



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

Subject to Audit

Instructor

For the six months ended June 30, 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)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	147,937	83.3			
Verified					
Total Paid & Verified Subscriptions	147,937	83.3			
Single Copy Sales	534	0.3			
Total Paid & Verified Circulation	148,471	83.6	None Claimed		
Total Analyzed Non-Paid Circulation	29,051	16.4	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	177,522	100.0	None Claimed		

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		\$8.43	\$1.40

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

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
Feb.	151,163		151,163	535	151,698	29,068	180,766
Mar./Apr.	146,771		146,771	503	147,274	29,041	176,315
May/June	145,878		145,878	563	146,441	29,044	175,485

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended June 30, 2009

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	203,172	99.6	180,250	87.9	177,654	87.3	165,130	86.9	151,288	85.1
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	203,172	99.6	180,250	87.9	177,654	87.3	165,130	86.9	151,288	85.1
Single Copy Sales	850	0.4	505	0.3	497	0.2	373	0.2	479	0.3
Total Paid & Verified Circulation	204,022	100.0	180,755	88.2	178,151	87.5	165,503	87.1	151,767	85.4
Year Over Year Percent of Change		-0.8		-11.4		-1.4		-7.1		-8.3
Total Analyzed Non-Paid Circ.	N/A		24,234	11.8	25,342	12.5	24,455	12.9	25,978	14.6
Year Over Year Percent of Change						4.6		-3.5		6.2
Total Paid, Verified & Analyzed Non-Paid Circ.	204,022	100.0	204,989	100.0	203,493	100.0	189,958	100.0	177,745	100.0
Year Over Year Percent of Change		-0.8		0.5		-0.7		-6.7		-6.4
Avg. Annualized Subscription Price	\$11.66		\$10.64		\$9.92		\$8.97		\$8.07	

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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	94,665	53.3
Partnership:		
Non-Deductible	11	0.0
Sponsored Sales	53,261	30.0
TOTAL PAID SUBSCRIPTIONS	147,937	83.3
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	147,937	83.3
SINGLE COPY SALES		
Single Issue Sales	534	0.3
TOTAL SINGLE COPY SALES	534	0.3
TOTAL PAID & VERIFIED CIRCULATION	148,471	83.6
ANALYZED NON-PAID		
List Source	29,051	16.4
TOTAL ANALYZED NON-PAID	29,051	16.4
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	177,522	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 March/April, 2009 issue

Total paid & verified circulation of this issue was 0.8% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue 0.0% 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	3,794		3,794	6	3,800	268	4,068	Utah	1,013		1,013	4	1,017	306	1,323
Arizona	2,311		2,311	9	2,320	497	2,817	Vermont	354		354	1	355	116	471
Arkansas	1,159		1,159	4	1,163	247	1,410	Virginia	3,696		3,696	18	3,714	504	4,218
California	10,256		10,256	38	10,294	3,206	13,500	Washington	3,448		3,448	10	3,458	671	4,129
Colorado	2,255		2,255	8	2,263	465	2,728	West Virginia	580		580	3	583	173	756
Connecticut	1,977		1,977	8	1,985	305	2,290	Wisconsin	5,126		5,126	13	5,139	724	5,863
Delaware	588		588	2	590	69	659	Wyoming	355		355	2	357	86	443
District of Columbia	342		342	1	343	44	387	TOTAL 48 CONTERMINOUS STATES	144,225		144,225	530	144,755	28,798	173,553
Florida	7,396		7,396	22	7,418	1,076	8,494	Alaska	387		387	1	388	114	502
Georgia	5,392		5,392	10	5,402	416	5,818	Hawaii	891		891	3	894	129	1,023
Idaho	531		531	3	534	193	727	TOTAL ALASKA & HAWAII	1,278		1,278	4	1,282	243	1,525
Illinois	7,370		7,370	32	7,402	1,244	8,646	U.S. Unclassified							
Indiana	3,245		3,245	13	3,258	560	3,818	TOTAL UNITED STATES	145,503		145,503	534	146,037	29,041	175,078
Iowa	2,468		2,468	8	2,476	371	2,847	Poss. & Other Areas	423		423		423		423
Kansas	2,575		2,575	9	2,584	312	2,896	U.S. & POSS., etc.	145,926		145,926	534	146,460	29,041	175,501
Kentucky	1,775		1,775	9	1,784	262	2,046	CANADA							
Louisiana	1,594		1,594	5	1,599	339	1,938	Alberta	66		66		66		66
Maine	911		911	3	914	196	1,110	British Columbia	25		25		25		25
Maryland	2,504		2,504	15	2,519	385	2,904	Manitoba	34		34		34		34
Massachusetts	2,811		2,811	13	2,824	611	3,435	New Brunswick	5		5		5		5
Michigan	3,142		3,142	29	3,171	928	4,099	Newfoundland/Labrador	4		4		4		4
Minnesota	5,785		5,785	13	5,798	566	6,364	Northwest Territories	2		2		2		2
Mississippi	1,664		1,664	3	1,667	143	1,810	Nova Scotia	7		7		7		7
Missouri	4,451		4,451	15	4,466	488	4,954	Nunavut	1		1		1		1
Montana	710		710	2	712	130	842	Ontario	93		93		93		93
Nebraska	1,429		1,429	5	1,434	266	1,700	Prince Edward Island	1		1		1		1
Nevada	1,021		1,021	2	1,023	185	1,208	Quebec	12		12		12		12
New Hampshire	773		773	2	775	141	916	Saskatchewan	18		18		18		18
New Jersey	4,969		4,969	17	4,986	748	5,734	Yukon Territory	4		4		4		4
New Mexico	894		894	4	898	134	1,032	Canadian Unclassified							
New York	7,698		7,698	41	7,739	5,907	13,646	TOTAL CANADA	272		272		272		272
North Carolina	4,753		4,753	14	4,767	476	5,243	International	228		228		228		228
North Dakota	1,099		1,099	2	1,101	131	1,232	Other Unclassified							
Ohio	5,882		5,882	27	5,909	887	6,796	Military or Civilian							
Oklahoma	2,068		2,068	6	2,074	304	2,378	Personnel Overseas	345		345		345		345
Oregon	1,667		1,667	5	1,672	344	2,016	GRAND TOTAL	146,771		146,771	534	147,305	29,041	176,346
Pennsylvania	5,754		5,754	26	5,780	1,100	6,880								
Rhode Island	429		429	2	431	99	530								
South Carolina	1,625		1,625	7	1,632	227	1,859								
South Dakota	769		769	2	771	126	897								
Tennessee	5,031		5,031	7	5,038	338	5,376								
Texas	6,786		6,786	30	6,816	1,484	8,300								

ANALYSIS BY ABCD COUNTY SIZE for the March/April, 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 June 30, 2009

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 mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	10,622	73.5
(b) Seven to eleven months (4 to 5 issues)	29	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,958	20.4
(c) Twelve months (6 issues)	1,986	13.7	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	885	6.1
(d) Thirteen to twenty-four months	8,807	60.9	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	3,629	25.1	Total Subscriptions Sold in Period	14,465	100.0
Total Subscriptions Sold in Period	14,465	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	12,022	83.1			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	2,443	16.9			
Total Subscriptions Sold in Period	14,465	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: 2,630 copies per issue.
- (c) Post expiration copies: None
- (d) Partnership Subscription Sales (Non-Deductible): The average of 11 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 53,261 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 29,051 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 [^]	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

[^]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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MICHELE ROBINSON

Date Signed: July 31, 2009

Vice President

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ABC Member since: 1924

04-0515-0	Analyzed Issue Date	03-04/01/09
	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