

# Instructor<sup>®</sup>

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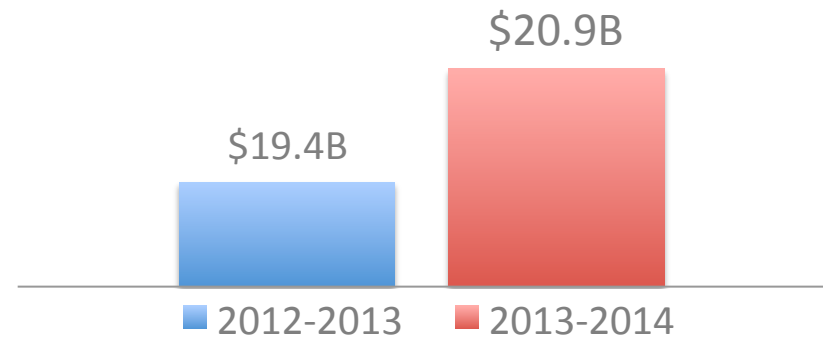
**2015-2016 MEDIA KIT**

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# SCHOLASTIC Instructor

## MARKET GROWTH <sup>1</sup>

- ▶ The **K-12 instructional materials market**, including textbooks, supplemental materials, and technology products, **grew by \$1.55B from 2012-2013 to 2013-2014 school year—a 7.9% increase**
- ▶ **Enrollment in K-12 public schools grew 15.3%** between 1991 and 2012 (from 42.047 million to 49.642 million)
- ▶ **Average per pupil spending** (from U.S. Department of Education) **has increased from \$5,689 in 1995-96 to \$10,670 in 2010-11**
- ▶ The addition of 3.4 million students to the public school universe by 2020 will result in at least \$34 Billion in additional spending in 2020 compared to 2008.



- ▶ Growth of K-12 Instructional Materials Market (in Billions of Dollars)

<sup>1</sup> *The Complete K-12 Report: 2014*. Rep. Rockaway Park, NY: Education Market Research, 2014. Print

# SCHOLASTIC Instructor

## MARKET POTENTIAL

- ▶ **\$9.9 Billion Hardware Market** (with growth in education IT spending projected to increase by as much as 25% through 2017)<sup>2</sup>
- ▶ **\$8.81 Billion Software & Digital Content/Resources Materials Market** (ELA, Math, Science, Social Studies)<sup>3</sup>
- ▶ **\$3.3 Billion Instructional Support Market** (Testing and Assessment, Professional Development)<sup>4</sup>
- ▶ **\$2.4 Billion School Supplies Market<sup>5</sup>**
- ▶ **\$1.4 Billion Platforms/Administrative Tools Market** (Data IT/Content Management)<sup>6</sup>

