



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