



LESS CLUTTER. MORE IMPACT.



PUBLISHER'S LETTER

Dear Friends:

Enclosed please find a copy of the 2006-07 media kit for Scholastic Teen Magazine Network.

For over 85 years, Scholastic has published high quality, interactive magazines for tweens and teens that are purchased by schools and used in the classroom to engage students. That tradition carries on today in the Scholastic Teen Magazine Network. The Scholastic Teen Magazine Network speaks directly to tweens and teens in their own language with compelling editorial about the latest in entertainment, sports, current events, and real issues kids face every day, all with the strong educational value that makes Scholastic "the most trusted name in learning."

Reaching teens has become much more challenging in today's media saturated world. Print, television, radio, the Internet, and mobile technology all compete for a piece of teens' limited time and attention. But The Scholastic Teen Magazine Network breaks through the clutter of a teen's busy day, reaching over 3.92 million tween/teen boys and girls* where trends start, right before prime purchasing time. The Scholastic Teen Magazine Network further delivers only premium positioning along with a 20/80 ad-to-edit ratio. So without all the competing media, your brand will get more exposure and more focus. Simply put:

Less Clutter = More Impact for Your Brand

That's why more than ever leading brands like Disney, Nintendo, Proctor & Gamble, Cartoon Network, and Citibank look to the Scholastic Teen Magazine Network as part of their marketing strategies.

Thank you for your interest in Scholastic Teen Magazine Network. Please feel free to contact me at (212) 343-4696, Laura Dodd, East Coast/Midwest, at (630) 717-8585, or Jane Winslow, West Coast, at (310) 798-7011 for more information and to answer any questions about how we can leverage the power of Scholastic Teen Magazine Network both in print and online to help you reach today's teens.

Best regards,

A handwritten signature in black ink that reads "S. Lathroum". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Stephen Lathroum
Publisher, Scholastic Teen Magazine Network

*MRI Teenmark Study

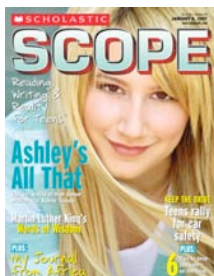
LESS CLUTTER. MORE IMPACT.

OUR READERS.
YOUR CORE CUSTOMERS.



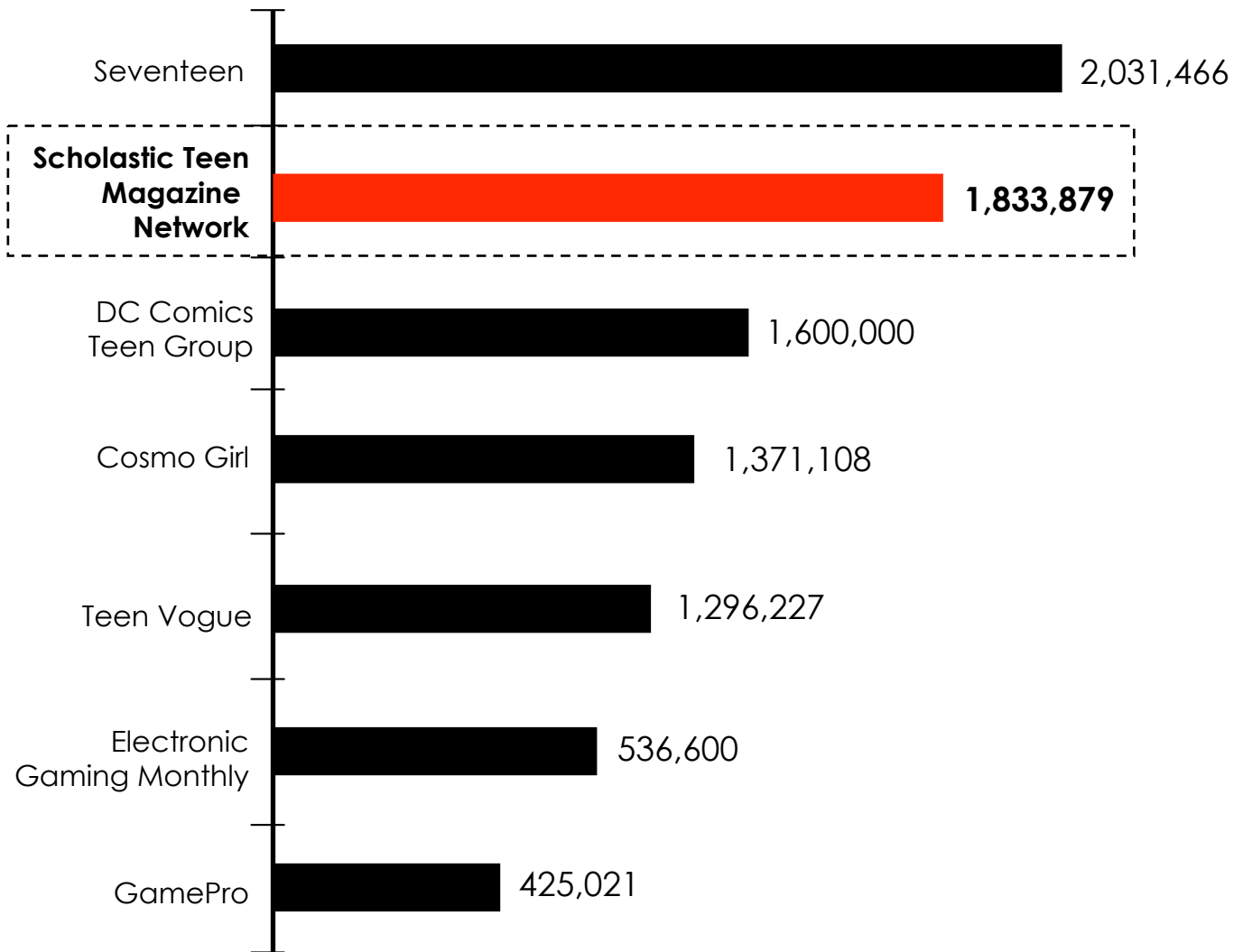
- **Leading Teen / Tween Reach**
3.92 Million Teens / Tweens
- **Dual-Gender Audience**
53% Female, 47% Male

