

MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

Field Served: Teachers of Kindergarten through 8th grade.

Definition of List Source Recipients: Teachers.

Method of Circulation for Analyzed Nonpaid Circulation: Delivered via USPS.

Published by Scholastic Inc.

Frequency: 6 times/year

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NONPAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Nonpaid Circulation: (See Par. 6)					
Subscriptions:					
Paid	91,383	85.9			
Verified					
Total Paid & Verified Subscriptions	91,383	85.9			
Single Copy Sales					
Total Paid & Verified Circulation	91,383	85.9	None Claimed		
Total Analyzed Nonpaid Circulation	14,949	14.1	None Claimed		
Total Paid, Verified & Analyzed Nonpaid Circulation	106,332	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	N/A		
Subscription	\$14.00		
Average Subscription Price Annualized (6 issue frequency)		\$7.44	
Average Subscription Price per Copy		\$1.24	
(1) For the Statement period			
(2) Represents subscriptions for the 12 months ended December 31, 2013.			

3. PAID, VERIFIED & ANALYZED NONPAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified, & Analyzed Nonpaid
Winter	98,068		98,068		98,068	14,960	113,028
Spring	91,212		91,212		91,212	14,949	106,161
Summer	84,869		84,869		84,869	14,938	99,807

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	135,742	84.6	109,596	91.8	109,784	99.2	102,960	99.2	99,289	92.9
Verified	N/A		177	0.2	616	0.5	492	0.5	N/A	
Total Paid & Verified Subscriptions	135,742	84.6	109,773	92.0	110,400	99.7	103,452	99.7	99,289	92.9
Single Copy Sales	505	0.3	401	0.3	281	0.3	261	0.3	160	0.1
Total Paid & Verified Circulation	136,247	84.9	110,174	92.3	110,681	100.0	103,713	100.0	99,449	93.0
Year Over Year Percent of Change		-10.2		-19.1		0.5		-6.3		-4.1
Total Analyzed Non-Paid Circ.	24,285	15.1	9,155	7.7	N/A		N/A		7,464	7.0
Year Over Year Percent of Change		-6.5		-62.3						
Total Paid, Verified & Analyzed Non-Paid Circ.	160,532	100.0	119,329	100.0	110,681	100.0	103,713	100.0	106,913	100.0
Year Over Year Percent of Change		-9.7		-25.7		-7.2		-6.3		3.1
Avg. Annualized Subscription Price	\$8.87		\$9.04		\$8.91		\$8.81		\$7.67	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NONPAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	44,388	41.7
Sponsored Sales	46,995	44.2
TOTAL PAID SUBSCRIPTIONS	91,383	85.9
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	91,383	85.9
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	91,383	85.9
ANALYZED NONPAID		
List Source	14,949	14.1
TOTAL ANALYZED NONPAID	14,949	14.1
TOTAL PAID, VERIFIED & ANALYZED NONPAID	106,332	100.0

*Included in Average Price calculation.

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the Spring 2014 issue

Total paid & verified circulation of this issue was 0.2% less than the total average paid & verified circulation.

Total analyzed nonpaid circulation of this issue was the same as the total average analyzed nonpaid circulation

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULA- TION	ANALYZED NONPAID	TOTAL CIRCULA- TION
Alabama	2,668		2,668		2,668	100	2,768
Arizona	1,003		1,003		1,003	163	1,166
Arkansas	707		707		707	154	861
California	4,827		4,827		4,827	2,237	7,064
Colorado	1,159		1,159		1,159	339	1,498
Connecticut	940		940		940	184	1,124
Delaware	337		337		337	40	377
District of Columbia	84		84		84	7	91
Florida	3,977		3,977		3,977	363	4,340
Georgia	2,972		2,972		2,972	155	3,127
Idaho	360		360		360	89	449
Illinois	3,723		3,723		3,723	769	4,492
Indiana	2,056		2,056		2,056	359	2,415
Iowa	1,806		1,806		1,806	366	2,172
Kansas	1,664		1,664		1,664	161	1,825
Kentucky	3,103		3,103		3,103	143	3,246
Louisiana	815		815		815	170	985
Maine	595		595		595	120	715
Maryland	1,297		1,297		1,297	188	1,485
Massachusetts	1,521		1,521		1,521	446	1,967
Michigan	2,165		2,165		2,165	584	2,749
Minnesota	6,231		6,231		6,231	456	6,687
Mississippi	1,136		1,136		1,136	66	1,202
Missouri	3,004		3,004		3,004	275	3,279
Montana	547		547		547	72	619
Nebraska	1,829		1,829		1,829	158	1,987
Nevada	703		703		703	118	821
New Hampshire	385		385		385	82	467
New Jersey	2,349		2,349		2,349	422	2,771
New Mexico	485		485		485	48	533
New York	3,156		3,156		3,156	1,221	4,377
North Carolina	3,811		3,811		3,811	237	4,048
North Dakota	1,056		1,056		1,056	150	1,206

