SOMETIMES THE ROAD LESS TRAVELED ISN’T A ROAD AT ALL.
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Published by the Boy Scouts of America (BSA), Scouting provides the latest news and information for millions of active adult Scout parents, volunteers and leaders.

With “All Things Scouting” editorial content designed to strengthen leadership roles and parenting tips, Scouting magazine has been a valued resource for Scouting families for generations.

Scouting’s smart journalism and practical tips provide readers need for their outdoor, Scouting and adventurous family lifestyle.
**SCOUTING**

2019 MEDIA KIT

3.2 million readers

850 thousand circulation

PRINT
DIGITAL
PODCAST
BLOG
VIDEO
SOCIAL MEDIA
SPONSORED CONTENT

71% male

29% female

48.7 average age

3.5 people avg. house

$105 thousand avg. HHI

SOCIAL MEDIA FOLLOWERS

Facebook: 150K

Twitter: 27.4K

Instagram: 11.7K

445K views

NUMBERS AT A GLANCE
MEET OUR READERS
VOLUNTEERS | PARENTS | LEADERS

It’s the best non-paid job in the world. He revels in indulging his inner child. She gets quality time with her kids away from screens. They both believe in Scouting’s foundation in adventure, family, fun, character and leadership are critical to the development of today’s youth. They are Scouting magazine readers.

Parents, adult volunteers and BSA professionals turn to Scouting magazine to plan group activities – from camping trips to fundraising – and for BSA-values based parenting tips.

850 thousand circulation
3.2 million readers

3.5 average PPL in HH
$105 thousand HHI
EDITORIAL DEPARTMENTS

ROUND TABLE DEPARTMENTS

WHAT I’VE LEARNED
A Q&A with an experienced Scouter

ADVANCEMENT FAQS
Scouting award and advancement FAQs answered

CUB SCOUT CORNER
Vital info for Cub Scout den leaders/Cubmasters

ETHICS
An ethical problem posed for discussion

WHAT WOULD YOU DO
Field-tested reader solutions to reader problems

YOUR KIDS
Timely tips on parenting for the modern American family

MERIT BADGE CLINIC
How to “liven up” merit badge instructions for today’s Scout - new badges highlighted each issue

OUTDOORS DEPARTMENTS

GEAR
Must-have gear items for Scouting adventures

HEALTH & WELLNESS
Tips from a Men’s Health contributing editor

SURVIVE THIS!
An emergency solution gets quickly solved

GROUND RULES
Quizzes/info to know before the next Scouting outing

TRAIL GUIDE
Prepares readers for upcoming trips to specific destinations

WHERE AM I?
A new mystery location – readers guess to win prizes

COOL CAMPS
Features the nation’s best Scout camps
2019 EDITORIAL CALENDAR

JANUARY - FEBRUARY 2019
COVER: VENTURINGFEST 2018
CONTRACTS 10/30/18
GEAR | Sleeping bags
HEALTH & WELLNESS | What to eat on a road trip
GROUND RULES | How to scale mountains
SURVIVE THIS | Trip planning and preparation
TRAIL GUIDE | Upper Missouri River
SCOUTING SAFETY QUIZ | Nap on safely
COOL CAMP | Camp Morrison
SCOUTERS IN ACTION

MARCH - APRIL 2019
COVER: SCOUTING FOR THE DEAF AND BLIND
CONTRACTS 12/30/18
GEAR | The best tents
HEALTH & WELLNESS | Every day exercises you should be doing
GROUND RULES | How to scale mountains
SURVIVE THIS | TV/movie survival myths and what you should really do
TRAIL GUIDE | Upper Missouri River
SCOUTING SAFETY QUIZ | Weather safety
COOL CAMP | Naish Scout Reservation
SCOUTERS IN ACTION

MAY - JUNE 2019
COVER: TBD
CONTRACTS: 02/28/19
GEAR | TBD
HEALTH & WELLNESS | How to train for the Mile Swim
GROUND RULES | Fighting off mosquitoes
SURVIVE THIS | Finding water in the wilderness
SCOUTING SAFETY QUIZ | Wilderness first aid
COOL CAMP | Camp Morrison
SCOUTERS IN ACTION

SEPTEMBER - OCTOBER 2019
COVER: EAGLE SCOUTS CYCLING ACROSS AMERICA
CONTRACTS: 06/30/19
GEAR | TBD
HEALTH & WELLNESS | Plan for boosting your fiber intake
GROUND RULES | Pioneering to build bridges
SURVIVE THIS | TBD
SCOUTING SAFETY QUIZ | Zip Lines
COOL CAMP | Camp V-Bar in Mississippi

