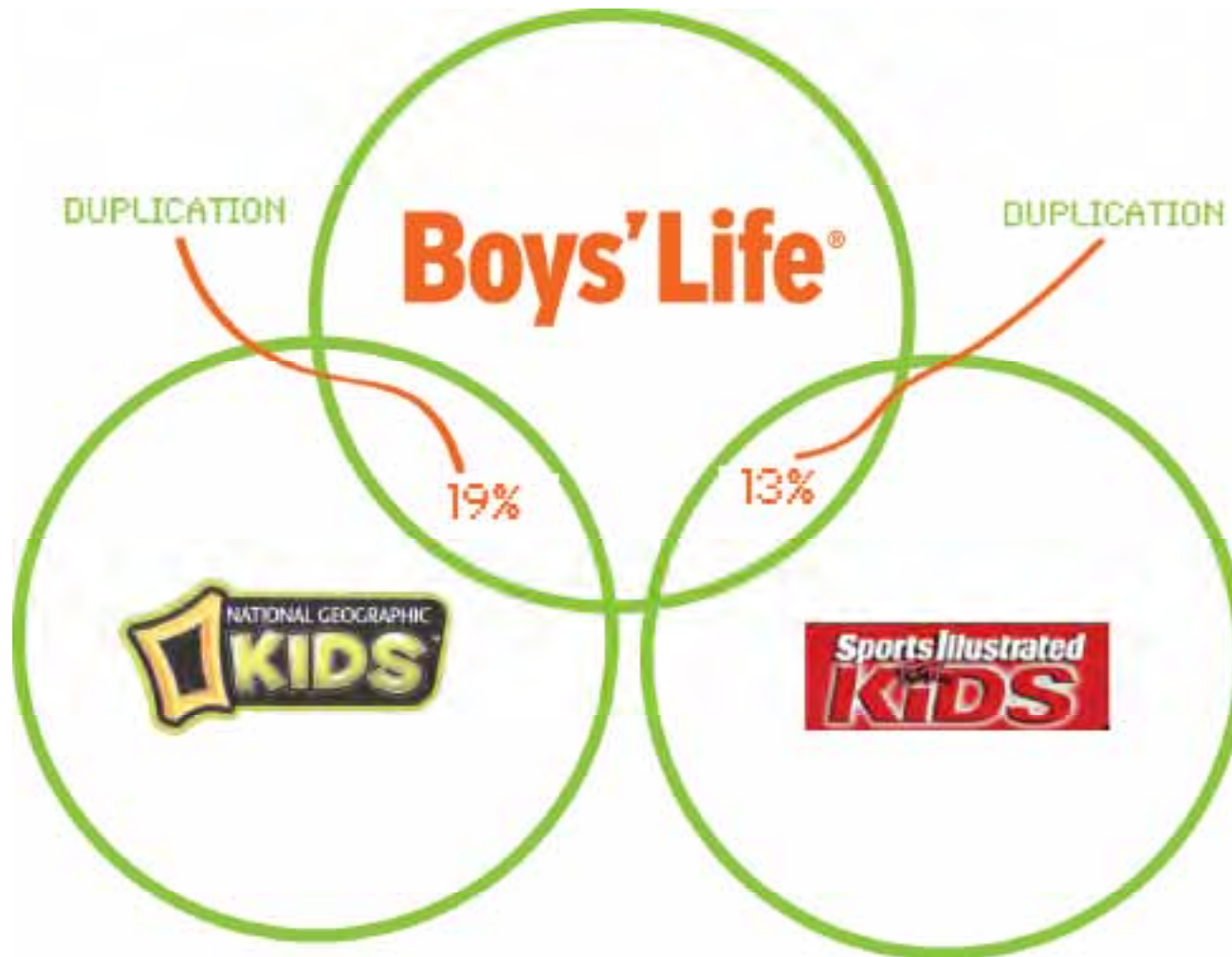
Boys' Life

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.

