



Boys' Life[®]

DISPLAY MEDIA KIT

2 0 1 7



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.



2017 EDITORIAL CALENDAR

JANUARY

SNOWMOBILING (*Cover Story*)
 WINTER X GAMES, LOUISIANA FLOODS
 BL WORKSHOP, Balance Board

FEBRUARY

NORTHERN TIER WINTER PROGRAM (*Cover Story*)
 GEAR GUY UPDATE, Knives
 BL WORKSHOP, Oversized Jenga

UPPER DEMO

Prepared For Life: Buying Your First Car

LOWER DEMO

LET'S LOOK AT, The Super Bowl

MARCH

HIGH-COUNTRY BACKPACKING (*Cover Story*)
 Videography Tips, 50-Mile Suburban Hike
 SUMMER CAMPS ROUNDUP
 BL WORKSHOP, Videography Items

LOWER DEMO

LET'S LOOK AT, Tornadoes

APRIL

SPECIAL FISHING ISSUE (*Cover Story*)
 Some of the Best MLB Up-And-Comers
 GEAR GUY FEATURE, Backpacking packs
 BL WORKSHOP, Fishing Lure

UPPER DEMO

STEM Camp Roundup

MAY

YELLOWSTONE ADVENTURE BASE (CANOEING)
 (*Cover Story*)
 Beneficial Bugs, Movie Making Scouts
 GEAR GUY FEATURE, Solar-Powered Gear
 BL WORKSHOP, Concrete Candle Holder

UPPER DEMO

Camping in a Lighthouse

LOWER DEMO

LET'S LOOK AT, Books

JUNE

(*Cover Story TBD*)
 Nine Summits, Five Days, Grand Master Chess Tips
 GEAR GUY FEATURE, Books
 BL WORKSHOP, Chess Set

UPPER DEMO

Journalism Merit Badge at CNN and NYTimes

JULY

Climbing Humphreys Park (*Cover Story*)
 Jamboree Issue
 Exploring Alaska, Wimpy Kid Goes to Camp
 BL WORKSHOP, Home Address Plate

UPPER DEMO

COOL JOBS

LOWER DEMO

LET'S LOOK AT, National Scout Jamboree



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 are 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 the 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 Regional Manager to learn more about these opportunities.



PRINT DUE DATES AND PRODUCTION

Print Specifications: Bleed sizes figured to allow 1/8" trim on both sides, top and bottom. Any material intended to remain after trimming must be kept 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 MATERIALS DELIVERY & INQUIRIES

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.

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

UNIT SIZES	NON-BLEED	WITH BLEED	LIVE AREA
Pub Trim Size	8" x 10 1/2"		
Page (420) Lines	7 1/2" x 10"	8 1/4" x 10 3/4"	7 3/4" x 10 1/4"
2 Columns (2/3 pg)	4 5/8" x 10"	4 3/4" x 10 3/4"	4 3/8" x 10"
1/2 - Pg Horizontal	7 1/2" x 5"	8 1/4" x 5 1/8"	7 3/4" x 4 3/4"
1/2 - Pg Vertical	3 3/8" x 10"	4 1/8" x 10 3/4"	3 1/4" 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" 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"



BOYSLIFE.ORG DIGITAL PRODUCTION SPECIFICATIONS AND GUIDELINES

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

Peelback

Webpage Sponsorship

Homepage Hotlist

Games Page Wrapper

File Formats Accepted: GIF, JPG, PNG, HTML5, 3rd party

Rich Media Format: Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

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

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 300 dpi in RGB. **Logos:** Vector .png or .ai files preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be at least 300 dpi.

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

DIGITAL PRODUCTION MATERIAL DELIVERY & INQUIRIES

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. Patrice Eulin at advertising@scouting.org or 972-580-2199 with digital production inquiries.



