



## 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**<sup>®</sup>