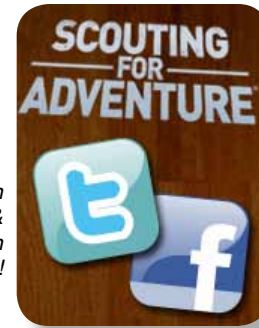
Listed below are other magazines and the percentage of Boys' Life readers who say they regularly read them. DC Comics, Marvel, Game Pro, and Scholastic News all fall below 10%.



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



Fan us on Facebook & Follow us on Twitter!



ASK THE GEAR GUY

Not sure which gear to buy? Need tips for maintaining your equipment?

Just send in your questions and check back here for the answers.

>> [Click here to visit the Gear Guy](#)

Or check out his most recent answers:

- Stuff We Like: Rusty Wired Hoodie
- Breathable camping shoes
- Which CamelBak?
- Stuff We Like: Graphic Dry Sacks
- Cure floppy tents



JOKES



OUTDOORS & GEAR

Clear Clay's question of the week

GEAR GUY BUYING GUIDES



We love contests and so do our readers! Gain some great visibility on the contests page, or create your own contest to engage our readers!

YOUR PHOTOS

See pictures of readers who have won prizes in Boys' Life sweepstakes, contests and giveaways.



>> [Click here to see all the photos](#)

CONTESTS

Win with Boyslife.org

Find Pedro's it's a Great Discovery

Find Pedro's it's a Great Discovery

WINNERS LIST




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.