VIDEO OPPORTUNITIES

INTERVIEW VIDEOS OR INFOMERCIAL VIDEOS

Content Type: Custom

Example: https://www.youtube.com/watch?v=iSAI_jDtX6w&t=173s

Runtime: 2-3 minutes

FACEBOOK LIVE

Content Types: Sponsorship, Product Placement Only

Example 1: <http://bit.ly/2bRwWaO>

Example 2: <https://www.youtube.com/watch?v=v1CdjdGldlc>

Runtime 2-3 minutes

HOW-TO/INSTRUCTIONAL VIDEOS

Types: Custom, Rebranded Content

Example 1: <https://www.youtube.com/watch?v=OrUrL7WBEp8>

Example 2: <https://www.youtube.com/watch?v=v1CdjdGldlc>

Runtime: 2-3 minutes

COOL CAMPS-LIKE VIDEO

Content Types: Custom, Rebranded Content

Example 1: <https://www.youtube.com/watch?v=UvsW06vPolc>

Example 2: <https://www.youtube.com/watch?v=v1CdjdGldlc>

Runtime: 2 minutes

DOWN-AND-DIRTY IPHONE SHOTS

Content Types: Custom, Rebranded Content

Example 1: <https://www.youtube.com/watch?v=q5ShiYsKjTg>

Example 2: <https://www.youtube.com/watch?v=v1CdjdGldlc>

Runtime: 1-2 minutes

TIME-LAPSE VIDEOS

Content Types: Custom, Rebranded Content

Example: <https://www.youtube.com/watch?v=v1CdjdGldlc>

Runtime: 1 minute or less



PRINT PRODUCTION CALENDAR

ISSUE	CONTRACTS DUE	FRACTIONAL MATERIALS DUE	FULL PAGE MATERIALS DUE
January	10/28/2016	11/4/2016	11/18/2016
February	11/30/2016	12/9/2016	12/16/2016
March	12/29/2016	1/6/2017	1/13/2017
April	1/27/2017	2/3/2017	2/10/2017
May	2/28/2017	3/7/2017	3/15/2017
June	3/28/2017	4/7/2017	4/14/2017
July	4/28/2017	5/5/2017	5/15/2017
August	5/26/2017	6/9/2017	6/16/2017
September	6/28/2017	7/6/2017	7/14/2017
October	7/28/2017	8/4/2017	8/18/2017
November	8/29/2017	9/8/2017	9/18/2017
December	9/28/2017	10/6/2017	10/16/2017

PRINT PRODUCTION INQUIRIES

Leah Myers at advertising@scouting.org or 972-580-2247.



DIGITAL PRODUCTION CALENDAR

Standard Web Banners

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

Premium 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 at advertising@scouting.org or 972-580-2199.



2017 DISPLAY RATES, COMMISSIONS & DISCOUNTS

UNIT SIZE	RATE	COVERS & 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. 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.

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

Send all contracts to your Regional Manager 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
1040 AVENUE OF THE AMERICAS, SUITE 16A, NEW YORK, NY 10018
(P) 212.532.0985 (F) 212.889.4513 (E) SCOUTINGWORKS@SCOUTING.ORG

REGIONAL CORPORATE PARTNERSHIPS MANAGERS
Patricia Santangelo, Sr. Corporate Partnerships Manager-Northeast Region
(T) 212.532.0985 x 12007 (E) patricia.santangelo@scouting.org

Tanya Mitchell, Corporate Partnerships Manager-Western Region
(T) 617.515.2634 (E) tanya.mitchell@scouting.org

Bob Lusk, Corporate Partnerships Manager-Southern Region
(T) 980.422.2798 (E) bob.lusk@scouting.org

Brian Cabanban, Corporate Partnerships Manager-Central Region
(T) 212.532.0985 x 12004 (E) brian.cabanban@scouting.org

DIGITAL PRODUCTION
Patrice Eulin, Digital Production
(E) advertising@scouting.org
(P) 972.580.2199 (F) 972.580.2079

PRINT PRODUCTION
Leah Myers, Print Production
(E) advertising@scouting.org
(P) 972.580.2247 (F) 972.580.2079

NAME, TITLE	PHONE	EMAIL
Jillian Foley, Marketing & Promotions Specialist	212.532.0985 x 12005	jillian.foley@scouting.org
Bianca Lentini, Sales & Marketing Assistant	212.532.0985 x 12002	bianca.lentini@scouting.org
Jennifer Chan, Strategic Planning & Research	212.532.0985 x 12008	jennifer.chan@scouting.org