

Instructor

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**

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

PRICES

	Suggested	Ave	erage Price (2)
	Retail Prices (1)	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	
) For the Statement period			

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

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

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
Total Paid & Verified Subscriptions	151,288	85.1	135,742	84.6	109,773	92.0	110,400	99.7	103,452	99.7
Single Copy Sales	479	0.3	505	0.3	401	0.3	281	0.3	261	0.3
Total Paid & Verified Circulation	151,767	85.4	136,247	84.9	110,174	92.3	110,681	100.0	103,713	100.0
Year Over Year Percent of Change		-8.3		-10.2		-19.1		0.5		-6.3
Total Analyzed Non-Paid Circ.	25,978	14.6	24,285	15.1	9,155	7.7	N/A		N/A	
Year Over Year Percent of Change		6.2		-6.5		-62.3				
Total Paid, Verified & Analyzed Non-Paid Circ.	177,745	100.0	160,532	100.0	119,329	100.0	110,681	100.0	103,713	100.0
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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	47,385	45.8
Combination Subscriptions*	35	0.0
Sponsored Sales	56,056	54.1
TOTAL PAID SUBSCRIPTIONS	103,476	99.9
VERIFIED SUBSCRIPTIONS TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	103,476	99.9
SINGLE COPY SALES		
Single Issue Sales	144	0.1
TOTAL SINGLE COPY SALES	144	0.1
TOTAL PAID & VERIFIED CIRCULATION	103,620	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 2013 issue

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

California 5,099 5,099 10 5,109 Washington 2,595 3,525 4,131 4,142 4,444 4,444 4,444 4,444 4,444 4,444 4,444 4,444 4,444	TOT. PAIE VERIF CIRCUL	SINGLE COPY SALES	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	PAID SUBSCRIP- TIONS	STATE	TOTAL PAID & VERIFIED CIRCULATION	SINGLE COPY SALES	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	PAID SUBSCRIP- TIONS	STATE
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Donecticut		1				Washington	5,109	10	5,099		5.099	California
Delaware						West Virginia	1,467	2	1,465		1,465	Colorado
District of Columbia	5 2,	5				Wisconsin	1,131	1	1,130		1,130	Connecticut
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102,466 102,46	2 102,6	142	102,466		102,466	GRAND TOTAL	0,000	10	0,020		0,020	

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		
(b) Seven to eleven months (4 to 5 issues)	214	1.7	mail agents, inserts, online, renewals, catalogs, or		
(c) Twelve months (6 issues)	2,459	19.5	other outlets available to the subscribers	12,003	95.1
(d) Thirteen to twenty-four months	8,282	65.6	(b) Ordered by subscribers in response to unsolicited		
(e) Twenty-five months and more	1.647	13.1	telemarketing and door to door selling	240	1.9
· · · · · · · · · · · · · · · · · · ·			(c) Ordered by subscribers in response to fund-raising		
Total Subscriptions Sold in Period	12,616	100.0	programs of schools, churches, and other similar		
			organizations	373	3.0
B. USE OF PREMIUMS			(d) Subscriptions as part of membership in an organiza-		
(a) Ordered without premium	8,912	70.6	tion	None	
(b) Ordered with material reprinted from this			Total Subscriptions Sold in Period	12.616	100.0
publication	None		iotal Subscriptions Sold in Feriod	12,010	100.0
(c) Ordered with other premiums, See Par. 9	3,704	29.4			
Total Cub assistions Cold in Desired	10.010	100.0			
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.

	Subscriptions	Subscription	Price of	Suggested
Combination Publication	Sold	Term	Combination	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 06-30-09 06-30-08	None Claimed None Claimed None Claimed	133,749 178,000 176,305	134,276 178,288 176,435	-527 -288 -130	-0.4 -0.2 -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 Group Publisher

	Analyzed Issue Date	03/01/13
04-0515-0	Analyzed Issue Text (for double month issue date) Average Single Copy Price Association Subscription Price	4.00
	U.S. Subscription Price	14.00
	Canadian Subscription Price	24.95
	International Subscription Price	27.95