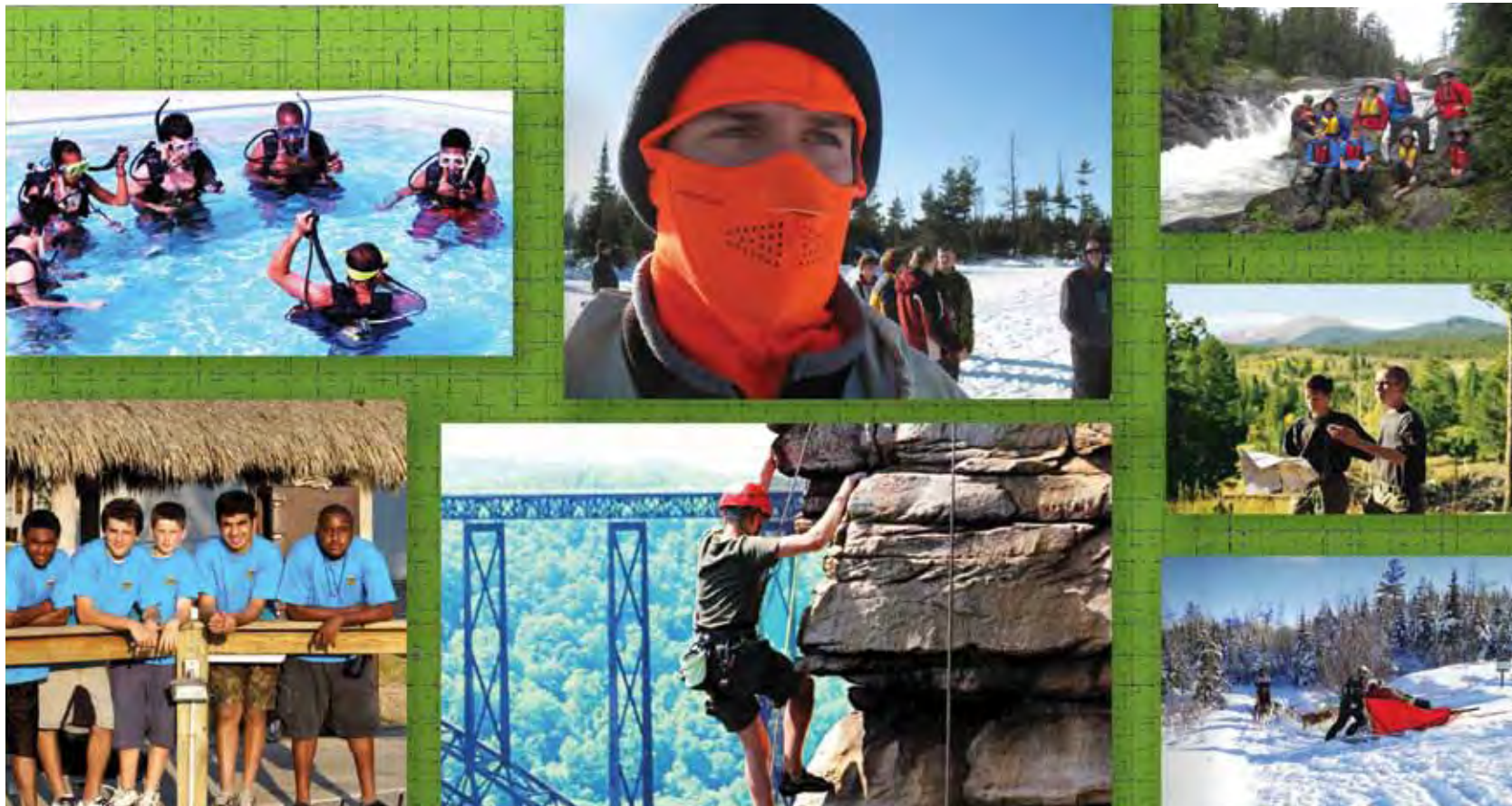


Source: Boy Scouts of America 2010 Youth membership

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. Total camp enrollment in 2010 was over 1 MILLION youths! 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.



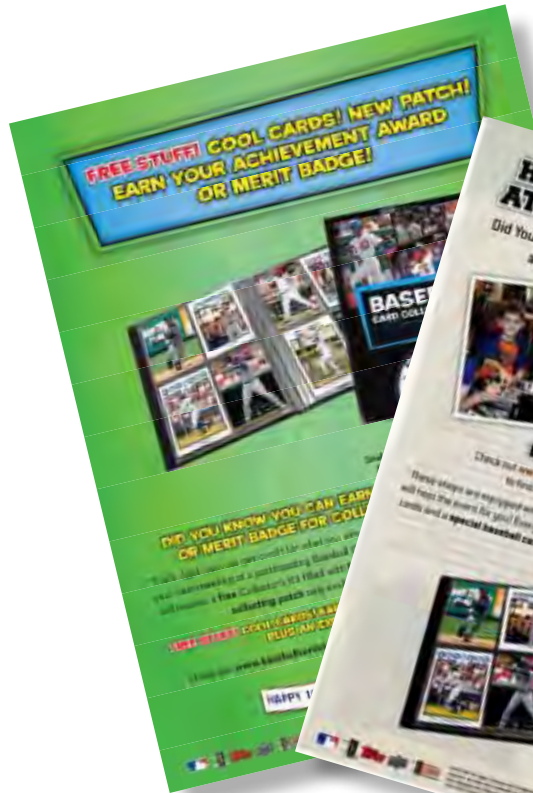
Features A proven mix of outdoors, news, nature, sports, history, fiction, science, Scouting and more. Different looks into Scouting expeditions!



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.

CUSTOM CAMPAIGNS



Dual target advertising



Upper and lower demo targeting



Customized, engaging multimedia projects

With two different magazines, Boys' Life and Scouting can provide dual targeting, while splitting demographic editions to keep content appropriate for youths.

We also help customize multimedia campaigns for clients!

ADDED VALUE

CONNECTIVITY THROUGH READER INVOLVEMENT

In order to engage audiences, we continuously develop programs, contests and/or advertorials for our advertisers. These campaigns can serve to reinforce the advertiser's marketing message while simultaneously connecting with our perceptive readers.

CAMP DISTRIBUTION

We will directly distribute your product to parts of the 537 nationwide Boy Scout camps. Total enrollment in the camps is approximately 1,057,720 (boys ages 6 – 17) last year. Based upon the product and schedule involved, we can further develop your involvement with our summer camps through the creation of a customized program that specifically addresses our database of 250 select Camp Directors.

SPECIAL EXHIBITS

We also have a close working relationships with Scout councils nationwide. Each of these councils host a variety of camp-outs, shows and recruiting events throughout the year. Depending on your target, we can help foster a relationship that grants you access to one of the many exclusive Scouting events.