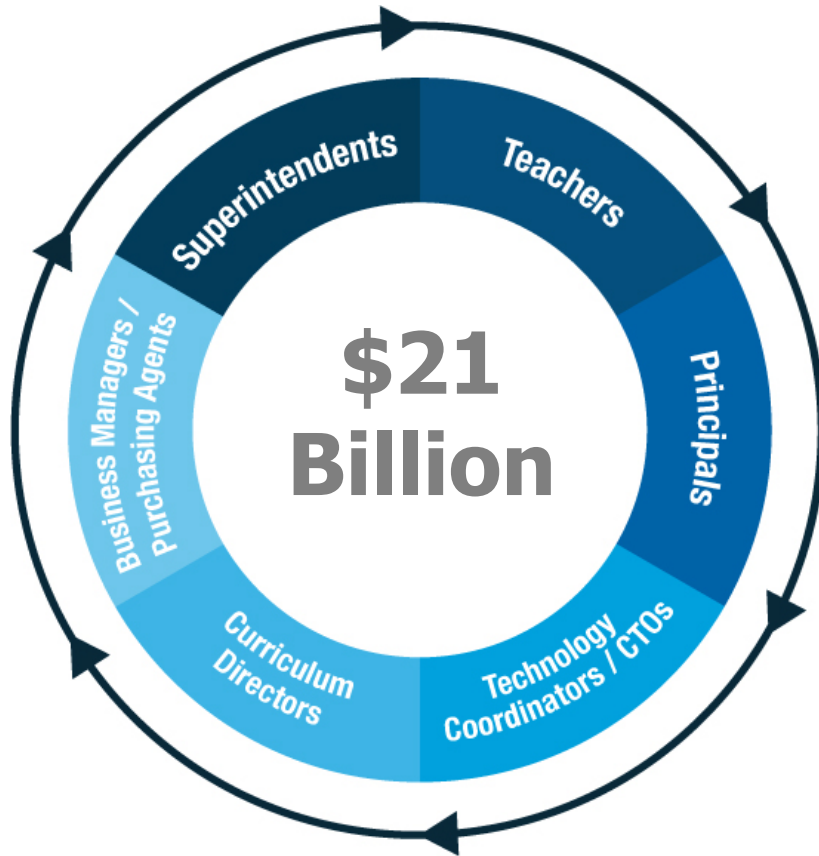


<sup>2</sup> "The New Future of Education: Market Trends to Watch in 2014," Center for Digital Education, March 2014, and "Forecast: Enterprise IT Spending for Government and Education, 2011-2017, Gartner, via thevarguy.com, May 2014

<sup>3,4,6</sup> Richards, J. & Struminger, R. (2013). 2013 U.S. Education Technology Industry Market: PreK-12. Washington, D.C.: Software & Information Industry Association.

<sup>5</sup> "The Complete K-12 Report: 2014. Rep. Rockaway Park, NY: Education Market Research, 2014. Print

## COLLABORATIVE PURCHASING PROCESS



- | ▶ 116,000 total schools                       |
|---|
| ▶ 3.7 million teachers                        |
| ▶ 170,559 district administrators             |
| ▶ 194,513 principals and assistant principals |
| ▶ 87,200 K-12 library/media specialists       |
| ▶ 56 million K-12 students                    |
| ▶ 84 million parents of K-12 students         |

## TEACHERS WITH INFLUENCE

### Teachers at School

- ▶ 97% of teachers spend their own money to purchase classroom supplies<sup>8</sup>
- ▶ 71% seek professional development resources<sup>9</sup>
- ▶ 86% want more resources to meet new higher standards<sup>10</sup>
- ▶ 88% are purchasing products all year round<sup>11</sup>
- ▶ 75% send home a school supply list to families<sup>12</sup>

### Teachers at Home<sup>13</sup>

- ▶ 76% Female / 24% male
- ▶ Median Age: 42
- ▶ Median HHI of \$93,049
- ▶ 48.8% have a post-graduate degree
- ▶ 23% are interested in pursuing a masters degree
- ▶ 73% are active on Social Media
- ▶ 46% are parents with children in the Household
- ▶ Favorite Brands: Ann Taylor Loft, Lands End, GAP

<sup>8</sup> Yousuf, Hibah. "The Teacher Who Spends \$1,000 on Her Kids." *CNN Money*. Cable News Network, 24 Aug. 2010. Web. 28 Jan. 2015.

[http://money.cnn.com/2010/08/24/news/economy/public\\_school\\_teachers\\_budgets/](http://money.cnn.com/2010/08/24/news/economy/public_school_teachers_budgets/)

<sup>9,10</sup> Primary Sources: A project of Scholastic and the Bill & Melinda Gates Foundation, 2013

<sup>11,12</sup> Teacher Demographic Survey. Scholastic Corporate Research, 2013

<sup>13</sup> 2014 GfK MRI Doublebase Storyfinder

# 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 READER<sup>14</sup>**

- ▶ **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



<sup>14</sup> 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 TEACHERS<sup>15</sup>

- **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?<sup>16</sup>

- 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



<sup>15,16</sup> Primary Sources: A Project of Scholastic and the Bill & Melinda Gates Foundation, 2013

# SCHOLASTIC Instructor

## CUSTOM SOLUTIONS THAT DELIVER

### Digital Media

Discover the power of the #1 online destination for teachers with targeted display, custom editorial, and more via [scholastic.com](http://scholastic.com)



### Print Media

87% of readers have taken action after exposure to branded print content; get your brand in front of this active audience with an integrated print program



### Research

Get qualified intel about your target consumers using the Scholastic research team

### Social Media

Tap into the social media footprint of Scholastic.com, totaling over 1.7 million impressions



