

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2012

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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Scholastic Inc.
557 Broadway, 4th floor
New York, NY 10012
Tel. No.: 212-343-6100
Fax No.: 212-343-4799
www.scholastic.com/administrator

Official Publication of: None
Established: 2002
Issues per year: 6

FIELD SERVED

SCHOLASTIC ADMINISTRATOR serves administration in K-12 education including Superintendents & Assistant Superintendents, Principals, Technology Coordinators, Chief Technology Officers, MIS/IT, School Board Presidents, Special Education Directors, Curriculum Directors, State Dept. of Education, Business Managers & Purchasing Agents, Media Specialist and AV Directors, Title 1/Federal Program Directors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are key personal as defined above. Copies are addressed and mailed via USPS to qualified recipients.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,334
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	4,200
Digital _____	-
All Other _____	1,692
TOTAL	7,226

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	71,195	100.0	71,195	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	71,195	100.0	71,195	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	Print Version Only (A)	Digital Version Only (B)	Total Qualified
2012 Issue			
Winter _____	66,998	-	66,998
Spring _____	66,996	6,298	73,294
Summer _____	66,994	6,298	73,292

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012
This issue is 4.5% or 3,146 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Superintendent, Assistant Superintendent _____	19,323	26.4	19,200	123
Chief Technology Officer/Tech Coordinator/MIS/IT _____	17,668	24.1	16,705	963
Curriculum Directors _____	19,096	26.0	17,849	1,247
Media Specialist/AV Director _____	3,065	4.2	2,926	139
Principal _____	5,198	7.1	3,282	1,916
Business Manager/Purchasing _____	4,772	6.5	4,762	10
District Funding Directors _____	2,368	3.2	2,270	98
Others Allied to the Field _____	1,802	2.5	-	1,802
TOTAL QUALIFIED CIRCULATION	73,292	100.0	66,994	6,298

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request: _____	3,566	1,025	1,707	-	6,298	6,298	8.6
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	3,566	1,025	1,707	-	6,298	6,298	8.6
II. TOTAL – Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	66,994	-	-	66,994	-	66,994	91.4
*Association rosters and directories _____	66,994	-	-	66,994	-	66,994	91.4
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,560	1,025	1,707	66,994	6,298	73,292	100.0
PERCENT	96.3	1.4	2.3	91.4	8.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	66,994	4,516	71,510	97.6
Individuals by name only _____	-	1,782	1,782	2.4
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	66,994	6,298	73,292	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	440	35	475	
New Hampshire _____	205	34	239	
Vermont _____	163	18	181	
Massachusetts _____	1,602	152	1,754	
Rhode Island _____	251	11	262	
Connecticut _____	993	83	1,076	
NEW ENGLAND	3,654	333	3,987	5.5
New York _____	3,712	524	4,236	
New Jersey _____	2,619	278	2,897	
Pennsylvania _____	3,184	250	3,434	
MIDDLE ATLANTIC	9,515	1,052	10,567	14.4
Ohio _____	3,239	230	3,469	
Indiana _____	1,573	135	1,708	
Illinois _____	3,273	365	3,638	
Michigan _____	2,319	214	2,533	
Wisconsin _____	1,388	118	1,506	
EAST NO. CENTRAL	11,792	1,062	12,854	17.5
Minnesota _____	1,362	132	1,494	
Iowa _____	879	75	954	
Missouri _____	1,516	136	1,652	
North Dakota _____	332	17	349	
South Dakota _____	301	24	325	
Nebraska _____	516	63	579	
Kansas _____	815	68	883	
WEST NO. CENTRAL	5,721	515	6,236	8.5
Delaware _____	192	11	203	
Maryland _____	795	136	931	
Washington, DC _____	49	20	69	
Virginia _____	1,757	168	1,925	
West Virginia _____	457	53	510	
North Carolina _____	1,758	220	1,978	
South Carolina _____	1,021	70	1,091	
Georgia _____	1,959	147	2,106	
Florida _____	2,211	286	2,497	
SOUTH ATLANTIC	10,199	1,111	11,310	15.4

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky _____	1,254	81	1,335	
Tennessee _____	1,272	128	1,400	
Alabama _____	1,031	66	1,097	
Mississippi _____	873	45	918	
EAST SO. CENTRAL	4,430	320	4,750	6.5
Arkansas _____	906	54	960	
Louisiana _____	939	116	1,055	
Oklahoma _____	1,185	95	1,280	
Texas _____	5,969	521	6,490	
WEST SO. CENTRAL	8,999	786	9,785	13.4
Montana _____	497	22	519	
Idaho _____	397	27	424	
Wyoming _____	204	17	221	
Colorado _____	846	88	934	
New Mexico _____	429	35	464	
Arizona _____	1,231	113	1,344	
Utah _____	512	46	558	
Nevada _____	216	28	244	
MOUNTAIN	4,332	376	4,708	6.4
Alaska _____	195	9	204	
Washington _____	1,287	90	1,377	
Oregon _____	735	49	784	
California _____	5,926	569	6,495	
Hawaii _____	207	18	225	
PACIFIC	8,350	735	9,085	12.4
UNITED STATES	66,992	6,290	73,282	100.0
U.S. Territories _____	2	-	2	
Canada _____	-	8	8	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	66,994	6,298	73,292	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*	January - June 2012*
Total Audit Average Qualified: _____	75,000	71,500	72,366	77,769	76,784	71,195
Qualified Non-Paid:	75,000	71,500	72,366	77,769	76,784	71,195
Print Version Only ____	75,000	71,500	72,366	71,000	66,999	66,996
Digital Version Only ____	-	-	-	6,769	9,785	4,199
Qualified Paid:	-	-	-	-	-	-
Print Version Only ____	-	-	-	-	-	-
Digital Version Only ____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2011 – June 2012 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 66,994 copies or 91.4%, including QED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	66,996	100.0	66,996	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	66,996	100.0	66,996	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,199	100.0	4,199	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,199	100.0	4,199	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		Date signed
Michele Robinson, Group Publisher		August 2, 2012
Danielle Mirsky, Director of Digital & Direct Marketing		State
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		New York
		County
		New York
		Received by BPA Worldwide
		August 2, 2012
IMPORTANT NOTE:		Type
This unaudited circulation statement has been checked against the previous audit report.		PJ
It will be included in the annual audit made by BPA Worldwide.		ID Number
		S351P0J2