GREAT THINGS ARE ON THE HORIZON.

2020 MEDIA KIT

Boys’ Life

BOY SCOUTS OF AMERICA
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</table>
Boys’ Life is the premiere magazine from the Boy Scouts of America (BSA) for kids, tweens and teens, featuring award-winning editorial, pictorials, comics, fiction and buying guides. We’ve been a vital part of youth culture for more than 100 years. Our multichannel platform includes the magazine, BoysLife.org, social media, video and live events. And now that girls are welcome in the Cub Scout program and Scouts BSA, brands can reach both boys and girls through our iconic platform.

Ours is the only youth magazine that publishes two demographic editions: the low-demo edition (ages 5-11) and an upper-demo edition (ages 12-17). The average age of the full-run reader is 11 1/2, so advertisers have the option to reach both age groups, or selectively target Cub Scouts or Scouts BSA youth and families.

815 thousand circulation 10 times per year 3.1 million readers
**BOYS’ LIFE**
2020 MEDIA KIT

- **3.1 million readers**
- **815 thousand circulation**

**PRINT**
**DIGITAL**
**BLOG**
**VIDEO**
**SOCIAL MEDIA**
**SPONSORED CONTENT**

---

**BOYSLIFE.ORG**

- **2M+ monthly impressions**
- **1.5M monthly page views**
- **1.2M monthly unique impressions**

**SOCIAL MEDIA FOLLOWERS**

- **Facebook** 154K
- **Twitter** 22.4K
- **Instagram** 11.7K
- **YouTube** 2.04M views

**upper demo**
ages 12-17
360 thousand circulation

**lower demo**
ages 5-11
455 thousand circulation

- **1.52 million readers**
- **13.9 average age**
- **$112 thousand HHI**

- **2.8 million readers**
- **8.8 average age**
- **$107 thousand HHI**

---

**NUMBERS AT A GLANCE**
MEET OUR YOUNGER READERS
LOWER-DEMO EDITION | LIONS & CUB SCOUTS | AGES 5-11

She just got home from basketball practice. He’s about to meet his friends at the baseball field to get a little dirty before dinnertime. Mom and Dad said he could have his whole Cub Scout pack over for a game night this weekend and she gets to go see the movie she’s been dying to see with her fellow pack-mates. They are Boys’ Life readers.

Both kids look forward to the next issue of Boys’ Life because it means they’ll have new stories, jokes and games to share with their friends and parents. He especially likes Cub Corner and the comics, she is competitive and obsessed with the activities like puzzles, mazes and word games.

455 thousand circulation 2.09 million readers

8.8 average age $107 thousand HHI
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. After swim team practice, she makes her way back to the water for kayaking with her troop. Her goal is to be stronger, faster and go farther than her last adventure on the water. They are Boys’ Life readers.

The content in this edition features information geared to ward older Scouts. Sections like Merit Badge Minute and Cool Jobs keep readers coming back month after month.
EDITRORIAL DEPARTMENTS & SPECIAL CONTENT

HEADS UP!
Timely news and notes on all topics relevant to today’s youth.

BL HEADLINERS
Quick-hit looks at great kids doing great things. Most of this content comes direct from our readers!

FEATURES
An exciting mix of outdoors, news, movies, sports, history, fiction, toys, space and aviation, Science, Technology, Engineering and Math (STEM).

GEAR GUY
Buyer’s Guides, reader Q&As covering camping, sports and everything outdoors.

GAMES
An inside look at the latest video games, computer games, gaming systems and accessories. Exciting gamer news, reviews, tips and more.

BL HOW TO
Step-by-step guides with fun projects for readers to make it, create it and build it.

SEASONAL SPECIAL SECTIONS
These quintessential guides for everything from camping gear to Scout recruitment season and back-to-school are essential reference staples for millions of Scouting families. Ask about sponsoring your own special section.

GIFTS & GEAR
The go–to fall/winter advertising section for Scouting families is strategically developed to help drive sales for brands.

