

Publication: *Instructor*

Directed at “Teacher-Leaders” who play an essential role in shaping their classrooms, schools, and districts, *Instructor* is the leading teacher magazine in the country. *Instructor* readers take charge at faculty meetings, form exploratory committees, and introduce their colleagues to the latest trends. They are early adopters and influencers who are crucial players in the purchasing process. *Instructor*'s professional development focus keeps readers plugged into the latest stories and trends in the education world. Packed with helpful teaching and leadership strategies, classroom ideas, and curriculum and technology product reviews, *Instructor* paves the way with Teacher-Leaders.

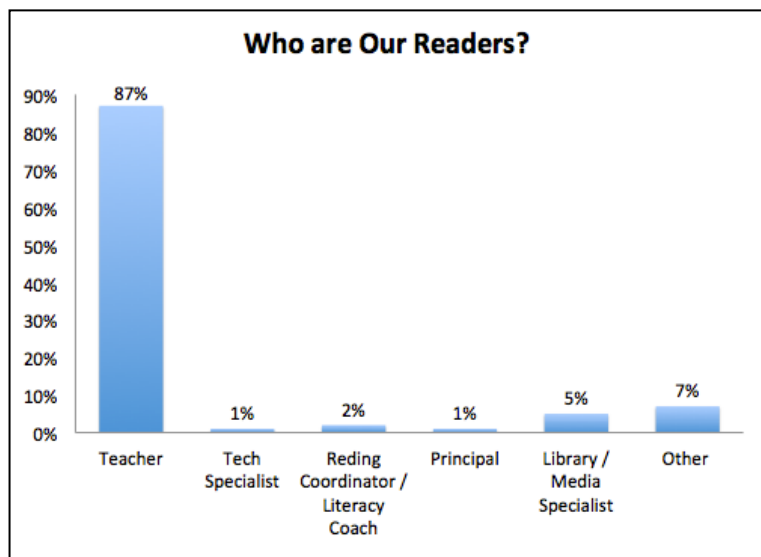


SCHOLASTIC
Instructor

Instructor Facts

- **105,000** circulation
- **525,000** readership
- Audience: K-8 Teachers & Librarians
- Published **6 times** a year

The *Instructor* Reader's Profile



Engaged: 95% of *Instructor* readers spend 30 minutes or more on average reading or looking through an issue

Proactive Customers: 87% have visited a website they read about in *Instructor*²

Experienced: Have taught for an average of 10+ years

Professionally Active: 85% attend professional conferences, trade shows, and/or educational seminars³

^{1,2, 3} ReadEx Research *Instructor* Reader Survey, Winter 2010

⁴ Scholastic Corporate Research: Teacher Demographic Survey, Spring 2011