### Lead Generation

Delivering qualified leads for your business and bottom line



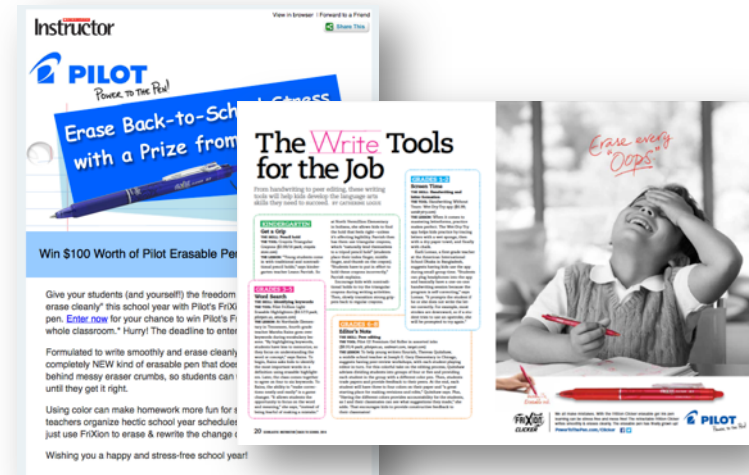
### Events & PR

Align your brand with in-person events to engage your target audience

## BRANDED CONTENT OPPORTUNITIES

Position yourself as a leader in education and capitalize on editorial endorsement through *Instructor's* channels; these high-impact opportunities will elevate your brand, generate interest, action, and activate your target purchasers. **All opportunities include digital promotions.**

- ▶ **Custom Edit with Brand Integration:** Full-page ad adjacent to relevant editorial with brand mention.
- ▶ **Coverage in Teachers' Picks:** Have your product tested by *Instructor* reviewers and featured in Teachers' Picks School Supplies section.
- ▶ **Coverage in Books, Blogs & Strategies:** Include your book in Books, Blogs & Strategies section, and help teachers develop their professional learning.
- ▶ **Coverage in Kids' Books:** Include your book in our Kids' Books section, and help keep kids reading!
- ▶ **Branded Lesson Plan:** Provide teachers with actionable lessons they can use in the classroom – incorporating your content and products.
- ▶ **Special Report:** Custom 2-page special report written by Scholastic editors aligning your brand to topics important to teachers.
- ▶ **Coverage in Thematic Section:** Connect with teachers via coverage in a feature article of *Instructor*.



### 2015 THEMES

- ▶ **JANUARY/FEBRUARY** ARTS INTEGRATION
- ▶ **MARCH/APRIL** SCIENCE AND TECHNOLOGY
- ▶ **MAY/JUNE** SUMMER READING
- ▶ **AUGUST** BACK-TO-SCHOOL
- ▶ **SEPTEMBER/OCTOBER** TECH TEACHING
- ▶ **NOVEMBER/DECEMBER** PROFESSIONAL DEVELOPMENT

# Scholastic Instructor

## BRANDED CONTENT OPPORTUNITIES

Position yourself as a leader in education and capitalize on editorial endorsement through *Instructor's* channels; these high-impact opportunities will elevate your brand, generate interest, action, and activate your target purchasers. **All opportunities include digital promotions.**

- ▶ **Brand Landing Page on Scholastic.com:** Put your brand in front of educators nationwide with a co-branded page on Scholastic.com.
- ▶ **Sponsored Article on Scholastic.com:** Provide teachers with actionable content, including downloadable lessons, with an article page on the Scholastic.com Teachers' Channel.
- ▶ **Custom e-Newsletter Sponsorship:** Connect with 100,000 qualified educators from our exclusive database, and provide them with valuable content made possible by your brand.



- ▶ *Instructor* e-newsletters deliver **350,000 K-8 teachers** every month
- ▶ The Scholastic Teachers Site is the **#1** educator destination on the web — with **2.6+ million unique visitors and 80+ million page views every month**
- ▶ The average Open Rate of Scholastic partnership emails is 10.27%. Average CTR: 3.45%

# SCHOLASTIC Instructor

## LEAD GEN OPPORTUNITIES

Take advantage of Scholastic's exclusive, proprietary database and generate qualified leads for your business.

