



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# Instructor

For the six months ended December 31, 2009

Field Served: Teachers of Kindergarten through 8th grade.

Definition of List Source Recipients: Teachers employed in the education field at U.S. public, private and parochial elementary and middle schools.

Method of Circulation for Analyzed Non-Paid Circulation: To individual recipients via second class postal permit.

Published by Scholastic Inc.

Frequency: 6 times/year

ABC Member # 04-0515-0

Instructor

## 1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	123,546	86.1			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>123,546</b>	<b>86.1</b>			
Single Copy Sales	477	0.3			
<b>Total Paid &amp; Verified Circulation</b>	<b>124,023</b>	<b>86.4</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>19,519</b>	<b>13.6</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>143,542</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.00		
Average Subscription Price Annualized (6 issue frequency)	\$14.00		
Average Subscription Price per Copy		\$8.87	\$1.48

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

## 3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Aug.	125,901		125,901	477	126,378	21,475	147,853
Sept./Oct.	123,842		123,842	476	124,318	18,560	142,878
Nov./Dec.	120,892		120,892	475	121,367	18,523	139,890

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

None

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended December 31, 2009

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	180,250	87.9	177,654	87.3	165,130	86.9	151,288	85.1	135,742	84.6
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>180,250</b>	<b>87.9</b>	<b>177,654</b>	<b>87.3</b>	<b>165,130</b>	<b>86.9</b>	<b>151,288</b>	<b>85.1</b>	<b>135,742</b>	<b>84.6</b>
Single Copy Sales	505	0.3	497	0.2	373	0.2	479	0.3	505	0.3
<b>Total Paid &amp; Verified Circulation</b>	<b>180,755</b>	<b>88.2</b>	<b>178,151</b>	<b>87.5</b>	<b>165,503</b>	<b>87.1</b>	<b>151,767</b>	<b>85.4</b>	<b>136,247</b>	<b>84.9</b>
Year Over Year Percent of Change		-11.4		-1.4		-7.1		-8.3		-10.2
<b>Total Analyzed Non-Paid Circ.</b>	<b>24,234</b>	<b>11.8</b>	<b>25,342</b>	<b>12.5</b>	<b>24,455</b>	<b>12.9</b>	<b>25,978</b>	<b>14.6</b>	<b>24,285</b>	<b>15.1</b>
Year Over Year Percent of Change				4.6		-3.5		6.2		-6.5
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>204,989</b>	<b>100.0</b>	<b>203,493</b>	<b>100.0</b>	<b>189,958</b>	<b>100.0</b>	<b>177,745</b>	<b>100.0</b>	<b>160,532</b>	<b>100.0</b>
Year Over Year Percent of Change		0.5		-0.7		-6.7		-6.4		-9.7
Avg. Annualized Subscription Price	\$10.64		\$9.92		\$8.97		\$8.07		\$8.87	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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*	73,594	51.3
Partnership:		
Non-Deductible	9	0.0
Sponsored Sales	49,943	34.8
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>123,546</b>	<b>86.1</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>123,546</b>	<b>86.1</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	477	0.3
<b>TOTAL SINGLE COPY SALES</b>	<b>477</b>	<b>0.3</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>124,023</b>	<b>86.4</b>
<b>ANALYZED NON-PAID</b>		
List Source	19,519	13.6
<b>TOTAL ANALYZED NON-PAID</b>	<b>19,519</b>	<b>13.6</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>143,542</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 November/December 2009 issue

