

## MAGAZINE

### Publisher's Statement

Six months ended June 30, 2013

Subject to Audit

Field Served: Teachers of Kindergarten through 8th grade.

Published by Scholastic Inc.

Frequency: 6 times/year

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	103,476	99.9			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>103,476</b>	<b>99.9</b>			
Single Copy Sales	144	0.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>103,620</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net      Gross (Optional)
Average Single Copy	\$4.00	
Subscription	\$14.00	
Average Subscription Price Annualized (6 issue frequency)		\$8.37
Average Subscription Price per Copy		\$1.40

(1) For the Statement period  
(2) Represents subscriptions for the 12 months ended December 31, 2012.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Winter	111,255		111,255	161	111,416
Spring	102,466		102,466	142	102,608
Summer	96,707		96,707	129	96,836

## 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

## 5. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Subscriptions:										
Paid	151,288	85.1	135,742	84.6	109,596	91.8	109,784	99.2	102,960	99.2
Verified	N/A		N/A		177	0.2	616	0.5	492	0.5
<b>Total Paid &amp; Verified Subscriptions</b>	<b>151,288</b>	<b>85.1</b>	<b>135,742</b>	<b>84.6</b>	<b>109,773</b>	<b>92.0</b>	<b>110,400</b>	<b>99.7</b>	<b>103,452</b>	<b>99.7</b>
Single Copy Sales	479	0.3	505	0.3	401	0.3	281	0.3	261	0.3
<b>Total Paid &amp; Verified Circulation</b>	<b>151,767</b>	<b>85.4</b>	<b>136,247</b>	<b>84.9</b>	<b>110,174</b>	<b>92.3</b>	<b>110,681</b>	<b>100.0</b>	<b>103,713</b>	<b>100.0</b>
Year Over Year Percent of Change		-8.3		-10.2		-19.1		0.5		-6.3
<b>Total Analyzed Non-Paid Circ.</b>	<b>25,978</b>	<b>14.6</b>	<b>24,285</b>	<b>15.1</b>	<b>9,155</b>	<b>7.7</b>	<b>N/A</b>		<b>N/A</b>	
Year Over Year Percent of Change		6.2		-6.5		-62.3				
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>177,745</b>	<b>100.0</b>	<b>160,532</b>	<b>100.0</b>	<b>119,329</b>	<b>100.0</b>	<b>110,681</b>	<b>100.0</b>	<b>103,713</b>	<b>100.0</b>
Year Over Year Percent of Change		-6.4		-9.7		-25.7		-7.2		-6.3
Avg. Annualized Subscription Price	\$8.07		\$8.87		\$9.04		\$8.91		\$8.81	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	47,385	45.8
Combination Subscriptions*	35	0.0
Sponsored Sales	56,056	54.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>103,476</b>	<b>99.9</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>103,476</b>	<b>99.9</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	144	0.1
<b>TOTAL SINGLE COPY SALES</b>	<b>144</b>	<b>0.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>103,620</b>	<b>100.0</b>

