

A low-angle, upward-looking photograph of four young men in blue shirts, arranged in a circle. They are holding pens (blue and red) towards the center. The background shows green trees and a clear sky. The text 'Boys' Life' is prominently displayed in the center, with '2016 DISPLAY MEDIA KIT' below it.

Boys' Life[®]

2016 DISPLAY
MEDIA KIT



WHO WE ARE

Boys' Life is the premiere magazine for kids, tweens, and teens, featuring award-winning editorial, pictorials, comics, fiction, and buying guides. It's been a leader of youth culture for over 100 years, reaching kids through a multi-channel platform that includes the magazine, *Boyslife.org*, social media, webcasting, and live events.

It's also the only youth publication which publishes two distinct demographic editions: A younger edition (ages 6-11) and an older edition (ages 12-17), allowing advertisers to target their message.

RATE BASE
1,000,000

READERSHIP
3,800,000

FREQUENCY
12x/year

LOW DUPLICATION
21% NG Kids, 13% SI Kids

Boys' Life



LOWER DEMOGRAPHIC EDITION

He just helped Mom bring in the groceries from the car.

He's about to meet his friends at the baseball field to get a little dirty before dinnertime
(*hopefully, it's pizza*).

Mom and Dad said he could have his whole Cub Scout pack over for a sleepover this weekend since he just placed 1st at the school science fair!

He is the *Boys' Life* reader.

600,000 SUBSCRIBERS
2,280,000 READERS

8.8 AVERAGE AGE
\$107K AVERAGE HHI

Boys' Life



UPPER DEMOGRAPHIC EDITION

Riding down the most hardcore trails.

Shades on, hat backwards (under his helmet of course).

Snapping pics on his smartphone while listening to his favorite tunes.

He just finished his homework, and even helped his little brother and sister with theirs, too.

He is the *Boys' Life* reader.

400,000 SUBSCRIBERS
1,520,000 READERS

13.9 AVERAGE AGE
\$112K AVERAGE HHI

Boys' Life



EDITORIAL DEPARTMENTS

HEADS UP!

Timely news and notes on all topics relevant to today's youth.

BL HEADLINERS

Quick-hit looks at great kids doing great things. Most of this content is direct from our readers!

FEATURES

An exciting mix of outdoors, news, movies, sports, history, fiction, toys, space and aviation, Science-Technology-Engineering-Math (S.T.E.M.) and Scouting.

GEAR GUY

Buyer's Guides, reader Q & As covering camping, sports, and everything outdoors.

GAMES

An inside look at the latest video games, computer games, gaming systems, and accessories. Read exciting gamer news, reviews, tips and more.

EXTRAS

BL Workshop, games and comics including reader-favorite, "Scouts in Action" (stories of Scouts saving lives).

LOWER DEMO EDITION (6-11)

Includes editorial relevant to readers ages 6-11, Cub Corner, more comics, and fun activities like puzzles, mazes, and word games.

UPPER DEMO EDITION (12-17)

Includes additional editorial relevant to readers ages 12-17, Merit Badge Minute, Cool Jobs, and more.

2016 EDITORIAL CALENDAR

JANUARY

CLIMBING MOUNT WASHINGTON (*Cover Story*)
WILDLIFE ART LESSON
PEDRO INTERVIEW
BL WORKSHOP, LITTLE FREE LIBRARY

UPPER DEMO

RAPTOR ROUNDUP
UNESCO WORLD HERITAGE SITES

LOWER DEMO

PINEWOOD DERBY IN TIMES SQUARE &
PINEWOOD DERBY HOW-TO
LET'S LOOK AT PEDRO

FEBRUARY

PHILMONT STORY(*Cover Story*)
WINTER SCUBA DIVING IN MINNESOTA
GEAR GUY UPDATE, ELECTRONICS PROTECTIVE GEAR
BL WORKSHOP, BEANBAG TOSS GAME

