



Boys' Life®

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What

Boys' Life magazine is a general-interest magazine published monthly in two demographic editions for boys from first grade through high school. *Boys' Life* is the flagship youth publication of the Boy Scouts of America—many stories and articles in *Boys' Life* reflect the program themes of Cub Scouting and program features of Boy Scouting.

Mission

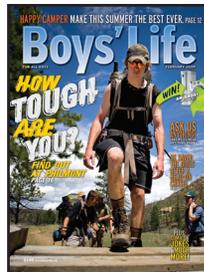
The mission of *Boys' Life* magazine is to entertain and educate America's youth and to open their eyes to the joyous world of reading. This is accomplished through a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

Subscribers

Boys' Life magazine reaches 1.1 million Scout subscribers and 200,000 non-Scout subscribers. Pass-along readership means that more than 8 million people read *Boys' Life* each month.

Demographic editions

Boys' Life publishes two demographic editions to meet the reading-level needs of subscribers from first grade through high school. The covers usually are the same, but each edition has its own 16 to 20 age-specific pages. The Cub Scout edition has more word games, puzzles, and comics than the Boy Scout edition, which has, for its older youth readers, more articles in tune with their junior high school- and high school-level reading interests.



Cub Scout

This edition goes to all Cub Scout-aged youth and all adults in the Cub Scout program who subscribe.



Boy Scout

This edition goes to all Boy Scout-aged subscribers and all other subscribers not in the Cub Scout program.

Boys' Life History

Boys' Life magazine began publication March 1, 1911, as the "Boys' and Boy Scouts' magazine." (In 1911 "Boy Scouts" referred to the youth participants in several different "Scouting" organizations, including the BSA.) Founder and publisher George R. Barton of Boston, Massachusetts, issued *Boys' Life* twice monthly—the cost: 5¢ per issue. His market was the boys and "Scouts and Scouters" from several youth organizations such as Ernest Thompson Seton's Woodcraft Indians, Daniel Carter Beard's Sons of Daniel Boone, and the Boy Scouts of America (BSA). The first BSA-published edition was July 1912. James E. West, Chief Scout Executive, was the magazine's first BSA editor. The cover price of *Boys' Life* remained 5¢ per issue until December 1914, when it jumped to a dime. *Boys' Life* circulation has grown from 6,000 in 1912 to 1.3 million today.



BOY SCOUTS OF AMERICA®

In September 1995, *Boys' Life* began publication of a “demographic” edition for Cub Scout–age subscribers. In September 1999, *Boys' Life* began a third demographic edition—this one for Tiger Cubs—by adding an eight-page poster pullout insert to the Cub Scout demographic.

In January 2002, *Boys' Life* added four editorial refinements: a new logo replaced the logo in use since 1977; a different, age-appropriate Contents page to introduce each edition; gold color bars on page edges to denote articles appearing only in the editions for ages 6 through 10; and four pages of beginner reader material just for Tiger Cubs in the same edition (these pages replace the poster-pullout insert used since September 1999). Approximately 70 to 75 percent of the editorial pages are shared among all three editions.

Values

Boys' Life encourages good reading. *Boys' Life* is a strong mix of exciting stories and valuable information. • *Boys' Life* subscribers advance in rank faster and more often than non-subscribers—more than twice as fast as non-subscribers. • *Boys' Life* goes into the home and is read by parents and brothers and sisters who become more supportive of Scouting because of *Boys' Life*. • *Boys' Life* has long been recognized for its “retention factor.” Scouts who subscribe to *Boys' Life* stay in Scouting longer than non-subscribers, generally more than twice as long. • *Boys' Life* is the silent assistant, helping Scouting leaders and parents help Scouts to succeed.

Publishing Staff

Publisher J. Warren Young; Editor-in-Chief J.D. Owen; Managing Editor Michael Goldman; Senior Writer Aaron Derr; Senior Editor Paula Murphey; Associate Editor Brad Riddell; Online Editor Bryan Wursten; Copy Editor Belia Rangel Freedman; Assistant to the Editor-in-Chief Adryn Shackelford; Field Editors Mark Anders, Johnny D. Boggs, Eric Ottinger, Brian Payne; Editors Emeriti Robert E. Hood, William B. McMorris; Design Director Scott Feaster; Executive Art Director Kevin Hurley; Photographs John R. Fulton Jr.; Photo Editor Edna J. Lemons; Operations Director Bob Wiemers; Production Manager Lenore Bonno; Advertising Production Manager Lisa Hott; Imaging Artist Marcie Rodriguez; Circulation Director John W. Ingram; Customer Relations Manager Judy Bramlett.

Advertising Offices

Advertising Director Barry Brown; Regional Advertising Managers New York, New England, Mid-Atlantic and South: Ken Lipka, Patricia Santangelo, 271 Madison Avenue, New York, NY 10016, 212-532-0985; Midwest Publisher's Rep: Mark Adeszko, Adeszko Media Sales, 20 North Wacker Drive, Suite 575, Chicago, IL 60606, 312-629-5230; West Coast Publisher's Rep: Chuck Carroll, Adeszko/Carroll Media Sales, 350 North Glenoaks, Suite 208, Burbank, CA 91050-3260, 818-972-9650; Classified Ad Sales: Stacy Hall, P.O. Box 152079, Irving, TX 75015-2079, 972-580-2398. National Marketing Manager Lois Roethel; Business Manager Brian Cabanban; National Traffic Manager Eugene Handon.

Scouts should see their Scout leader or call their BSA local council (find “Boy Scouts of America” in the white pages of the telephone book). Persons not members of the Boy Scouts of America should call 972-580-2088. Subscription cost is \$24 per year (\$12 per year for BSA members).

www.boyslife.org

Each year, *Boys' Life* earns youth publication industry awards that recognize the magazine's on-going literary excellence. For a list of recent recognitions, go to www.boyslife.org.

Media inquiries should be directed to the Marketing & Communications Division, S328, Boy Scouts of America, 1325 West Walnut Hill Lane, P.O. Box 152079, Irving, TX 75015-2079; telephone 972-580-2263.



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2009 Printing