HOLIDAY GIFT GUIDE

In the spirit of giving, each holiday season Boys' Life and Scouting magazines provides one lucky reader with the chance to win a ton of prizes! Each year the Holiday Gift Guide is featured in the November/December issue of Scouting and the December issue of Boys' Life, as well as on their respective websites. In addition, a special advertisement will be placed in Boys' Life and on Boyslife.org, which includes a product shot of your gift. Special creative units are also available to advertisers to have your ad 'pop' a bit more!

GENERAL RATES

COVERS, POSITIONING & SIZES

There is a 10% premium for special positioning. Cover advertising is non cancelable. Covers can be combined with other space unit purchases to earn discounts.

CLASSIFIED

For classified rates, contact Stacy Lee at 972-580-2398; stacy.lee@scouting.org.

MAILING INSTRUCTIONS

Send all contracts to your local ad sales rep. Send all advertising materials, including digital files and SWOP approved proofs to Lisa Hott, 1325 West Walnut Hill Lane, PO Box 152079, Irving TX 75038-3096 or email to magads@netbsa.org.

PRODUCTION

Contact Lisa Hott, Advertising Production Manager, at 972-580-2351 or email her at lisa.hott@scouting.org.

*FTP INSTRUCTIONS

Electronic files may be posted to the following FTP site. All files should be stuffed. Please send confirming email to lisa.hott@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

FOUR COLOR PAGE	RATE
4/C	\$44,205
$\frac{2}{3}$ Page 4/C	\$33,890
$\frac{1}{2}$ Page 4/C Horizontal	\$24,315
$\frac{1}{2}$ Page 4/C Vertical	\$24,315
Digest Size 4/C	\$19,890
$\frac{1}{3}$ Page Island 4/C	\$22,105
$\frac{1}{3}$ Page Square 4/C	\$15,470
$\frac{1}{3}$ Page Vertical 4/C	\$15,470

COVERS & SPREADS	RATE
2 Facing Pages (Gutter Bleed Only)	\$79,570
2 Facing Pages (Full Bleed)	\$79,570
4 th Cover	\$53,045
2 nd & 3 rd Cover	\$48,625

CONDITIONS AND REGULATIONS

GENERAL INFORMATION

- *All advertising must be approved by the Boy Scouts of America. Copy and contracts received are subject to this condition and if the product or service conflicts with the policies and essential interests of the Scout movement, contracts may be declined.*
- *The word "advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial matter.*
- *Rates and conditions are subject to change without notice.*
- *Cancellations or changes not accepted after the closing date.*
- *Not responsible for errors in key numbers.*

CONTRACT & COPY REGULATIONS

- *All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or the advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.*
- *Advertising involving the use of Scouts in uniform is not accepted.*
- *Publisher reserves the right to accept and publish advertisements under the contract and copy regulations specified in the Boys' Life Standard Rate and Data Service listing and specifically emphasizes that no conditions printed or otherwise, appearing on the contract order or copy instructions which conflict with the publisher's policies will be binding on the publisher.*

TERMS & CONDITIONS

- *All insertion orders are to be paid in advance for placement unless prior credit, and approval has been granted by the BSA Magazine Division. Bills rendered on the 20th of the month preceding issue are due on the 20th of the month of issue. The advertiser/agency agrees to reimburse the BSA Magazine Division for all expenses, including reasonable attorney's fees incurred by BSA in the event the advertiser/agency fails to pay or otherwise defaults in the terms and conditions herein before set forth.*
- *Liability Position: The Boy Scouts of America Magazine Division liability position as clearly stated on agency acknowledgement forms and herein, is that Advertising Agencies and/or the Advertiser are jointly and severally liable for payment of all invoiced advertising. The Boy Scouts of America Magazine Division do not accept disclaimers. Please be advised that "sequential liability" is NOT acceptable to the Boy Scouts of America Magazine Division.*
- *Circulation shortfall compensation will only be provided in the event that Boys' Life's annual average circulation, as audited by the Audit Bureau of Circulations, falls below Boys' Life's rate base circulation of 1.1 million.*