UPPER DEMO

COOL JOBS, FOLEY ARTIST
OKPIK

LOWER DEMO

ICE FISHING
LET'S LOOK AT MONEY

MARCH

ROCK CLIMBING AT MOUNT HOOD
(*Cover Story*)
MAGIC CAMPOREE & MAGIC HOW-TO
RESCUE ON EVEREST
FICTION, PUNCH BUGGY BLUE

UPPER DEMO

SUMMER CAMPS ROUNDUP
WILDERNESS & REMOTE FIRST AID

LOWER DEMO

CUB-O 2015
LET'S LOOK AT ASTRONAUTS

APRIL SPECIAL FISHING ISSUE

FISH CAMP IN VIRGINIA (*Cover Story*)
GEAR GUY FEATURE, FISHING-RELATED EQUIPMENT
TROUT FISHING WITH TOM REDINGTON
CLAYTON KERSHAW, LA DODGERS PITCHER

UPPER DEMO

WILDFLOWERS
COOL JOBS, FBI SPECIAL AGENT

LOWER DEMO

LET'S LOOK AT GOLF

MAY

GLACIER & GRAND CANYON
NATIONAL PARKS (*Cover Story*)
GEAR GUY FEATURE, HIKING BOOTS
BAT NATION
FICTION, KORI AND THE TROLL
BL WORKSHOP, BAT HOUSE

LOWER DEMO

LET'S LOOK AT DINOSAURS

JUNE

CAVING/WHITEWATER RAFTING (*Cover Story*)
GEAR GUY FEATURE, SKATEBOARDING
DON'T BUG ME! (HARMFUL INSECTS, TIPS, ETC.)

LOWER DEMO

LET'S LOOK AT THE STANLEY CUP



Editorial calendar is subject to change. January-June 2016 shown.



SPECIAL ISSUES

ANNUAL HOLIDAY GIFT GUIDE

Drive sales this holiday season! Every year, *Boys' Life* features our Annual Gift Guide in the December issue and on *Boyslife.org*. We also host our reader-favorite contest providing one lucky reader with the chance to win one of everything advertised in the guide (Our 2014 contest drew in over 23,000 entries in 30 days-wow)!

ANNUAL MINI-MAG

New and distinct from the *Boys' Life* audience! Receive an elite "pass" into this untapped audience of potential Scouts, parents, and readers! This awesome mini-edition of *Boys' Life* is distributed once a year to an untapped audience of 1 million 6-11 year old boys AND their parents across the country at the Boy Scouts of America's "Back-to-School Registration Night" during September and October. It introduces potential Cubs to both the organization and *Boys' Life* magazine.

SEMI-ANNUAL FISHING ISSUE

Every other year we dedicate the April issue to all things fishing! In 2015, Bass Pro Tom Redington provided tips on how to hook your bait, best fishing practices, the latest and greatest gear, and more. It's a great issue for outdoor gear and fishing advertisers.

2017 JAMBOREE ISSUE

Every four years the July issue is devoted to National Jamboree! Your brand can become a part of this special Collector's Edition, which is both a guide for Scouts and leaders planning to attend, and an outlet for millions of readers to follow along with all of the excitement leading up to the special 10-day event.



Boys'Life



RECENT PRINT AND DIGITAL AWARDS

AdWeek Hot List Readers' Choice Awards

2014 Kids/Teen Magazine of the Year, *Boys' Life*

APEX Awards for Communication Excellence

2013 Grand Award, Excellence in Writing, "Eyes in the Skies," October '12

American Society of Magazine Editors

2015, Winner, Reader's Choice Best Cover, September 2014, Finalist, Best National Cover, Sept. '14

Folio: Editorial Excellence Awards ("Eddies" for Editorial and "Ozzies" for Design)

2015, Best Article, Finalist, "Lending A Hand," December '14, Best Illustration, Finalist, "American Monsters," October '14, 2014, National Magazine of the Year (Youth/Teen), Winner, May 2014, Best Article, Finalist, "Super Storm, Super Scouts," June '13, Best Article, Finalist, "The BL Essentials Guide," May '14, Best Cover, Finalist, May '14

