



BOY SCOUTS OF AMERICA

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Publisher

March 18, 2004

TO: Scout executives, regional directors, area directors
and all other Council Packet recipients

FROM: Warren Young

SUBJECT: BOYS' LIFE SUBSCRIPTION FEE INCREASE SEPTEMBER 1, 2005

Beginning September 1, 2005, the Scout subscription price of *Boys' Life* magazine will increase to \$12 for 12 issues; the non-Scout rate will increase to \$24 for 12 issues; and, postage outside the U.S. will increase from \$18 per year to \$21 per year.

The fee increase is necessary due to rising paper prices, postage rates, and production costs, and the extra pages incurred by the three demographic editions of *Boys' Life*. Please take this opportunity to share the reasons with your staff and council leaders.

Boys' Life is the best value in the youth magazine market. Even with the new fee increase, the subscription cost to Scout subscribers is still one-half to one-third the cost of other youth magazines, while the quality of *Boys' Life* continues to be second to none.

You will find a complete schedule of registration and subscription prorated fees at <http://info.netbsa.org/adm/isd/registration/index.html>.