



## 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