The Association of American Publishers REVERE Awards

2014 Finalist, Feature, Dealing With Depression (June '13), Finalist, Illustration, "Slobs of the Sky" (Sept '13), 2013 Finalist, Feature, PreK-12, Be Cyber Safe (June '12)

Parents' Choice Foundation, Parents' Choice Awards

2015, 2014, 2013 Parents' Choice Approved Award, 2014, Boys' Life magazine; Parents' Choice Approved Award, '13, *Boys' Life* online @ www.boyslife.org

The Western Publications Association, Maggie Awards

2015 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best Feature Article, "BL Essentials Guide" (May '14), Finalist, Best Themed Issue, May '14, 2014 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best News Story, "Super Storm, Super Scouts" (June '13), 2013 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best Feature, "Eyes in the Skies" (October '12), Finalist, Best News Story, "After the Storms" (March '12)



SCOUTING WORKS

Marketing, Media and Sales Opportunities with the Boy Scouts of America

Put your brand in front of America's Youth! With over 2.7 million members, 1 million adult volunteers, over 50 million living alumni, and 1,000 properties across the US, we're the largest youth-serving organization in the country. In addition to media, our integrated marketing platform offers five additional areas of engagement to better help your brand reach our market:

EVENTS

Place your brand front and center at one of the BSA's national, regional or local, high-energy, youth-centered events, or reach Scouting professionals and adults at one of our yearly conferences.

PROPERTIES

Sponsor specific venues, activities, and experience these life-changing outings. Our four National High Adventure Bases and over 1,000 local properties throughout North America are used to build character, confidence, and camaraderie.

PROGRAMS

Our advancement, humanitarian, outdoor, and educational programs reach young people in a positive, meaningful way. From sponsoring a merit badge to leading a STEM initiative, there's opportunities for program-related partnerships at every level of Scouting.

LICENSING

We offer a robust licensing program that reaches millions of American youth and families, repeatedly earning us a spot as one of the top 150 global licensors according to License! Global magazine.

SALES

The BSA's comprehensive, multi-channel sales platform, opens up immediate opportunities for brands to increase revenue and reach America's youth through both nationwide and hyper-local distribution. Additionally, brands have an opportunity to partner with us to drive sales in third-party channels such as traditional retailers and e-commerce through marketing campaigns and promotions.

Learn More: Email scoutingworks@scouting.org, visit scoutingworks.com, or contact your local sales representative to learn more about these opportunities.

Boys'Life



PRINT PRODUCTION SPECS

Print Specifications: Bleed sizes figured to allow $\frac{1}{8}$ " trim on both sides, top and bottom. Any material intended to remain after trimming must be kept $\frac{1}{8}$ " in from top, bottom and sides of trimmed size. All files supplied must be CMYK. PDF/X-1a format files required for submission.

Proofs: *Boys' Life* magazine is printed Web Offset/Saddle Stitched, 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: 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. Rates upon request.

Material requirements for in-house design services: **Photos:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK. **Logos:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

FTP Upload Instructions (7MB+ Files): Send confirming email to advertising@scouting.org. Preferred filename should include: Publication name, issue month (2) characters and 1st 3 characters of advertiser's name. Stuff all files.

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

Password: blsc
Folder: Advertising

PRINT PRODUCTION MATERIALS DELIVERY

Deliver materials to Leah Myers, Print Production, at advertising@scouting.org. Include: publication name, issue, advertiser, and print or digital in the subject line. If larger than 7MB, upload to ftp site.

Contact Leah Myers with print inquiries at advertising@scouting.org/972-580-2247.