- ▶ **Digimarc Watermark:** Generate leads and quantify the effectiveness of your print campaign with this watermark overlay that captures scans from readers
  - ▶ **Gated Article Collection Pack:** Scholastic's editorial team will put together a gated article pack centered around materials relevant to your initiatives that will be promoted to our exclusive database.
  - ▶ **Email Marketing:** Scholastic will deploy branded emails to a targeted list selected by client.
  - ▶ **Sweepstakes/Contest Management:** Scholastic will plan, execute, and manage a sweepstakes or contest, delivering entrants as leads.
- ▶ The average Open Rate of Scholastic partnership emails is 10.27%. Average CTR: 3.45%



# Scholastic Instructor

## A PARTNERSHIP SUCCESS STORY



- ▶ Elmer's partnered with *Scholastic Instructor* to connect with teachers and help increase awareness of and participation in Elmer's Glue Crew — a hands-on classroom recycling program
- ▶ The integrated program included brand integration in *Scholastic Instructor* magazine and a custom site on Scholastic's Teacher Channel, along with digital media including banners and emails to promote the initiative
- ▶ The program has delivered **70,000+ site visits** and **6k+ downloads** of interactive lessons and activities
- ▶ The program is currently in its 4<sup>th</sup> year of partnership with *Scholastic Instructor*

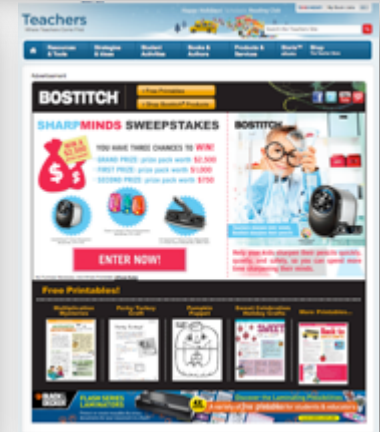


# SCHOLASTIC Instructor

## A PARTNERSHIP SUCCESS STORY



- ▶ Bostitch turned to *Scholastic Instructor* to help support their commitment to teachers, generate new leads, and grow brand awareness
- ▶ *Scholastic Instructor* provided an integrated solution that gave K-5 teachers access to turnkey resources that incorporated Bostitch products
- ▶ The program has included promotional paging in *Scholastic Instructor*, a custom brand site on Scholastic.com with sweepstakes details, and digital support of the promotion through *Instructor* e-newsletters, teacher emails, and banner ads on Scholastic's Teacher Channel
- ▶ The program is currently in its 4<sup>th</sup> year of partnership with *Scholastic Instructor* and has drawn over 6,500 sweepstakes entries to-date



# SCHOLASTIC Instructor

## A PARTNERSHIP SUCCESS STORY



- ▶ Pilot Pen came to Scholastic *Instructor* to connect with classrooms, increase brand awareness, and generate leads for their business
- ▶ The program included branded content in *Instructor* Magazine, a sweepstakes, and digital support through online ads, emails, and social media
- ▶ The program drew **3,000+** sweepstakes entries and leads for Pilot



# SCHOLASTIC Instructor

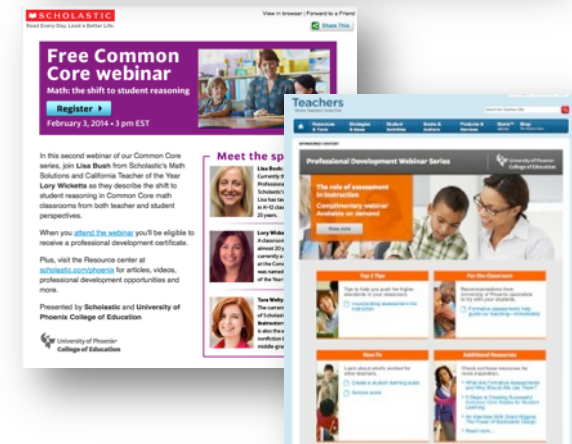
## A PARTNERSHIP SUCCESS STORY



- ▶ The University of Phoenix worked with to *Scholastic Instructor* to connect with teachers and help generate qualified leads for their online education courses
- ▶ *Scholastic Instructor* developed a series of four professional development webinars themed around the Common Core, moderated by Scholastic experts, and sponsored by the University of Phoenix
- ▶ The program included a custom site that showcased the webinars on Scholastic.com, along with promotional pages in *Instructor* magazine; banner campaign and editorial integration on Scholastic.com, and email blasts to teachers
- ▶ Nearly 2,000 teachers registered for each of the webinars, and teacher participation continues today