TOY ROUNDUP
Every November we review the year’s latest and greatest toys.
2020 EDITORIAL CALENDAR

JANUARY/FEBRUARY 2020

BLIZZARD CAMP: The Leatherstocking Council in Utica, NY hosts its annual Blizzard Camp at Kingsley Scout Reservation in Ava, N.Y. Scheduled activities include cross-country skiing, sledding (with helmets), wilderness survival, cooking, cold weather first aid, orienteering on snowshoes and archery.

PHILMONT RAYADO TREK FEATURE: Our annual national high-adventure base spotlight is on Philmont and its advanced Rayado backcountry program.

THE NATURE CREW: Purple Martins feature, including How to Build a Purple Martin House in Comics

GEAR GUY: Camp lighting reviews

TALK TO THE ANIMALS: The major motion picture The Voyage of Doctor Dolittle is releasing this month. Including Koko the gorilla and Alex the African grey parrot, here are some real-life examples of interspecies communication.

UPPER-DEMO HIGHLIGHTS:

SCOUTING AROUND: Includes Scout Program (for both January and February), Scouting News & Notes and the Merit Badge Minute comic.

SNOWSHOEING, TUBING ON MOUNT HOOD: Three all-girl troops spend the weekend snowshoeing and tubing on Mount Hood.

COOL JOBS: Surgeon - Eagle Scout Dr. James Andrews is a surgeon to many famous athletes.

LOW-DEMO HIGHLIGHTS:

LET’S LOOK AT: New Year’s

COMICS | BL HOW TO: Build a purple martin house.

MARCH 2020

HORSEBACK RIDING CAMPOUT: All-girl Troop 220 from Freemont, California, spends the weekend camping and horseback riding at Half Moon Bay State Beach.

DOLPHIN DISCOVERIES: A roundup of some of the latest findings in dolphin research.

GEAR GUY: Hammock reviews with safety information.

FICTION: King Of Mazy May - Scheduled to coincide with Feb. 2020 release of Call of the Wild movie.

HIGH-DEMO HIGHLIGHTS:

SUMMER CAMP ROUNDUP FEATURE

EXPLORERS SKILLS TRADE CAMP: Explorers from the Greater St. Louis Area Council gather for Explorers Skills Trade Camp, which includes a mix of hands-on carpentry and sheet-metal work, along with some tours of related facilities.

LOW-DEMO HIGHLIGHTS:

LET’S LOOK AT: Butterflies

COMICS | BL HOW TO: Fold A Paper Fortune Teller (Star Wars theme)

APRIL 2020

BACKPACKING THROUGH YOSEMITE: Troop 65 from Morgantown, W.Va., explores the backcountry of Yosemite National Park.

URBAN SCAVENGER HUNT: Troop 330 from Campbell, California, spends the day participating in a scavenger hunt, exploring San Francisco by cable car and bus and learning how to navigate an urban wilderness along the way.

ALL ABOUT LIGHTNING: Some of the latest and greatest research about lightning, including safety tips.

HIGH-DEMO HIGHLIGHTS:

COOL JOBS: Makeup artist - Eagle Scout Dennis Liddiard is an Academy Award-nominated makeup artist who has worked on movies such as Avengers: Infinity War, Jurassic Park III, Guardians of the Galaxy Vol. 2, Kong: Skull Island and more.

INSIDE BASEBALL: How to watch, enjoy and understand the game whether you’re a die-hard fan or a casual observer. What do all the numbers and acronyms mean? What’s important and what’s not? To whom or what should I pay attention during a game? What are some fun facts that most people don’t know that would make the game more fun and interesting to watch?

LOW-DEMO HIGHLIGHTS:

LET’S LOOK AT: Major League Baseball

COMICS | BL HOW TO: Make A Baseball Bat Nameplate
JUNE/JULY 2020
SUMMER OLYMPICS FEATURE
STEM AT NASA IN NORTH CAROLINA: Girl and boy Scouts BSA Troops participate in a STEM activity at an old NASA-facility-turned-space museum.