Unit Size	Non-Bleed	With Bleed	Live Area
Pub Trim Size	8" x 10 $\frac{1}{2}$ "		
Page (420) Lines	7 $\frac{1}{2}$ " x 10"	8 $\frac{1}{4}$ " x 10 $\frac{3}{4}$ "	7 $\frac{3}{4}$ " x 10 $\frac{1}{4}$ "
2 Columns ($\frac{2}{3}$ pg)	4 $\frac{5}{8}$ " x 10"	4 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "	4 $\frac{3}{8}$ " x 10"
$\frac{1}{2}$ - Pg Horizontal	7 $\frac{1}{2}$ " x 5"	8 $\frac{1}{4}$ " x 5 $\frac{1}{8}$ "	7 $\frac{3}{4}$ " x 4 $\frac{3}{4}$ "
$\frac{1}{2}$ - Pg Vertical	3 $\frac{3}{8}$ " x 10"	4 $\frac{1}{8}$ " x 10 $\frac{3}{4}$ "	3 $\frac{3}{8}$ " x 10"
Digest Size	4 $\frac{5}{8}$ " x 6 $\frac{1}{2}$ "		
$\frac{1}{3}$ - Pg Vertical	2 $\frac{1}{4}$ " x 10"	3 $\frac{3}{8}$ " x 10 $\frac{3}{4}$ "	2 $\frac{1}{4}$ " x 10"
$\frac{1}{3}$ - Pg Square	4 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "		
$\frac{1}{6}$ - Pg Vertical	2 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "		
2 Facing Pgs (Gutter Bleed Only)		14 $\frac{3}{4}$ " x 10"	14" x 10"
Facing Pg (Full Bleed)		16 $\frac{1}{4}$ " x 10 $\frac{3}{4}$ "	15 $\frac{1}{4}$ " x 10"



BOYSLIFE.ORG DIGITAL PRODUCTION SPECIFICATIONS AND GUIDELINES

With more than 825,000 pageviews every month, award-winning *Boyslife.org* is chock-full of interactive games, videos, project how-to's, contests, articles from the magazine, and much more.

STANDARD DIGITAL UNITS

728px X 90px Banner

300px X 600px Wide Skyscraper

300px X 250px Medium Rectangle

PREMIUM DIGITAL UNITS

Expandable Banner

Video Extender

Floating Unit

Merry-Go-Round

Peelback

Webpage Sponsorship

Homepage Hotlist

Games Page Wrapper

File Formats Accepted: GIF, JPG, PNG, SWF, 3rd party

Rich Media Format: Flash, animated GIF, static GIF, JPEG. Maximum 200K for all web ads. Flash animation max 15 seconds long. Flash Player version 8 or lower, max 18 fps.

Animation: Animation may loop 3x, 24 fps, 15 seconds max recommended for standard ad units.

Flash: All SWF Flash files must be submitted along with a back-up GIF/JPG/PNG file. All SWF Flash files must contain a clickTAG and should be published for Flash Player 10.0 or an earlier version.

Premium Digital Units: Production specification and guidelines vary by unit. Visit mediakit.boyslife.org for live examples.

Material Requirements for In-House Services: Photos: Supplied images should be at least 72 dpi in RGB. **Logos:** Vector .eps or .ai files preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be at least 72 dpi.

Standard Guidelines: DoubleClick for Publishers (DFP) is used to serve all Boy Scouts of America publications.

DIGITAL PRODUCTION MATERIAL DELIVERY

Deliver materials via email to Patrice Eulin, Digital Production at advertising@scouting.org. Include: publication name, issue, advertiser, and print or digital in the subject line. Contact Patrice Eulin at advertising@scouting.org/972-580-2199 with digital production inquiries.