NOVEMBER - DECEMBER 2019
COVER: SURVIVORMAN CHALLENGE CAMPOUT
CONTRACTS: 08/30/19
GEAR | TBD
HEALTH & WELLNESS | Exercises just using your body
GROUND RULES | Must-have items Scouters bring with them on the trail
SURVIVE THIS | Starting a fire without matches
SCOUTING SAFETY QUIZ | Unauthorized and restricted activities
COOL CAMP | Camp Don Harrington

* Editorial content may change throughout the course of the year. When considering editorial alignment, please confirm with editorial team.
BLOGS & NEWSLETTERS

BRYAN ON SCOUTING BLOG & NEWSLETTER
Bryan on Scouting is the official daily blog of Scouting magazine. It features up-to-the-minute news, inspirational stories, program updates and valuable tips from Senior Editor, Bryan Wendell. With 11,000+ subscribers, it is one of the most-read blogs and enewsletters among BSA adult leaders. Content is also shared on Twitter.

SCOUTING WIRE BLOG AND NEWSLETTER
Scouting Wire is the official blog of the Scouting movement. With content including activities, finance, fundraising, and leadership training this daily blog offers engagement opportunities with Scouting decisions makers.
Newsletters with Scouting Wire content are regularly sent to a combined audience of more than 1.2 million parents, volunteers, professionals, leaders and alumni subscribers.

BRYAN ON SCOUTING:
640K MONTHLY AVG VIEWS

SCOUTING WIRE:
130K MONTHLY AVG VIEWS

BLOG SPONSORSHIP RATES & INQUIRIES
Contact your Corporate Partnerships Manager for details on sponsored posts and rate inquiries or email advertising@scouting.org.
SCOUTINGMAGAZINE.ORG
Scoutingmagazine.org offers useful Scouting-related content, including program updates, activity ideas for packs, troops and crews, tips, gear reviews, buying guides, health & wellness, parenting advice and fun contests.

SCOUTING LIVE!
Scouting Live! is the Facebook Live video platform brought to you by the Scouting editorial team, posting regularly on cool topics, news, giveaways, silliness and more. Additional video categories include: Dutch Oven recipes, how-tos, infomercials and interviews, Cool Camps, and time-lapse videos.

SCOUTING MAGAZINE SOCIAL PLATFORMS
Scouting magazine’s social platforms engage hundreds of thousands of adult Scouters and parents.

ONLINE, SOCIAL & VIDEO CONTENT
Sponsored social media posts, custom video, live video sponsorship, native content, web page sponsorship and high-impact ad units are customizable and available.

RESPONSIVE DESIGN:
VIEWABLE ACROSS MOBILE, TABLET & DESKTOP

TOTAL PAGEVIEWS: 697,000+/MONTH
AVG. TIME SPENT: 3:14
TOP PAGES VIEWED: Bryan on Scouting, Program Updates, Outdoor

189K+
ACTIVE SOCIAL FOLLOWING
## Display Production Calendar

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACT</th>
<th>FRACTIONAL PAGE MATERIALS</th>
<th>FULL PAGE MATERIALS</th>
<th>PRINT EDITION ON-SALE</th>
<th>DIGITAL EDITION ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>February</td>
<td>10/30/18</td>
<td>11/05/18</td>
<td>11/16/18</td>
<td>01/01/19</td>
</tr>
<tr>
<td>March</td>
<td>April</td>
<td>12/31/18</td>
<td>01/08/19</td>
<td>01/14/19</td>
<td>03/05/19</td>
</tr>
<tr>
<td>May</td>
<td>June</td>
<td>02/28/19</td>
<td>03/07/19</td>
<td>03/15/19</td>
<td>05/07/19</td>
</tr>
<tr>
<td>September</td>
<td>October</td>
<td>06/28/19</td>
<td>07/05/19</td>
<td>07/15/19</td>
<td>09/03/19</td>
</tr>
<tr>
<td>November</td>
<td>December</td>
<td>08/29/19</td>
<td>09/06/19</td>
<td>09/16/19</td>
<td>12/03/19</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers for smart phones & tablets.

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**Print & Digital Edition Materials Delivery & Inquiries**

**Leah Myers** | Print Production  
E: Advertising@Scouting.org  
T: 877-929-5433 X 12013
DISPLAY PRINT
PRODUCTION INSTRUCTIONS

PRINT EDITION 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.