GEAR GUY: Hygiene items

WILDLIFE PORTRAITS: A gallery of animal photos by Eagle Scout Joel Sartore from his work on the National Geographic Photo Ark.

UPPER-DEMO HIGHLIGHTS:
COOL JOBS: Wildlife Biologist - Meet Chris Nadareski, a research scientist with the New York City Department of Environmental Protection. One of his special focuses is the Peregrine falcon.

LOWER-DEMO HIGHLIGHTS:
LET’S LOOK AT: The Fourth of July

SEPTEMBER 2020
TBD

OCTOBER 2020
TBD

NOVEMBER 2020
TBD

DECEMBER 2020
TBD

* 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
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 contributing writer, Bryan Wendell, and other Scouting writers. With more than 13 thousand subscribers, it is one of the most-read blogs among BSA adult leaders. Content is also shared in daily email and social media.

SCOUTING WIRE BLOG & 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 decision-makers.

Newsletters with Scouting Wire content are regularly sent to a combined audience of more than 1.3 million parents, volunteers, professionals, leaders and alumni subscribers.

BRYAN ON SCOUTING
620K average monthly views

SCOUTING WIRE
65K average monthly views

BLOG SPONSORSHIP RATES & INQUIRIES
Contact your Corporate Partnerships Manager for details on sponsored posts and rate inquiries or email advertising@scouting.org.
SOCIAL, ONLINE & VIDEO

ONLINE, SOCIAL & VIDEO
Sponsored social media posts, custom video, live video sponsorship, native content, web page sponsorship and custom, high-impact ad units are also available. Below are a few examples of what is available.

BOYSLIFE.ORG
Award-winning BoysLife.org is chock-full of awesome content to keep them engaged for hours, including game/toy/movie/gear reviews, useful articles for Scouts, contests, videos, interactive games, fun DIY projects and everything a they could want to read, learn or do.

BOYS’ LIFE LIVE!
Boys’ Life Live! is the Facebook video platform hosted by the Boys’ Life editorial team, posting regularly on cool topics, news, giveaways, silliness and more. Other major video categories include: BL essentials & how-to, infomercials and interviews, cool camps and time-lapsed videos.

SOCIAL PLATFORMS
Boys’ Life’s Facebook page holds the top spot for the highest engagement rate of any BSA-owned social media channel, engaging hundreds of thousands of Scouting families.

RESPONSIVE DESIGN
Viewable across mobile, tablet & desktop

TOTAL PAGEVIEWS
1 million+/month

HIGHEST TRAFFIC MONTH
January

AVG. TIME SPENT 1:45

TOP PAGES VIEWED
Home Page, Hobbies & Projects, How-To, Games, Outdoors

188K+
ACTIVE SOCIAL FOLLOWING
### DISPLAY PRINT PRODUCTION CALENDAR

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<th>FRACTIONAL PAGE MATERIALS</th>
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<td>10/08/20</td>
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<td>11/15/20</td>
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</table>

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

*Boys’ Life* 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 Sales Representative or advertising@scouting.org for more information.

PROOFS

*Boys’ Life* 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 SPECIAL SECTIONS & PACKAGES

Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI files. Convert type to outlines unless fonts are provided.

FTP UPLOAD INSTRUCTIONS (7MB+ FILES)

Send confirming email to advertising@scouting.org. Filename should include: Publication name, issue month two characters and first three characters of advertiser’s name. Compress all files.

Host: https://securedrop.scouting.org
Username: AdsBSA
Password: blsc
Folder: Advertising

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

PRINT EDITION MATERIALS DELIVERY & INQUIRIES

ADVERTISING@SCOUTING.ORG

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

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

PRINT EDITION MATERIALS DELIVERY
Include publication name, issue, advertiser and “print” or “digital” in the subject line. If larger than 7MB, upload to FTP site.* *Info on page 14.

CANCELLATION POLICY
Cover advertising is non-cancellable and run-of-book advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount.
THE TRADIN’ POST
It’s our trusted, one-stop shopping section for great gifts, official BSA merchandise, insignia, outdoor gear, toys, games and more! Every product or service is Boys’ Life reviewed and approved for kids to love and parents to appreciate.

