

# Scouting

LEAD • INSPIRE • EXPLORE



## A MAGAZINE FOR ADULT VOLUNTEERS OF THE BOY SCOUTS OF AMERICA

*Scouting* magazine is an official publication of the Boy Scouts of America that helps strengthen adult volunteers' abilities to perform leadership roles in Cub Scouting, Boy Scouting, and Venturing.

- Published five times per year
- Distributed to more than one million adult readers
- Service-oriented editorial content highlights topics important to adult volunteers, including:
  - ✦ Backpacking and hiking
  - ✦ Camping advice and gear
  - ✦ Canoeing, kayaking, and paddle sports
  - ✦ GPS navigation and geocaching
  - ✦ Health and safety advice
  - ✦ Leave No Trace principles
  - ✦ Reviews of outdoor equipment and gear

### SCOUTINGMAGAZINE.ORG



Readers find everything from timely stories to gear giveaways (such as the one at right) that receive thousands of entries, generating wide exposure for outdoor gear brands.



### BLOG.SCOUTINGMAGAZINE.ORG

The *Scouting* magazine blog, *Bryan on Scouting*, gives Scouting volunteers updates on breaking BSA news, as well as first-hand gear reviews of our favorite outdoors products.



FACEBOOK.COM/SCOUTINGMAGAZINE



TWITTER.COM/SCOUTING



The "Got Your Back" Giveaway—shown above in a Facebook promotion—received 10,000 entries.

**ABOUT THE BOY SCOUTS OF AMERICA:** The BSA is one of the nation's largest and most prominent values-based youth-development organizations. Established in 1910, the BSA continues to provide a program for young people that builds character, trains them in the responsibilities of participatory citizenship, and develops personal fitness.