



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

Subject to Audit

# Instructor

For the six months ended June 30, 2007

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)					
<b>Subscriptions:</b>					
Paid	161,959	86.6			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>161,959</b>	<b>86.6</b>			
Single Copy Sales	466	0.3			
<b>Total Paid &amp; Verified Circulation</b>	<b>162,425</b>	<b>86.9</b>			
<b>Total Analyzed Non-Paid Circulation</b>	<b>24,557</b>	<b>13.1</b>			
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>186,982</b>	<b>100.0</b>	<b>175,000</b>	<b>11,982</b>	<b>6.8</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		\$9.96	\$1.24

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

## 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
Jan./Feb.	161,691		161,691	491	162,182	24,594	186,776
Mar./Apr.	164,198		164,198	523	164,721	24,555	189,276
May/June	159,989		159,989	385	160,374	24,522	184,896

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

None

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

For six months ended June 30, 2007

## 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	199,362	98.4	204,251	99.4	203,172	99.6	180,250	87.9	177,654	87.3
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>199,362</b>	<b>98.4</b>	<b>204,251</b>	<b>99.4</b>	<b>203,172</b>	<b>99.6</b>	<b>180,250</b>	<b>87.9</b>	<b>177,654</b>	<b>87.3</b>
Single Copy Sales	3,253	1.6	1,328	0.6	850	0.4	505	0.3	497	0.2
<b>Total Paid &amp; Verified Circulation</b>	<b>202,615</b>	<b>100.0</b>	<b>205,579</b>	<b>100.0</b>	<b>204,022</b>	<b>100.0</b>	<b>180,755</b>	<b>88.2</b>	<b>178,151</b>	<b>87.5</b>
Year Over Year Percent of Change		-2.9		1.5		-0.8		-11.4		-1.4
Paid & Verified Rate Base	200,000		200,000		200,000		N/A		N/A	
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>24,234</b>	<b>11.8</b>	<b>25,342</b>	<b>12.5</b>
Year Over Year Percent of Change										4.6
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>202,615</b>	<b>100.0</b>	<b>205,579</b>	<b>100.0</b>	<b>204,022</b>	<b>100.0</b>	<b>204,989</b>	<b>100.0</b>	<b>203,493</b>	<b>100.0</b>
Year Over Year Percent of Change		-2.9		1.5		-0.8		0.5		-0.7
Combined Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$11.54		\$11.68		\$11.66		\$10.64		\$9.92	

## 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*	114,370	61.2
Combination Subscriptions*	27,858	14.9
Partnership:		
Deductible*	598	0.3
Sponsored Sales	19,133	10.2
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>161,959</b>	<b>86.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>161,959</b>	<b>86.6</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	466	0.3
<b>TOTAL SINGLE COPY SALES</b>	<b>466</b>	<b>0.3</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>162,425</b>	<b>86.9</b>
<b>ANALYZED NON-PAID</b>		
List Source	24,557	13.1
<b>TOTAL ANALYZED NON-PAID</b>	<b>24,557</b>	<b>13.1</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>186,982</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 May/June, 2007 issue

Total paid & verified circulation of this issue was 1.3% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 0.1% 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	2,691		2,691	7	2,698	526	3,224	Ohio	6,831		6,831	16	6,847	1,058	7,905
Arizona	2,784		2,784	7	2,791	337	3,128	Oklahoma	2,132		2,132	5	2,137	153	2,290
Arkansas	1,272		1,272	3	1,275	541	1,816	Oregon	1,815		1,815	4	1,819	260	2,079
California	14,328		14,328	34	14,362	1,970	16,332	Pennsylvania	6,622		6,622	16	6,638	844	7,482
Colorado	2,313		2,313	6	2,319	425	2,744	Rhode Island	558		558	1	559	147	706
Connecticut	2,408		2,408	5	2,413	403	2,816	South Carolina	1,922		1,922	5	1,927	439	2,366
Delaware	563		563	1	564	77	641	South Dakota	620		620	2	622	110	732
District of Columbia	380		380	1	381	95	476	Tennessee	3,750		3,750	10	3,760	325	4,085
Florida	7,272		7,272	18	7,290	1,056	8,346	Texas	8,794		8,794	21	8,815	1,037	9,852
Georgia	4,993		4,993	12	5,005	527	5,532	Utah	1,290		1,290	3	1,293	563	1,856
Idaho	620		620	1	621	124	745	Vermont	494		494	1	495	152	647
Illinois	8,614		8,614	21	8,635	1,178	9,813	Virginia	4,467		4,467	10	4,477	537	5,014
Indiana	3,608		3,608	9	3,617	731	4,348	Washington	3,713		3,713	9	3,722	380	4,102
Iowa	2,225		2,225	5	2,230	321	2,551	West Virginia	672		672	2	674	201	875
Kansas	2,369		2,369	6	2,375	283	2,658	Wisconsin	5,235		5,235	13	5,248	723	5,971
Kentucky	2,109		2,109	5	2,114	417	2,531	Wyoming	328		328	3	331	84	415
Louisiana	1,663		1,663	4	1,667	112	1,779	<b>TOTAL 48 CONTERMI-</b>							
Maine	978		978	2	980	249	1,229	<b>NOUS STATES</b>	<b>158,075</b>		<b>158,075</b>	<b>382</b>	<b>158,457</b>	<b>24,246</b>	<b>182,703</b>
Maryland	2,913		2,913	6	2,919	341	3,260	Alaska	354		354	1	355	98	453
Massachusetts	3,563		3,563	8	3,571	664	4,235	Hawaii	787		787	2	789	178	967
Michigan	5,254		5,254	12	5,266	810	6,076	<b>TOTAL ALASKA</b>							
Minnesota	3,155		3,155	8	3,163	507	3,670	<b>&amp; HAWAII</b>	<b>1,141</b>		<b>1,141</b>	<b>3</b>	<b>1,144</b>	<b>276</b>	<b>1,420</b>
Mississippi	1,545		1,545	4	1,549	143	1,692	U.S. Unclassified							
Missouri	4,483		4,483	11	4,494	647	5,141	<b>TOTAL UNITED</b>	<b>159,216</b>		<b>159,216</b>	<b>385</b>	<b>159,601</b>	<b>24,522</b>	<b>184,123</b>
Montana	762		762	2	764	47	811	STATES	<b>310</b>		<b>310</b>		<b>310</b>		<b>310</b>
Nebraska	1,429		1,429	4	1,433	132	1,565	Poss. & Other Areas							
Nevada	1,092		1,092	3	1,095	238	1,333	<b>U.S. &amp; POSS., etc.</b>	<b>159,526</b>		<b>159,526</b>	<b>385</b>	<b>159,911</b>	<b>24,522</b>	<b>184,433</b>
New Hampshire	990		990	2	992	183	1,175	Canada	14		14		14		14
New Jersey	5,845		5,845	14	5,859	756	6,615	International	214		214		214		214
New Mexico	897		897	2	899	119	1,018	Other Unclassified							
New York	10,488		10,488	25	10,513	2,527	13,040	Military or Civilian							
North Carolina	4,444		4,444	11	4,455	696	5,151	Personnel Overseas	235		235		235		235
North Dakota	782		782	2	784	51	835	<b>GRAND TOTAL</b>	<b>159,989</b>		<b>159,989</b>	<b>385</b>	<b>160,374</b>	<b>24,522</b>	<b>184,896</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2007 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, 2007