### ▶ **Scholastic Webinars:**

- ▶ Free to educators
- ▶ Moderated by Scholastic Professional Media experts
- ▶ 60-minute, live presentations that are archived on Scholastic.com for 24/7 viewing
- ▶ Provide certificates to teachers that count toward one hour of Professional Development



## INSTRUCTOR THOUGHT LEADERS



► **Tara Welty** is Editor-in-Chief of *Instructor*. As a journalist, author, editor, and curriculum developer, Tara has earned numerous industry awards including eight AEP Awards and four Jesse H. Neal Awards, the most prestigious honor in b-2-b journalism. The Common Core series she launched for *Instructor* has won five awards, including the 2013 Folio Eddie Award for Best Series of Articles. Tara serves as a member of the ABM-SIIA Editorial & Content Committee. In addition to helming *Instructor*, Tara is the Editorial Director of *Scholastic Art* magazine.

- **Chris Borris:** Managing Editor
- **Kim Greene:** Senior Staff Editor
- **Tannaz Fassihi:** Art Director

### TEACHER ADVISORY BOARD

- **Amy Bennett-Rosado**, Grade 2 Teacher, La Verne Science and Technology Charter School, Pomona, CA
- **Melissa Collins**, Grade 2 Teacher, John P. Freeman Optional School, Memphis, TN
- **Christy Crawford**, Grades K-5 Technology Teacher, Bronx Community Center Charter School, Bronx, NY
- **Grady Doane**, Grades 7-8 Geography and History Teacher, Leslie Middle School, Leslie, MI
- **RhoLynda Hamm**, Grade 1 Teacher, Benjamin Banneker Elementary School, Loveville, MD
- **Allison Perani Hogan**, Grades K-1 Teacher, The Episcopal School of Dallas, Dallas, TX
- **Jason Kline**, Grades 4-5 Teacher, Eagle Charter School, Salem, OR
- **Laura Lai**, Grade 5 Teacher, P.S. 124M, New York, NY
- **Jennifer Melton**, Grades 3-5 ESOL Teacher, Hardeeville Elementary School, Hardeeville, SC
- **Ellen Palmer**, Grades K-6 Literacy Coach and Reading Teacher, Medowvale Elementary School, Toledo, OH
- **Leann Parrish**, Kindergarten Teacher, Sugar Creek Elementary School, Crawfordsville, IN
- **Amanda Poulsen**, Grade 4 Teacher, Antioch Elementary School Crestview, FL
- **Theresa Quitshaw**, Grades 6-8 ELA and Math Teacher, Joseph E. Gary Elementary School, Chicago, IL
- **Lyssa Sahadevan**, Grade 1 Teacher, East Side Elementary School, Marietta, GA
- **Laura Santos**, Grade 2 Teacher, Covington Elementary School, Los Altos, CA
- **John Schumacher**, Grades K-5 Teacher-Librarian, Brook Forest Elementary School, Oak Brook, IL

# SCHOLASTIC Instructor

CONFERENCE AND EVENT OPPORTUNITIES



NATIONAL COUNCIL OF  
TEACHERS OF MATHEMATICS



# SCHOLASTIC Instructor

## PARTNERS



# SCHOLASTIC Instructor®

## RECOGNITION



WINNER: JESSE H. NEAL  
Awards

**Best Instructional Content**  
**2015:** *Scholastic Instructor*  
STEM Package

**Best Instructional Content**  
**2013 and 2014:** *Scholastic*  
*Instructor* Common Core Series

**Best Single Article 2013:**  
Common Core: Fact Vs. Fiction

**Best Single Issue:** Fall 2012



WINNER: Folio's Eddie and  
Ozzie Awards

**Best Single Article 2014:**  
Why Boys Fail (And What  
You Can Do About It)

**Best Series 2013:**  
*Scholastic Instructor*  
Common Core Series



WINNER: 2013 AEP Awards

**Best Department/  
Column:** News + Notes

# Instructor

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## CONTACT YOUR SCHOLASTIC BRAND MANAGER

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