

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Your Direct Connection to the Education Elite

Scholastic Inc.
557 Broadway, 4th floor
New York, NY 10012
Tel.: 212-343-6100
Fax: 212-343-4799
www.scholastic.com/administrator
Official Publication of: None
Established: 2002
Issues per year: 8

FIELD SERVED

SCHOLASTIC ADMINISTRATOR serves administration in K-12 education including Superintendents & Assistant Superintendents, Principals, Technology Coordinators, Chief Technology Officers, MIS/IT, School Board Presidents, Special Education Directors, Curriculum Directors, State Dept. of Education, Business Managers & Purchasing Agents, Media Specialist and AV Directors, Title 1/Federal Program Directors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are key personal as defined above. Copies are addressed and mailed via USPS to qualified recipients.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,316
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	2,565
Electronic _____	-
All Other _____	1,401
TOTAL	5,282

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	83,014	100.0	83,014	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	83,014	100.0	83,014	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____					85,000	May _____					85,000
February _____					85,000						
March/ April _____					85,000	June _____					75,071
						TOTAL					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
This issue is 3.0% or 2,482 copies above the average of the other 4 issues reported in Paragraph two

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Superintendent, Assistant Superintendent _____	23,528	27.7
Chief Technology Officer/Tech Coordinator/MIS/IT _____	23,411	27.5
Curriculum Directors _____	15,752	18.5
Media Specialist/AV Director _____	7,012	8.2
Business Manager/Purchasing _____	3,956	4.7
Principal _____	3,929	4.6
Testing Directors _____	2,970	3.5
Special Education Directors _____	2,429	2.9
Title 1/Federal Program Directors _____	2,013	2.4
TOTAL QUALIFIED CIRCULATION	85,000	100.0

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2009

DISTRICT TECHNOLOGY BUDGET RANGES	TOTAL QUALIFIED	PERCENT OF TOTAL
< \$25K _____	6,216	7.3
\$25K to \$49K _____	5,613	6.6
\$50K to \$99K _____	7,195	8.5
\$100K to \$249K _____	10,858	12.8
\$250K to \$499K _____	6,621	7.8
\$500K to \$999K _____	5,790	6.8
> \$1 Million _____	14,608	17.2
No Data _____	28,099	33.0
TOTAL QUALIFIED CIRCULATION	85,000	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-			-	-
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	85,000	-	-			85,000	100.0
*Association rosters and directories _____	85,000	-	-			85,000	100.0
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	85,000	-	-			85,000	100.0
PERCENT	100.0	-	-			100.0	-

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			85,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			85,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			715		400-427 Kentucky _____			1,213	
030-038 New Hampshire _____			306		370-385 Tennessee _____			1,168	
050-059 Vermont _____			276		350-369 Alabama _____			1,040	
010-027 Massachusetts _____			2,005		386-397 Mississippi _____			1,074	
028-029 Rhode Island _____			254		EAST SO. CENTRAL			4,495	5.3
060-069 Connecticut _____			1,092		716-729 Arkansas _____			1,434	
NEW ENGLAND			4,648	5.5	700-714 Louisiana _____			899	
100-149 New York _____			4,637		730-749 Oklahoma _____			2,450	
070-089 New Jersey _____			3,496		750-799 Texas _____			7,048	
150-196 Pennsylvania _____			3,458		WEST SO. CENTRAL			11,831	13.9
MIDDLE ATLANTIC			11,591	13.7	590-599 Montana _____			1,036	
430-459 Ohio _____			4,361		832-838 Idaho _____			537	
460-479 Indiana _____			1,841		820-831 Wyoming _____			344	
600-629 Illinois _____			5,111		800-816 Colorado _____			1,383	
480-499 Michigan _____			3,456		870-884 New Mexico _____			612	
530-549 Wisconsin _____			2,207		850-865 Arizona _____			1,300	
EAST NO. CENTRAL			16,976	20.0	840-847 Utah _____			456	
550-567 Minnesota _____			1,942		889-898 Nevada _____			229	
500-528 Iowa _____			1,845		MOUNTAIN			5,897	6.9
630-658 Missouri _____			2,495		995-999 Alaska _____			241	
580-588 North Dakota _____			579		980-994 Washington _____			1,462	
570-577 South Dakota _____			716		970-979 Oregon _____			919	
680-693 Nebraska _____			1,130		900-961 California _____			7,490	
660-679 Kansas _____			1,597		967-968 Hawaii _____			117	
WEST NO. CENTRAL			10,304	12.1	PACIFIC			10,229	12.0
197-199 Delaware _____			171		UNITED STATES			85,000	100.0
206-219 Maryland _____			845		969 & 004-009 U.S. Territories _____			-	
200-205 Washington, DC _____			93		Canada _____			-	
220-246 Virginia _____			1,638		Mexico _____			-	
247-268 West Virginia _____			411		Other International _____			-	
270-289 North Carolina _____			1,471		APO/FPO _____			-	
290-299 South Carolina _____			892		TOTAL QUALIFIED CIRCULATION			85,000	100.0
300-319 Georgia _____			1,858						
320-349 Florida _____			1,650						
SOUTH ATLANTIC			9,029	10.6					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	99,338	98,859	100,097	85,038	85,000	83,014
Qualified Non-Paid: _	99,338	98,859	100,097	85,038	85,000	83,014
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 85,000 copies or 100%, including QED.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Stephen Lathroum, Vice President, Business Development and Operations
Michele Robinson, Group Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 21, 2009

State New York

County New York

Received by BPA Worldwide July 21, 2009

Type PD

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