



WHO WE ARE

Published by the Boy Scouts of America, *Scouting* provides the latest news and information for BSA adult volunteers and professionals. With editorial content designed to strengthen leadership roles in Scouting as well as their families, *Scouting's* smart journalism and useful service provides everything readers need for a healthy and adventurous lifestyle.

71/29%
Male/Female

48.7
Average Reader Age

\$87,300
Median Household Income

3.5
Average Number of
People in Household

1,000,000
Rate Base

3,800,000
Audience

5X/YEAR
Frequency

DUPLICATION

Backpacker, 8.6%

Field & Stream, 7.0%

Outdoor Life, 6.8%

Outside, 2.3%

Scouting[®]