PRODUCTION SPECS

AD SIZE	NON-BLEED	WITH BLEED	LIVE AREA
Publication Trim Size	8" x 10 1/2"		
Page (420) Lines	7 1/4" x 10"	8 1/4" x 10 3/4"	7 1/4" x 10"
2 Columns (2/3- Pg)	4 5/8" x 10"	5 3/8" x 10 3/4"	4 5/8" x 10"
1/2 - Pg Horizontal	7 1/4" x 5"	8 1/4" x 5 5/8"	7 1/4" x 5"
1/2 - Pg Vertical	3 3/8" x 10"	4 1/8" x 10 3/4"	3 3/8" x 10"
Digest Size	4 5/8" x 6 1/2"		
1/3 - Pg Vertical	2 1/4" x 10"	3 3/8" x 10 3/4"	2 1/4" x 10"
1/3 - Pg Square	4 5/8" x 4 7/8"		
1/6 - Pg Vertical	2 1/4" x 4 7/8"		
2 Facing Pgs (Gutter Bleed Only)		14 3/4" x 10"	14" x 10"
Facing Pg (Full bleed)		16 1/4" x 10 3/4"	15 1/4" x 10"

- Bleed sizes figured to allow 1/8" trim on both sides, top and bottom. Any material intended to remain after trimming must be kept 7/16" in from top, bottom and sides of trimmed size.
- Boys' Life magazine is printed Web Offset/Saddle Stitched. Boys' Life is printed computer-to-plate. Please provide electronic/digital production materials and include SWOP approved proof. All digital data must conform to SWOP specifications. Negatives or positives will not be accepted.
- Inserts: A limited amount of single sheet and multi-page or gatefold insert advertising space is available. Rates upon request.
- Bind-Ins: Cards, inserts, booklets and other special bind-in material accepted pending postal approval. For rates and requirements contact your sales representative.
- Please contact Lisa Hott, Advertising Production Manager, at 972-580-2351 or email her at lisa.hott@scouting.org with any production questions and for all information regarding file, proof and screen specifications.

ONLINE SPECS

BANNER ADS

728 x 90 Pixels

Available above the header on all pages including the home page.

RICH MEDIA FORMAT

Flash, animated GIF, static GIF, JPEG are acceptable

Animations should be under 15 seconds long

Flash version 8 or lower

Maximum of 18 fps

WIDE SKYSCRAPER ADS

160 X 600 Pixels

Available only on the home page in the right column.

MEDIUM RECTANGLE

300 x 250 Pixels

Available in the right column of all inside pages including section fronts and story level pages, and the "Your Photos" page.

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, stiletos and those resembling such are not acceptable.

COMMISSION & DISCOUNTS

COMMISSION

- Agency Commission is 15%
- Agency commission is null and void on the 61st day after the billing date.

DISCOUNTS

Apply to all run-of-book advertising. To earn discount, schedule must be completed within the contract year, 12 months, including date of first insertion. Discounts may be computed any of the following ways:

A. Combination Discounts:

The Boy Scouts of America also publishes Scouting magazine. Advertisers buying space in Scouting during the same calendar year earn a 10% discount on open rates. Discounts apply to equivalent creative units (size and color), with a minimum of 1/8-page units.

B. Frequency Discounts:

3 Units	15%
6 Units and over	25%

Note: 1/8-page minimum space or a 300,000 minimum circulation (supplied inserts) to qualify.

C. New Advertiser Discount*:

1-2 times	15%
3 or more	25%

2012 CLOSING DATES

<i>JANUARY</i>	<i>October 19 2011</i>
<i>FEBRUARY</i>	<i>November 18, 2011</i>
<i>MARCH</i>	<i>December 14, 2011</i>
<i>APRIL</i>	<i>January 18, 2012</i>
<i>MAY</i>	<i>February 16, 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

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)

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)

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)

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

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

JULY 2012 COVER: OLYMPICS

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

AUGUST 2012 COVER: CANOEING

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

SEPTEMBER 2012 COVER: TBD

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

OUR VALUED ADVERTISERS