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULA- TION	ANALYZED NONPAID	TOTAL CIRCULA- TION
Ohio	3,226		3,226		3,226	478	3,704
Oklahoma	997		997		997	123	1,120
Oregon	1,023		1,023		1,023	166	1,189
Pennsylvania	3,506		3,506		3,506	851	4,357
Rhode Island	173		173		173	59	232
South Carolina	967		967		967	88	1,055
South Dakota	714		714		714	100	814
Tennessee	4,555		4,555		4,555	136	4,691
Texas	3,079		3,079		3,079	720	3,799
Utah	759		759		759	217	976
Vermont	270		270		270	52	322
Virginia	2,663		2,663		2,663	339	3,002
Washington	2,260		2,260		2,260	325	2,585
West Virginia	306		306		306	109	415
Wisconsin	2,268		2,268		2,268	456	2,724
Wyoming	361		361		361	55	416
TOTAL 48 CONTER- MINOUS STATES	89,598		89,598		89,598	14,716	104,314
Alaska	314		314		314	57	371
Hawaii	1,029		1,029		1,029	176	1,205
TOTAL ALASKA & HAWAII	1,343		1,343		1,343	233	1,576
U.S. Unclassified							
TOTAL UNITED STATES	90,941		90,941		90,941	14,949	105,890
Poss. & Other Areas	100		100		100		100
U.S. & POSS., etc.	91,041		91,041		91,041	14,949	105,990
Canada	9		9		9		9
International	79		79		79		79
Other Unclassified Military or Civilian Personnel Overseas	83		83		83		83
GRAND TOTAL	91,212		91,212		91,212	14,949	106,161

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2014

A. DURATION			%
(a) One to six months (1 to 3 issues)	14		0.1
(b) Seven to eleven months (4 to 5 issues)	5		0.0
(c) Twelve months (6 issues)	4,540		46.1
(d) Thirteen to twenty-four months.....	3,561		36.2
(e) Twenty-five months and more	1,729		17.6
Total Subscriptions Sold in Period	9,849		100.0
B. USE OF PREMIUMS			
(a) Ordered without premium	9,490		96.4
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums, See Par. 9	359		3.6
Total Subscriptions Sold in Period	9,849		100.0
C. CHANNELS			%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	9,397		95.4
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	69		0.7
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	383		3.9
(d) Subscriptions as part of membership in an organiza- tion	None		
Total Subscriptions Sold in Period	9,849		100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$28.00; 3 yrs. \$42.00. Canada, 1 yr. \$24.95. International, 1 yr. \$27.95.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 895 copies per issue.

(c) Post expiration copies: None.

(d) Sponsored Subscription Sales: The average of 46,995 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(e) List Source, averaging 14,949 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the nonpaid lists of Red Apple Teachers.

(f) Use of Premiums: A tote bag, a briefcase, Scholastic Book Club Bonus Points, or an activity book, with no advertised or stated values, were offered with some subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2013; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Nonpaid)	Audit Report (Analyzed Nonpaid)	Publisher's Statements (Analyzed Nonpaid)	Difference (Analyzed Nonpaid)	Percentage of Difference (Analyzed Nonpaid)
06-30-13	None Claimed	102,580	102,580							
06-30-12	None Claimed	105,277	105,277							
06-30-11	None Claimed	115,171	115,171							
06-30-10	None Claimed	123,989	115,362	8,627	7.5	None Claimed	9,760	18,914	-9,154	-48.4
06-30-09	None Claimed	149,682	149,925	-243	-0.2	None Claimed	28,318	28,363	-45	-0.2
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
06-30-10	None Claimed	133,749	134,276	-527	-0.4					
06-30-09	None Claimed	178,000	178,288	-288	-0.2					

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Scholastic, Inc.

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Date Signed: July 31, 2014

VP, Marketing

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AAM Member since: 1924

04-0515-0	Analyzed Issue Date	03/01/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.00
	Association Subscription Price	
	U.S. Subscription Price	14.00
	Canadian Subscription Price	24.95
	International Subscription Price	27.95