DIGITAL APP EDITION SPECIFICATIONS
Scouting is available as an enhanced digital edition on the following platforms: Google Play, iTunes, Amazon, and Texture. All advertisers running in the print edition will be included in the digital edition with the exception of special sections and inserts. No additional creative or forms are necessary for inclusion. Contact your Corporate Partnerships Manager or advertising@scouting.org for more information.

PROOFS
Scouting 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 spaces available. Bind-ins: Cards, inserts, booklets and other special bind-in material accepted pending postal approval. All rates upon request.

ASSETS FOR SECTIONS & SPECIAL PACKAGES
Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .eps or .ai file types. Convert type to outlines unless fonts are provided.

FTP UPLOAD INSTRUCTIONS
Scouting
(7MB+ FILES)
Send confirming email to advertising@scouting.org. Filename should include: Publication name, issue mo. (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 & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES
LISA HOTT | PRINT PRODUCTION
E: ADVERTISING@SCOUTING.ORG
T: 877-929-5433 X 12012
Include publication name, issue, advertiser, and print or digital in the subject line. If larger than 7MB, upload to ftp site.
## DISPLAY PRINT
### PRODUCTION SPECIFICATIONS

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pub Trim Size</td>
<td>8” x 10 ½”</td>
<td>8 ¼” x 10 ¾”</td>
<td>7 ¾” x 10 ¼”</td>
</tr>
<tr>
<td>Page (420) Lines</td>
<td>7 ½” x 10”</td>
<td>8 ¼” x 10 ¾”</td>
<td>7 ¾” x 10 ¼”</td>
</tr>
<tr>
<td>2 Columns (½ pg)</td>
<td>4 ¾” x 10”</td>
<td>4 ¾” x 10 ¾”</td>
<td>4 ¾” x 10”</td>
</tr>
<tr>
<td>½ - Pg Horizontal</td>
<td>7 ½” x 5”</td>
<td>8 ¼” x 5 ¾”</td>
<td>7 ¾” x 4 ¼”</td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
<td>3 ¾” x 10”</td>
<td>4 ½” x 10 ¾”</td>
<td>3 ¼” x 10”</td>
</tr>
<tr>
<td>Digest Size</td>
<td>4 ¾” x 6 ½”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
<td>2 ¾” x 10”</td>
<td>3 ¾” x 10 ¾”</td>
<td>2” x 10”</td>
</tr>
<tr>
<td>½ - Pg Square</td>
<td>4 ¾” x 4 ¾”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
<td>2 ¾” x 4 ¾”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Facing Pgs (Gutter Bleed)</td>
<td>14 ¾” x 10”</td>
<td></td>
<td>14” x 10”</td>
</tr>
<tr>
<td>Facing Pg (Full Bleed)</td>
<td>16 ¾” x 10 ¾”</td>
<td></td>
<td>15 ¾” x 10”</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers for smart phones & tablets.

### MEDIA RATES INQUIRIES
Cover advertising is non-cancellable and run-of-book display advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount. Contact your Corporate Partnerships Manager for details and rate inquiries or email advertising@scouting.org.

### PRINT & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES

**LISA HOTT** | PRINT PRODUCTION  
**E:** ADVERTISING@SCOUTING.ORG  
**T:** 877-929-5433 X 12012
Scouting’s classified Shop at Home section is the go-to place for readers to find gifts, customizable products, campgrounds across the country, official BSA merchandise, insignia, outdoor gear and more.

The Shop at Home with Official Licensees section features more than 135 official Licensees from virtually every industry from apparel to outdoor gear to home decor.

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACTS &amp; MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>February</td>
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<tr>
<td>March</td>
<td>April</td>
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<td>May</td>
<td>June</td>
</tr>
<tr>
<td>September</td>
<td>October</td>
</tr>
<tr>
<td>November</td>
<td>December</td>
</tr>
</tbody>
</table>

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ONLINE PRODUCTION CALENDAR & SPECIFICATIONS

STANDARD AD TYPES
728x90 banner, 300x250 rectangle, 300x600 skyscraper.

PREMIUM AD TYPES
Web page sponsorships and wraps. Inquire about custom ad types.

ACCEPTED FILE FORMATS & RICH MEDIA FORMATS
GIF, JPG, PNG, HTML5, 3rd party accepted. Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

ANIMATION
May loop 3x, 24 fps, 15 seconds max recommended for standard units.