\*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 2013 issue

Total paid and verified circulation of this issue was 1.0% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	3,093		3,093	5	3,098
Arizona	1,065		1,065	1	1,066
Arkansas	962		962	1	963
California	5,099		5,099	10	5,109
Colorado	1,465		1,465	2	1,467
Connecticut	1,130		1,130	1	1,131
Delaware	374		374		374
District of Columbia	111		111		111
Florida	4,342		4,342	10	4,352
Georgia	4,126		4,126	5	4,131
Idaho	444		444		444
Illinois	4,553		4,553	10	4,563
Indiana	2,394		2,394	1	2,395
Iowa	2,079		2,079	1	2,080
Kansas	2,060		2,060	1	2,061
Kentucky	2,095		2,095	1	2,096
Louisiana	1,009		1,009	1	1,010
Maine	645		645		645
Maryland	1,585		1,585	1	1,586
Massachusetts	1,378		1,378	1	1,379
Michigan	1,885		1,885	10	1,895
Minnesota	6,845		6,845	5	6,850
Mississippi	1,352		1,352		1,352
Missouri	3,278		3,278	2	3,280
Montana	648		648		648
Nebraska	2,016		2,016	1	2,017
Nevada	794		794		794
New Hampshire	465		465		465
New Jersey	2,693		2,693	10	2,703
New Mexico	505		505		505
New York	3,548		3,548	10	3,558
North Carolina	3,682		3,682	3	3,685
North Dakota	1,166		1,166		1,166
Ohio	3,970		3,970	10	3,980
Oklahoma	1,336		1,336		1,336
Oregon	1,256		1,256		1,256
Pennsylvania	4,051		4,051	10	4,061
Rhode Island	181		181		181
South Carolina	1,099		1,099		1,099
South Dakota	629		629		629
Tennessee	5,432		5,432	3	5,435
Texas	3,626		3,626	10	3,636

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	794		794		794
Vermont	276		276		276
Virginia	3,146		3,146	10	3,156
Washington	2,595		2,595	1	2,596
West Virginia	358		358		358
Wisconsin	2,732		2,732	5	2,737
Wyoming	356		356		356
<b>TOTAL 48 CONTER- MINOUS STATES</b>	<b>100,723</b>		<b>100,723</b>	<b>142</b>	<b>100,865</b>
Alaska	324		324		324
Hawaii	1,075		1,075		1,075
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,399</b>		<b>1,399</b>		<b>1,399</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>102,122</b>		<b>102,122</b>	<b>142</b>	<b>102,264</b>
Poss. & Other Areas	117		117		117
<b>U.S. &amp; POSS., etc.</b>	<b>102,239</b>		<b>102,239</b>	<b>142</b>	<b>102,381</b>
<b>CANADA</b>					
Alberta					
British Columbia					
Manitoba					
New Brunswick	2		2		2
Newfoundland/Labrador	1		1		1
Northwest Territories					
Nova Scotia					
Nunavut					
Ontario	2		2		2
Prince Edward Island					
Quebec	1		1		1
Saskatchewan					
Yukon Territory					
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>6</b>		<b>6</b>		<b>6</b>
International	92		92		92
Other Unclassified					
Military or Civilian					
Personnel Overseas	129		129		129
<b>GRAND TOTAL</b>	<b>102,466</b>		<b>102,466</b>	<b>142</b>	<b>102,608</b>

## ANALYSIS BY ABCD COUNTY SIZE for the Spring 2013 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

## 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, 2013

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	14	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	12,003	95.1
(b) Seven to eleven months (4 to 5 issues) .....	214	1.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	240	1.9
(c) Twelve months (6 issues) .....	2,459	19.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	373	3.0
(d) Thirteen to twenty-four months.....	8,282	65.6	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,647	13.1	Total Subscriptions Sold in Period .....	12,616	100.0
Total Subscriptions Sold in Period .....	12,616	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	8,912	70.6			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9 .....	3,704	29.4			
Total Subscriptions Sold in Period .....	12,616	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 non-analyzed non-paid circulation for the 6 month period: 8,170 copies per issue.

(c) Post expiration copies: None.

(d) 35 subscriptions sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Scholastic News	35	1 year	\$3.95	\$3.95

(e) Sponsored Subscription Sales: The average of 56,056 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.

(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, 2012; 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 Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
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
06-30-08	None Claimed	152,025	152,155	-130	-0.1	None Claimed	24,280	24,280		
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					
06-30-08	None Claimed	176,305	176,435	-130	-0.1					

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.

INSTRUCTOR, published by Scholastic Inc. • 557 Broadway • New York, NY 10012-3999

DANIELLE MIRSKY

MICHELE ROBINSON

Date Signed: July 31, 2013

Director of Digital & Direct Marketing

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AAM Member since: 1924

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	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