Total paid & verified circulation of this issue was 2.1% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue 5.1% less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	3,593		3,593	6	3,599	177	3,776	Utah	773		773	4	777	225	1,002
Arizona	1,689		1,689	8	1,697	341	2,038	Vermont	275		275	1	276	77	353
Arkansas	961		961	4	965	212	1,177	Virginia	3,023		3,023	10	3,033	419	3,452
California	8,180		8,180	33	8,213	2,030	10,243	Washington	2,613		2,613	8	2,621	461	3,082
Colorado	1,775		1,775	7	1,782	344	2,126	West Virginia	488		488	3	491	136	627
Connecticut	1,665		1,665	7	1,672	254	1,926	Wisconsin	4,081		4,081	11	4,092	548	4,640
Delaware	518		518	2	520	45	565	Wyoming	303		303	2	305	62	367
District of Columbia	291		291	1	292	38	330	<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>118,818</b>		<b>118,818</b>	<b>471</b>	<b>119,289</b>	<b>18,339</b>	<b>137,628</b>
Florida	5,794		5,794	20	5,814	831	6,645	Alaska	332		332	1	333	88	421
Georgia	5,107		5,107	10	5,117	313	5,430	Hawaii	958		958	3	961	96	1,057
Idaho	457		457	3	460	121	581	<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,290</b>		<b>1,290</b>	<b>4</b>	<b>1,294</b>	<b>184</b>	<b>1,478</b>
Illinois	5,918		5,918	30	5,948	1,001	6,949	U.S. Unclassified							
Indiana	2,638		2,638	11	2,649	446	3,095	<b>TOTAL UNITED STATES</b>	<b>120,108</b>		<b>120,108</b>	<b>475</b>	<b>120,583</b>	<b>18,523</b>	<b>139,106</b>
Iowa	2,466		2,466	7	2,473	276	2,749	Poss. & Other Areas	258		258		258		258
Kansas	2,061		2,061	8	2,069	253	2,322	U.S. & POSS., etc.	<b>120,366</b>		<b>120,366</b>	<b>475</b>	<b>120,841</b>	<b>18,523</b>	<b>139,364</b>
Kentucky	1,429		1,429	8	1,437	257	1,694	<b>CANADA</b>							
Louisiana	1,337		1,337	4	1,341	253	1,594	Alberta	16		16		16		16
Maine	721		721	3	724	132	856	British Columbia	12		12		12		12
Maryland	2,087		2,087	12	2,099	300	2,399	Manitoba	16		16		16		16
Massachusetts	2,281		2,281	11	2,292	459	2,751	New Brunswick							
Michigan	2,438		2,438	23	2,461	767	3,228	Newfoundland/Labrador	3		3		3		3
Minnesota	4,866		4,866	11	4,877	401	5,278	Northwest Territories	1		1		1		1
Mississippi	1,415		1,415	3	1,418	98	1,516	Nova Scotia	2		2		2		2
Missouri	3,705		3,705	12	3,717	414	4,131	Nunavut	1		1		1		1
Montana	582		582	1	583	88	671	Ontario	46		46		46		46
Nebraska	1,239		1,239	4	1,243	169	1,412	Prince Edward Island	1		1		1		1
Nevada	855		855	2	857	126	983	Quebec	7		7		7		7
New Hampshire	626		626	2	628	111	739	Saskatchewan	7		7		7		7
New Jersey	4,007		4,007	15	4,022	576	4,598	Yukon Territory							
New Mexico	736		736	4	740	129	869	Canadian Unclassified							
New York	6,012		6,012	38	6,050	1,129	7,179	<b>TOTAL CANADA</b>	<b>112</b>		<b>112</b>		<b>112</b>		<b>112</b>
North Carolina	3,817		3,817	14	3,831	425	4,256	International	175		175		175		175
North Dakota	910		910	2	912	91	1,003	Other Unclassified							
Ohio	5,082		5,082	25	5,107	711	5,818	Military or Civilian							
Oklahoma	1,616		1,616	6	1,622	243	1,865	Personnel Overseas	239		239		239		239
Oregon	1,366		1,366	5	1,371	231	1,602	<b>GRAND TOTAL</b>	<b>120,892</b>		<b>120,892</b>	<b>475</b>	<b>121,367</b>	<b>18,523</b>	<b>139,890</b>
Pennsylvania	4,797		4,797	24	4,821	776	5,597								
Rhode Island	328		328	2	330	84	414								
South Carolina	1,287		1,287	7	1,294	192	1,486								
South Dakota	666		666	2	668	99	767								
Tennessee	4,564		4,564	7	4,571	246	4,817								
Texas	5,380		5,380	28	5,408	1,222	6,630								

## ANALYSIS BY ABCD COUNTY SIZE for the November/December 2009 issue

Magazines of less than 500,000 total average paid, verified and analyzed non-paid 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 December 31, 2009

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 3 issues).....	2	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	16,908	71.4
(b) Seven to eleven months (4 to 5 issues).....	110	0.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	3,653	15.4
(c) Twelve months (6 issues).....	6,534	27.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	3,139	13.2
(d) Thirteen to twenty-four months.....	13,729	57.9	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	3,325	14.0	Total Subscriptions Sold in Period.....	23,700	100.0
Total Subscriptions Sold in Period.....	23,700	100.0			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium.....	19,233	81.2			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums, See Par. 9.....	4,467	18.8			
Total Subscriptions Sold in Period.....	23,700	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: 4,781 copies per issue.
- (c) Post expiration copies: None
- (d) Partnership Subscription Sales (Non-Deductible): The average of 9 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a teacher enrollment in Scholastic RED, a professional development course. Purchasers were advised that \$32.00 of the sales price was allocated for a 1 year subscription to this publication and was non-deductible from the total purchase price.
- (e) Sponsored Subscription Sales: The average of 49,943 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) List Source, averaging 19,519 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from Scholastic's teacher database.
- (g) 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 6 months ended December 31, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	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)
06-30-08	None Claimed	152,025	152,155	-130	-0.1	None Claimed	24,280	24,280		
12-31-07	None Claimed	167,705	168,580	-875	-0.5	None Claimed	24,353	24,353		
06-30-07	None Claimed	162,425	162,425			None Claimed	24,557	24,557		
12-31-06	None Claimed	178,770	178,912	-142	-0.1	None Claimed	25,617	25,617		
06-30-06	None Claimed	178,756	178,835	-79	-0.0	None Claimed	26,132	26,132		

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-08	None Claimed	176,305	176,435	-130	-0.1
12-31-07	None Claimed	192,058	192,933	-875	-0.5
06-30-07	175,000	186,982	186,982		
12-31-06	200,000	204,387	204,529	-142	-0.1
06-30-06	None Claimed	204,888	204,967	-79	-0.0

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Scholastic, Inc.

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

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Date Signed: February 3, 2010

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Established: 1891

ABC Member since: 1924

04-0515-0	Analyzed Issue Date	11-12/01/09
	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