PRINT PRODUCTION CALENDAR

ISSUE	CONTRACTS DUE	PARTIAL PAGE MATERIALS DUE	FULL PAGE MATERIALS DUE	PRE-PRINTED INSERTS DUE	ON-SALE DATE
JANUARY	10/28/15	11/6/15	11/19/15	11/25/15	12/26/15
FEBRUARY	11/30/15	12/9/15	12/16/15	12/22/15	1/25/16
MARCH	12/29/15	1/7/16	1/15/16	1/20/16	2/22/16
APRIL	1/28/16	2/4/16	2/12/16	2/17/16	3/21/16
MAY	2/29/16	3/7/16	3/16/16	3/17/16	4/25/16
JUNE	3/28/16	4/8/16	4/15/16	4/20/16	5/23/16
JULY	4/28/16	5/5/16	5/17/16	5/19/16	6/20/16
AUGUST	5/26/16	6/9/16	6/17/16	6/23/16	7/25/16
SEPTEMBER	6/28/16	7/7/16	7/15/16	7/21/16	8/22/16
OCTOBER	7/28/16	8/4/16	8/19/16	8/25/16	9/26/16
NOVEMBER	8/29/16	9/8/16	9/19/16	9/22/16	10/24/16
DECEMBER	9/28/16	10/6/16	10/17/16	10/20/16	11/21/16

Print Production Delivery and Inquiries

Leah Myers, Print Production, advertising@scouting.org/972-580-2247



DIGITAL PRODUCTION CALENDAR

Standard Web Banners

Standard ads and URLs must be delivered 10 business days prior to post date.

Premim And Rich Media Units

Rich media ads must be delivered 14 business days prior post date.

Digital Contest Components

Graphics, topic/copy points, URLs must be delivered 3 weeks prior to post date.

Online Custom Content

Graphics, topic/copy points, URLs must be delivered 3 weeks prior to post date.

Sponsored Web Pages

Logo and URL must be delivered 5 days prior to post date.

Facebook And Twitter Posts

Graphics, topic/copy point, URLs must be delivered 1 week prior to post date.

Dates may vary.

Digital Production Material Delivery and Inquiries

Patrice Eulin, Digital Production, advertising@scouting.org/972-580-2199



DISPLAY RATES, COMMISSIONS & DISCOUNTS

UNIT SIZE	RATE	COVERS AND SPREADS	RATE
P4CB Full Run	\$50,715	2 Facing Pages (Gutter Bleed Only)	\$91,285
P4CB Low	\$34,995	2 Facing Pages (Full Bleed)	\$91,285
P4CB High	\$23,330	4th Cover	\$60,860
2/3 P4CB	\$38,880	2nd & 3rd Covers	\$55,785
1/2 P4CB Vertical	\$27,895	4th Cover Low	\$41,995
1/2 P4CB Horizontal	\$27,895	4th Cover High	\$27,995
Digest P4CB	\$22,820	2nd & 3rd Covers Low	\$38,495
1/3 Square P4CB	\$17,750	2nd & 3rd Covers High	\$25,665
1/3 P4CB Vertical	\$17,750		
1/3 P4C Island	\$25,360		

Rates are gross. Cover advertising is non-cancellable. Covers can be combined with other space units to earn discount. New advertiser discounts and frequency discounts available. Agency commission is 15% 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.

Classified Rates: Visit the *Classified* tab online at mediakit.boyslife.org or contact Brian Cabanban, Media Sales Manager at 212.532.0985 x 12004/brian.cabanban@scouting.org.

Send all contracts to your sales representative and contact them with inquiries regarding rates.



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 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 5 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 *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 demo or full run.
 - ii. PG-13 can run in *Boys' Life* upper only.
 - b. Gaming
 - i. E10+ can run in *Boys' Life* upper or full run.
 - 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.



CONTACT INFORMATION

BOYS' LIFE ADVERTISING SALES HEADQUARTERS

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Myla Johnson, Media Sales Manager-Midwest Region
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Brian Cabanban, Media Sales Manager-Classified & Strategic Accounts
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DIGITAL PRODUCTION

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PRINT PRODUCTION

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(P) 972.580.2247 (F) 972.580.2079

NAME, TITLE

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Amber Williams, Media Sales Assistant
Jennifer Chan, Strategic Planning & Research

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