IN-HOUSE CREATIVE SERVICES
Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .eps or .aif file types. Convert type to outlines unless fonts are provided.

STANDARD GUIDELINES
Google Ad Manager is used to serve all Boy Scouts of America publications.

CUSTOM & SPONSORED CONTENT, CONTESTS
Supply high-resolution logo, URLs, tags, handles, copy etc. as instructed by our digital team. Assets will vary based on media elements and creative needs.

ONLINE PRODUCTION CALENDAR

STANDARD WEB BANNERS
Due 10 business days prior to post date

PREMIUM & RICH MEDIA UNITS
Due 14 business days prior post date

DIGITAL CONTEST COMPONENTS
Assets due 21 business days prior to post date

ONLINE CUSTOM CONTENT
Assets due 2 weeks prior to post date

SPONSORED WEB PAGES
Assets due 5 days prior to post date

FACEBOOK & TWITTER POSTS
Assets due 1 week prior to post date.

* Dates may vary
ENGAGEMENTS THAT WORK

SCOUTING WORKS | MARKETING & PARTNERSHIP OPPORTUNITIES
As the media sales division of The Boy Scouts of America (BSA), Scouting Works builds programs that help brands engage with our American Families. From multi-media advertising to sponsorships and retail opportunities, Scouting Works is your go-to source for nearly unlimited marketing and partnership programs that effectively engage our families with your brand.

EVENTS
Each year Scouting hosts high energy youth and adult centered events. These international, national, regional, and local events offer brands the unique opportunity to truly engage with loyal Scouts.

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

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 are 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 2018 License! Global magazine.

SALES
The BSA’s comprehensive, multichannel sales platform opens up immediate opportunities for brands to increase revenue and reach our families. 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 Regional Manager to learn more about these opportunities.
ADVERTISING 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.

Product endorsement by any member of BSA is not acceptable.

Any proposed copy or illustration involving the use of the uniforms or the insignia of Scouting must be submitted for review 5 days prior to the material due date.

It is within the discretion of the BSA to request samples for appraisal of items offered in advertising. All advertising copy and artwork for Scouting magazine must be of a nature that would be deemed acceptable and in accordance with the principals and objective of the BSA.

No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over or undertones.

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.

Advertising for products with alcohol or tobacco content are not acceptable.

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.

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.

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. Switchblades, stilettos and those resembling such are not acceptable.
CONTACT INFORMATION

SALES TERRITORIES & CONTACTS

JAY STUART
NATIONAL SALES DIRECTOR
(T) 877-929-5433 X 12006 | (E) JAY.STUART@SCOUTING.ORG

PATRICIA SANTANGELO
SR. CORPORATE PARTNERSHIPS MANAGER—NORTHEAST REGION
(T) 877-929-5433 X 12007 | (E) PATRICIA.SANTANGELO@SCOUTING.ORG

NICOLE COSME
CORPORATE PARTNERSHIPS MANAGER—WESTERN REGION
(T) 877-929-5433 X 12009 | (E) NICOLE.COSME@SCOUTING.ORG

BOB LUSK
CORPORATE PARTNERSHIPS MANAGER—SOUTHERN & CENTRAL REGIONS
(T) 877-929-5433 X 12003 | (E) BOB.LUSK@SCOUTING.ORG

BRIAN CABANBAN
CORPORATE PARTNERSHIPS MANAGER—INTEGRATED PARTNERSHIPS,
CLASSIFIED & FUNDRAISING
(T) 877-929-5433 X 12004 | (E) BRIAN.CABANBAN@SCOUTING.ORG

PRODUCTION & MARKETING CONTACTS

PATRICE EULIN | Display & Classified Digital Production
(T) 877-929-5433 x 12011 | (E) advertising@scouting.org

LISA HOTT | Print Production
(T) 877-929-5433 x 12012 | (E) advertising@scouting.org

KENDRA TIDWELL | Classified Print Production
(T) 877-929-5433 x 12002 | (E) advertising@scouting.org

KRISTIN LICHTENAUER | Marketing & Promotions Specialist
(T) 972-333-8920 | (E) Kristin.Lichtenauer@scouting.org

SARAH ROBERTS | Strategic Planning & Research
(T) 877-929-5433 x 12014 | (E) Sarah.Roberts@scouting.org

SCOUTING ADVERTISING SALES HEADQUARTERS
1325 W. WALNUT HILL LANE, IRVING TX, 75038
(T) 877-929-5433 | (E) ADVERTISING@SCOUTING.ORG