



## 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**