<b>A. DURATION</b>			<b>%</b>	<b>C. CHANNELS</b>			<b>%</b>
(a) One to six months (1 to 3 issues) .....	19		0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	21,203		74.2
(b) Seven to eleven months (4 to 5 issues) .....	36		0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	5,555		19.5
(c) Twelve months (6 issues) .....	523		1.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	1,802		6.3
(d) Thirteen to twenty-four months.....	20,851		73.0	(d) Subscriptions as part of membership in an organization .....	None		
(e) Twenty-five months and more .....	7,131		25.0	<b>Total Subscriptions Sold in Period .....</b>	<b>28,560</b>		<b>100.0</b>
<b>Total Subscriptions Sold in Period .....</b>	<b>28,560</b>		<b>100.0</b>				
<b>B. USE OF PREMIUMS</b>							
(a) Ordered without premium .....	17,867		62.6				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9 .....	10,693		37.4				
<b>Total Subscriptions Sold in Period .....</b>	<b>28,560</b>		<b>100.0</b>				

## 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: 9,754 copies per issue.
- (c) Post expiration copies: None
- (d) 27,858 subscriptions were sold in combination during this statement period.
- | Combination Publication | Subscriptions Sold | Subscription Term | Price of Combination | Suggested Retail Price |
|-------------------------|--------------------|-------------------|----------------------|------------------------|
| Scholastic News         | 27,858             | 1 year            | \$3.95               | \$3.95                 |
- (e) Partnership Subscription Sales (Deductible): The average of 598 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.
- (f) Sponsored Subscription Sales: The average of 19,133 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.
- (g) List Source, averaging 24,557 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from Scholastic's teacher database.
- (h) 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 12 months ended June 30, 2006; 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)
06-30-06	None Claimed	178,756	178,835	-79	-0.0	None Claimed	26,132	26,132		
06-30-05	200,000	180,186	193,264	-13,078	-6.8	None Claimed	21,461	10,635	10,826	101.8
06-30-04	200,000	173,659	203,498	-29,839	-14.7	None Claimed	21,813		21,813	
06-30-03	200,000	204,509	205,719	-1,210	-0.6					
06-30-02	200,000	201,926	204,547	-2,621	-1.3					

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-06	None Claimed	204,888	204,967	-79	-0.0
06-30-05	(a)	201,647	203,899	-2,252	-1.1
06-30-04	None Claimed	195,472	203,498	-8,026	-3.9

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

(a) Effective 08/01/04 changed from None Claimed to 200,000.

### NOTE BY AUDIT BUREAU OF CIRCULATIONS

In accordance with Chapter B 2.8(d) of the Bureau Rules, in effect at the release of the audit, the following is repeated from the Audit Report for the 12 months ended June 30, 2004. "The difference shown in average paid and analyzed non-paid circulation in comparing this report with the Publisher's Statements for the period audited is 8,026 copies per issue deduction."

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

STEPHEN C. LATHROUM

MICHELE ROBINSON

Date Signed: August 8, 2007

Director, Business Development

Publisher

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Established: 1891

ABC Member since: 1924

04-0515-0	Analyzed Issue Date	05-06/01/07
	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
	Club/Membership Subscription Price	