SCHOOLS & CAMPS
It’s THE spot for your travel destination, camp, school, academy or learning center! Whether readers are looking to let loose, have fun, learn something new or immerse themselves in the outdoors, this section has a taste of it all. Plus, our readers travel with their families and Scouting units all year long.

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACTS &amp; MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>11/05/18</td>
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<tr>
<td>March</td>
<td>01/08/20</td>
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<tr>
<td>April</td>
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<tr>
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<td>November</td>
<td>09/06/20</td>
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<td>December</td>
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CLASSIFIED AD SIZES
- 2.25” x 1.0”
- 2.25” x 1.5”
- 2.25” x 2.0”
- 2.25” x 2.5”
- 2.25” x 3.0”
- 2.25” x 3.5”
- 2.25” x 4.0”
- 2.25” x 4.5”
- 2.25” x 5.0”

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

CLASSIFIED PRINT PRODUCTION MATERIALS DELIVERY & INQUIRIES
ADVERTISING@SCOUTING.ORG
ONLINE PRODUCTION SPECIFICATIONS

ONLINE AD UNITS
728x90 banner, 300x250 rectangle, 300x600 skyscraper, web page sponsorships, wrapper. Inquire about custom ad types.

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

ANIMATION
May loop three times, 24 fps, 15 seconds max recommended for standard ad units.

ASSETS FOR SPECIAL SECTIONS & 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.

STANDARD GUIDELINES
Google Ad Manager for Publishers (DFP) is used to serve all Boy Scouts of America sites.

CUSTOM & SPONSORED CONTENT AND 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.

PRODUCTION CALENDAR

WEB UNITS
Standard units due 10 business days prior to post date. Rich media, page sponsorships, wrappers etc. due 14 business days prior to post date.

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

ONLINE CUSTOM CONTENT
Assets due two weeks prior to post date.

SPONSORED WEB PAGES
Assets due five days prior to post date.

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

* Dates may vary

ONLINE PRODUCTION MATERIALS DELIVERY & INQUIRIES
ADVERTISING@SCOUTING.ORG
### Classified Print Rates

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<td>2.25&quot; x 3.5&quot;</td>
<td>$1,890</td>
<td>$2,280</td>
<td>$1,780</td>
<td>$2,145</td>
<td>$1,725</td>
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<td>$1,590</td>
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<td>$2,160</td>
<td>$2,605</td>
<td>$2,035</td>
<td>$2,450</td>
<td>$1,970</td>
<td>$2,375</td>
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<td>$2,930</td>
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<td>$2,755</td>
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<td>$2,700</td>
<td>$3,250</td>
<td>$2,535</td>
<td>$3,055</td>
<td>$2,460</td>
<td>$2,965</td>
<td>$2,265</td>
<td>$2,730</td>
</tr>
</tbody>
</table>
THE TRADING’ POST
It’s our trusted, one-stop shopping section for great gifts, official BSA merchandise, insignia, outdoor gear, toys, games and more! Every product or service is Boys’ Life reviewed and approved for kids to love and parents to appreciate.

SCHOOLS & CAMPS
It’s THE spot for your travel destination, camp, school, academy or learning center! Whether readers are looking to let loose, have fun, learn something new, or immerse themselves in the outdoors, this section has a taste of it all. Plus, our readers travel with their families and Scouting units all year long.

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACTS &amp; MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>11/06/19</td>
</tr>
<tr>
<td>March</td>
<td>01/02/20</td>
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<td>April</td>
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<td>07/30/20</td>
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<td>November</td>
<td>08/30/20</td>
</tr>
<tr>
<td>December</td>
<td>09/27/20</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers on smart phones and tablets.
Boys’ Life magazine is printed Web Offset/Saddle Stitched, computer-to-plate.

