



*Gain Complete Coverage Across Multiple Titles*

TITLE	CIRCULATION/REACH*	AUDIENCE	FREQUENCY
<b>SCHOLASTIC</b> <b>ADMINISTR@TOR</b>	100,000/260,000	K-12 District-Level Decision Makers	8x/yr.
<b>SCHOLASTIC</b> <b>Instructor</b>	200,000/1.2 million	K-8 Teachers	8x/yr.
<b>SCHOLASTIC</b> <b>Instructor</b> new teacher	100,000/600,000	1 <sup>st</sup> /2 <sup>nd</sup> year Teachers	2x/yr.
<b>SCHOLASTIC</b> <b>AfterSchool</b>	55,000/250,000	After-School Program Teachers & Directors	**Debuts: 3/2005
<b>SCHOLASTIC</b> <b>Early Childhood Today</b>	55,000/250,000	Early Childhood Directors	8x/yr.
<b>SCHOLASTIC</b> <b>Coach</b> AND ATHLETIC DIRECTOR	52,000/250,000	Coaches & Athletic Directors	10x/yr.

\* ABC or BPA Audited, June 2005

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