



## UPPER DEMOGRAPHIC EDITION

Riding down the most hardcore trails.

Shades on, hat backwards (under his helmet of course).

Snapping pics on his smartphone while listening to his favorite tunes.

He just finished his homework, and even helped his little brother and sister with theirs, too.

He is the *Boys' Life* reader.

**400,000 SUBSCRIBERS**  
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**13.9 AVERAGE AGE**  
**\$112K AVERAGE HHI**

**Boys' Life**