**PRINT SPECIFICATIONS**
All files supplied must be CMYK. PDF/X-1a format files required for submission.

**FTP UPLOAD INSTRUCTIONS**
(7MB+ Files): Send confirming email to kendra.tidwell@scouting.org. Preferred filename should include: Publication name, issue month (2) characters and 1st 3 characters of advertiser’s name. Stuff all files.

**CLASSIFIED AD SIZES**
- 2.25” x 1.0”
- 2.25” x 1.5”
- 2.25” x 2.0”
- 2.25” x 2.5”
- 2.25” x 3.0”
- 2.25” x 3.5”
- 2.25” x 4.0”
- 2.25” x 4.5”
- 2.25” x 5.0”

**CLASSIFIED PRINT MATERIALS DELIVERY & INQUIRIES**
ADVERTISING@SCOUTING.ORG
AWARD-WINNING EDITORIAL

ADWEEK HOT LIST READERS’ CHOICE AWARDS
  2016  KIDS/TEEN MAGAZINE OF THE YEAR
  2014  KIDS/TEEN MAGAZINE OF THE YEAR

AMERICAN SOCIETY OF MAGAZINE EDITORS
  2015  READER’S CHOICE BEST COVER WINNER
  2014  BEST NATIONAL COVER FINALIST: SEPTEMBER

FOLIO: EDITORIAL EXCELLENCE AWARDS
  2018  BEST MAGAZINE (YOUTH-TEEN/CONSUMER)
        BEST ARTICLE (YOUTH-TEEN/CONSUMER) – MARCH: IT’S OUR DUTY TO HELP OTHERS
  2017  BEST ARTICLE (YOUTH-TEEN/CONSUMER) – JULY: GOING UP
        BEST ILLUSTRATION (YOUTH-TEEN/CONSUMER) - OCTOBER: OUR WEIRD BODIES
  2016  BEST SERIES OF ARTICLES WINNER: “PREPARED FOR LIFE” SERIES
        BEST ARTICLE WINNER: “A SCOUT IS HELPFUL”
  2015  BEST ARTICLE FINALIST: “LENDING A HAND”
  2014  BEST ILLUSTRATION FINALIST: “AMERICAN MONSTERS”
        NATIONAL MAGAZINE OF THE YEAR (YOUTH/TEEN) WINNER
        BEST ARTICLE FINALIST: “SUPER STORM, SUPER SCOUTS”
        BEST COVER FINALIST

PARENTS’ Choice FOUNDATION, PARENTS’ CHOICE AWARDS
  2015, 2014, 2013 | PARENTS’ CHOICE APPROVED AWARD
MARKETING & PARTNERSHIP OPPORTUNITIES
The Boy Scouts of America (BSA) builds programs that connect brands with American families. From multimedia advertising to sponsorships and retail opportunities, BSA is your go-to source for creating marketing and partnership programs that effectively engage families with your brand.

EVENTS
Each year, BSA 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 at every level of Scouting.

LICENSESING
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 provides targeted opportunities for brands to engage families. Additionally, brands may partner with the us to drive sales in third-party channels such as traditional retailers and e-Commerce through marketing campaigns and promotions.
Both editorial and advertising content 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 organization.

1. Product endorsement by any member of BSA is not acceptable.

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

3. It is within the discretion of the BSA to request samples for appraisal of items offered in advertising.

4. All advertising copy and artwork for Boys’ Life magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principles and objectives of the BSA.

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

6. 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.

7. Movies, DVD, Gaming:
   a. Movies, DVD
      i. PG can run in Boys’ Life lower-demo or full run.
      ii. PG-13 can run in Boys’ Life upper-demo only.
   b. Gaming
      i. E10+ can run in Boys’ Life upper or full run.
   c. Content including tobacco, alcohol or drugs will not be accepted.
   d. Content of an excessively violent or sexual nature will not be accepted, nor will content which can be viewed as offensive to our readership.

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

9. 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. Ad creative must clearly emphasize safety and include prominent, legible safety language.

10. 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.

11. 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.

12. Pocketknives and folding knives with a blade-length limit of four inches may advertise in Boys’ Life. Switchblades, stilettos and knives resembling such are not acceptable.