



Boys' Life Magazine

Award winning, Boys' Life is the official publication of the Boy Scouts of America. Published 12-times a year with a rate base of 1,100,000 and 8,690,000 readers, it is simultaneously entertaining, educational and informative. The magazine serves the active lifestyle of its audience while fulfilling the vision of the Boy Scouts of America.

Boys' Life readers are dynamic individuals - they are outdoor adventurers, computer enthusiasts, devoted sportsmen, avid collectors, spirited gamers and dedicated environmentalists, all with an underlying passion for their community and country.

Boys' Life is creatively engineered to cater to the interests of their unique audience. To accomplish this goal, the magazine showcases the talents of top writers, photographers and illustrators in two separate demo editions, one for those six through 11 and another for those ages 12 through 17.

Boys' Life offers readers an exciting way to follow all that's happening in their world both inside and outside the realm of Scouting. The magazine is a staple in the exclusive environment of our loyal subscribers, positively inspiring and serving their unique lifestyle.

Boys' Life is available for \$16.00. Your son will receive his own magazine form September 2010 until December of 2011. To renew is only \$12.00 per year.