



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

Subject to Audit

Instructor

For the six months ended December 31, 2006

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: 8 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	178,409	87.2			
Verified					
Total Paid & Verified Subscriptions	178,409	87.2			
Single Copy Sales	503	0.3			
Total Paid & Verified Circulation	178,912	87.5			
Total Analyzed Non-Paid Circulation	25,617	12.5			
Total Paid, Verified & Analyzed Non-Paid Circulation	204,529	100.0	200,000	4,529	2.3

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.00		
Average Subscription Price Annualized (8 issue frequency)	\$14.00		
Average Subscription Price per Copy		\$9.92	\$1.24

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 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
Aug.	180,110		180,110	322	180,432	27,996	208,428
Sept.	178,797		178,797	405	179,202	24,907	204,109
Oct.	177,410		177,410	539	177,949	24,894	202,843
Nov./Dec.	177,317		177,317	747	178,064	24,670	202,734

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

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

For six months ended December 31, 2006

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	
Total Paid & Verified Subscriptions	199,362	98.4	204,251	99.4	203,172	99.6	180,250	87.9	177,654	87.3
Single Copy Sales	3,253	1.6	1,328	0.6	850	0.4	505	0.3	497	0.2
Total Paid & Verified Circulation	202,615	100.0	205,579	100.0	204,022	100.0	180,755	88.2	178,151	87.5
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	
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		24,234	11.8	25,342	12.5
Year Over Year Percent of Change										4.6
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
Total Paid, Verified & Analyzed Non-Paid Circ.	202,615	100.0	205,579	100.0	204,022	100.0	204,989	100.0	203,493	100.0
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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	118,903	58.1
Combination Subscriptions*	29,150	14.3
Partnership:		
Non-Deductible	622	0.3
Sponsored Sales	29,734	14.5
TOTAL PAID SUBSCRIPTIONS	178,409	87.2
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	178,409	87.2
SINGLE COPY SALES		
Single Issue Sales	503	0.3
TOTAL SINGLE COPY SALES	503	0.3
TOTAL PAID & VERIFIED CIRCULATION	178,912	87.5
ANALYZED NON-PAID		
List Source	25,617	12.5
TOTAL ANALYZED NON-PAID	25,617	12.5
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	204,529	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 November/December, 2006 issue

Total paid & verified circulation of this issue was 0.5% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 3.7% 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	2,925		2,925	13	2,938	526	3,464	Ohio	7,400		7,400	31	7,431	1,065	8,496
Arizona	3,195		3,195	13	3,208	339	3,547	Oklahoma	2,367		2,367	11	2,378	153	2,531
Arkansas	1,473		1,473	6	1,479	544	2,023	Oregon	1,984		1,984	8	1,992	262	2,254
California	15,468		15,468	64	15,532	1,983	17,515	Pennsylvania	7,311		7,311	31	7,342	847	8,189
Colorado	2,475		2,475	11	2,486	429	2,915	Rhode Island	645		645	3	648	149	797
Connecticut	2,678		2,678	11	2,689	407	3,096	South Carolina	2,187		2,187	10	2,197	445	2,642
Delaware	591		591	2	593	77	670	South Dakota	692		692	3	695	110	805
District of Columbia	421		421	2	423	98	521	Tennessee	3,836		3,836	17	3,853	327	4,180
Florida	7,833		7,833	33	7,866	1,060	8,926	Texas	10,153		10,153	42	10,195	1,044	11,239
Georgia	5,539		5,539	24	5,563	529	6,092	Utah	1,381		1,381	6	1,387	570	1,957
Idaho	722		722	3	725	124	849	Vermont	528		528	2	530	152	682
Illinois	9,650		9,650	41	9,691	1,184	10,875	Virginia	4,845		4,845	20	4,865	539	5,404
Indiana	4,098		4,098	18	4,116	733	4,849	Washington	3,990		3,990	17	4,007	382	4,389
Iowa	2,506		2,506	11	2,517	326	2,843	West Virginia	768		768	3	771	203	974
Kansas	2,570		2,570	11	2,581	284	2,865	Wisconsin	5,673		5,673	24	5,697	724	6,421
Kentucky	2,379		2,379	10	2,389	418	2,807	Wyoming	350		350	2	352	84	436
Louisiana	1,919		1,919	8	1,927	119	2,046	TOTAL 48 CONTERMI-							
Maine	1,066		1,066	5	1,071	251	1,322	NOUS STATES	175,103		175,103	741	175,844	24,392	200,236
Maryland	3,340		3,340	13	3,353	341	3,694	Alaska	398		398	2	400	99	499
Massachusetts	4,040		4,040	17	4,057	666	4,723	Hawaii	847		847	4	851	179	1,030
Michigan	6,194		6,194	25	6,219	815	7,034	TOTAL ALASKA							
Minnesota	3,211		3,211	13	3,224	510	3,734	& HAWAII	1,245		1,245	6	1,251	278	1,529
Mississippi	1,640		1,640	7	1,647	145	1,792	U.S. Unclassified							
Missouri	5,177		5,177	22	5,199	654	5,853	TOTAL UNITED	176,348		176,348	747	177,095	24,670	201,765
Montana	859		859	4	863	47	910	STATES	359		359		359		359
Nebraska	1,570		1,570	7	1,577	133	1,710	Poss. & Other Areas	176,707		176,707	747	177,454	24,670	202,124
Nevada	1,169		1,169	5	1,174	240	1,414	U.S. & POSS., etc.							
New Hampshire	1,094		1,094	4	1,098	185	1,283	Canada	12		12		12		12
New Jersey	6,471		6,471	27	6,498	758	7,256	International	217		217		217		217
New Mexico	1,019		1,019	5	1,024	121	1,145	Other Unclassified							
New York	11,978		11,978	51	12,029	2,534	14,563	Military or Civilian							
North Carolina	4,916		4,916	22	4,938	705	5,643	Personnel Overseas	381		381		381		381
North Dakota	807		807	3	810	51	861	GRAND TOTAL	177,317		177,317	747	178,064	24,670	202,734

ANALYSIS BY ABCD COUNTY SIZE for the November/December, 2006 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, 2006

A. DURATION			%	C.CHANNELS			%
(a) One to six months (1 to 4 issues)	97		0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	59,935		83.4
(b) Seven to eleven months (5 to 7 issues)	54		0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	5,015		7.0
(c) Twelve months (8 issues)	61,981		86.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	6,878		9.6
(d) Thirteen to twenty-four months.....	6,637		9.2	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	3,059		4.3	Total Subscriptions Sold in Period	71,828		100.0
Total Subscriptions Sold in Period	71,828		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium	47,186		65.7				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums, See Par. 9	24,642		34.3				
Total Subscriptions Sold in Period	71,828		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: 22,709 copies per issue.

(c) Post expiration copies: None

(d) 29,150 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Scholastic News	29,150	1 year	\$3.95	\$3.95

(e) Partnership Subscription Sales (Non-Deductible): The average of 622 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 29,734 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) Lists, averaging 25,617 copies per issue, represent 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, 2005; 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)
06-30-05	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					
06-30-01	200,000	207,375	208,652	-1,277	-0.6					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
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					

[^]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's rules, 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: March 9, 2007

Director, Business Development

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Established: 1891

ABC Member since: 1924

04-0515-0	Analyzed Issue Date	11-12/01/06
	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