

SCHOLASTIC Instructor

THE #1 CHOICE FOR TEACHERS

- ▶ **Scholastic Instructor** connects with classroom Teacher-Leaders who play an essential role in shaping their classrooms, schools, and districts, and influence the purchasing process

Circulation: 100,000 **Audience:** K-8 Teachers & Librarians

Readership: 525,000 **Published** 6 times a year

- ▶ **THE SCHOLASTIC INSTRUCTOR READER¹⁴**

- ▶ **ENGAGED:** 95% of readers spend 30 minutes or more reading an issue
- ▶ **PROACTIVE:** 87% have visited a web site they learned about in *Scholastic Instructor*
- ▶ **PROFESSIONALLY ACTIVE:** 85% attend professional conferences, trade shows, and educational seminars



¹⁴ ReadEx Research, *Scholastic Instructor* Reader Survey, 2013

SCHOLASTIC Instructor

2015 / 2016 EDITORIAL CALENDAR

Back to School

August 2015



- ▶ An issue dedicated to helping teachers prepare for going back into the classroom—and having their best year ever. We'll feature stories on classroom organization and management, creative lesson ideas and more. Plus, **the best products for the school supply list**.
- ▶ **Advertising Opportunity:** Have your product tested by *Instructor* reviewers and included in Teachers' Picks School Supplies section
- ▶ **Space Closing/Materials Due:** 7/1
- ▶ **In School:** 8/24

Arts Integration

January/February 2016



- ▶ Research shows that kids who receive quality arts education perform better in their other subjects, like math and science. We'll **help teachers creatively infuse the arts into all the lessons they teach**.
- ▶ **Advertising Opportunity:** Branded Lesson Plan with adjacent full-page print ad
- ▶ **Space Closing/Materials Due:** 12/15
- ▶ **In School:** 2/10

Tech Teaching

September/October 2015



- ▶ Everything teachers need to know about reaching digital natives and utilizing classroom technology effectively. Our popular 50 Fab Apps feature returns, along with product spotlights on **the hottest tools for tech teaching (on any budget!)**.
- ▶ **Advertising Opportunity:** Get your product included in our spotlight on tech teaching
- ▶ **Space Closing/Materials Due:** 9/1
- ▶ **In School:** 10/26

Science & Technology

March/April 2016



- ▶ STEM is the name of the game right now. We'll provide tips, tricks for teachers new to STEM and incredible projects for those looking to amp up their lesson plans. Plus, we've got the **coolest new science products on the market**.
- ▶ **Advertising Opportunity:** Editorial coverage in the feature story on Science & Tech
- ▶ **Space Closing/Materials Due:** 2/12
- ▶ **In School:** 4/7

Professional Development

November/December 2015



- ▶ We'll help teachers build the skills they need to grow their careers. We'll take a **deep dive into the many options for continuing education** and partner with teachers to make smart choices regarding their careers. Plus, a **special feature on financial planning for teachers**.
- ▶ **Advertising Opportunity:** Editorial coverage in the feature story on PD
- ▶ **Space Closing/Materials Due:** 10/25
- ▶ **In School:** 12/14

Summer Reading

May/June 2016



- ▶ **End of year projects** and our best ideas for keeping kids learning and reading over the summer, along with our always anticipated **Ultimate Summer Reading List**.
- ▶ **Advertising Opportunity:** Have your book included in the Ultimate Summer Reading List
- ▶ **Space Closing/Materials Due:** 4/1
- ▶ **In School:** 5/18

Scholastic Instructor

THE #1 ONLINE DESTINATION FOR TEACHERS¹⁵

- **Scholastic.com** is the one-stop destination for over 2.6 million educators per month who are looking for classroom content and materials, career guidance, product reviews, and more.

Unique Monthly Visitors: 2.6+ Million

Monthly Page Views: 80+ Million

Average time spent on site: 10 minutes

DID YOU KNOW?¹⁶

- 91% of teachers go online to find or share lesson plans
- 65% of teachers use the web to gain professional advice and support
- 57% of teachers are looking for ways to collaborate with teachers



^{15,16} Primary Sources: A Project of Scholastic and the Bill & Melinda Gates Foundation, 2013