Source: MRI Teenmark Study



LESS CLUTTER. MORE IMPACT.

Circulation of Teen Publications*



* ABC Audited

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The school environment is where:

- Teens / tweens spend nearly all their waking hours
- Trends start
- Purchasing decisions are made



**Only the Scholastic Teen Magazine Network
Reaches Teens / Tweens In School**

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UNCLUTTERED: IN THE MAGAZINES



- Premium Positioning
- 20 / 80 Ad-to-Edit Ratio
- Focused Audience:
81% of STMN readers spend 30-60 minutes reading the magazines*

*MRI Teenmark Study

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COMPELLING EDITORIAL



Junior Scholastic

- Packed with high-interest, news stories and current events from around the world delivered in a tween friendly format
- Spotlights on world cultures via interviews with young people and their families
- Interactive tools including history plays, maps, and posters



Scholastic Scope

- Variety of celebrity features and stories that incorporate news and teen-oriented issues
- Read-aloud Reader's Theater plays based on current movie and TV adaptations of classics and excerpts from teen-oriented literature
- "True Teen Stories" with inspiring real-life tales



Scholastic Action

- Motivating features
- Profiles of today's hottest celebrities
- Read-aloud plays based on new movies, popular TV shows, and classic books
- "True Teen" nonfiction articles highlighting teens that have overcome challenges



Science World

- Brings to life the latest breaking news and discoveries in every field of science
- Captivating features on topics including health, technology, and the environment
- Vivid science photography, hands-on activities, and free classroom posters



Scholastic Choices

- Addresses the real-world issues that teens face on a daily basis
- Features develop decision-making in family life, peer relations, school, health, and careers
- Inspiring and motivating articles featuring celebrities and positive peer role models



The New York Times Upfront

- Combines the resources of *The New York Times* with a teen-friendly perspective to bring current events into the classroom
- High-interest articles on developments in media, technology, business, and science
- Essays by teens about important issues that are on their minds

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SCHOLASTIC

teen
magazine
network

PARTIAL LIST OF ADVERTISERS

BOSE



CAPCOM

Campbell's

citibank

Clearasil

Master Lock

Nature's Cure

Gunther Ronker
proactiv
SOLUTION



HONDA



P&G

Nintendo

Secret

VERB

RadioShack

STRIDEX



WRIGLEY



Buena Vista
Home Entertainment



KONAMI

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Scholastic is committed to the highest standards in marketing in school to teens/tweens. That is why we ask our advertisers to join us in respecting the school environment by refraining from using the following in advertisements:

- Violence
- Weapons
- Sexual Themes or Innuendo
- Foul or Suggestive Language
- Alcohol or Illegal Substances
- Feminine Care Products



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6 Magazine Buy	1x	3x	6x	9x
P4CB	\$49,580	\$47,420	\$45,270	\$43,610
4 Magazine Buy	1x	3x	6x	9x
P4CB	\$28,500	\$27,075	\$25,721	\$24,435
2 Magazine Buy (Tween)	1x	3x	6x	9x
P4CB	\$28,500	\$27,075	\$25,721	\$24,435

ISSUE DATES:

Sept 5 "Back to School"
 September 18
 October 2
 October 16 - Tween Only
 October 23
 November 13
 November 27 - Tween Only
 December 11
 January 8 - Tween Only
 January 15
 February 5
 February 19
 March 12
 April 2
 April 16
 April 23 - Tween Only
 May 7

AD CLOSE:

5/24
 7/5
 7/19
 8/2
 8/16
 8/30
 9/20
 10/4
 11/1
 11/8
 11/22
 12/6
 12/27
 1/17
 1/31
 2/14
 2/28

MATERIAL:

6/8
 7/26
 8/9
 8/23
 9/6
 9/21
 10/11
 10/25
 11/20
 11/29
 12/13
 12/27
 1/17
 2/7
 2/21
 3/7
 3/21

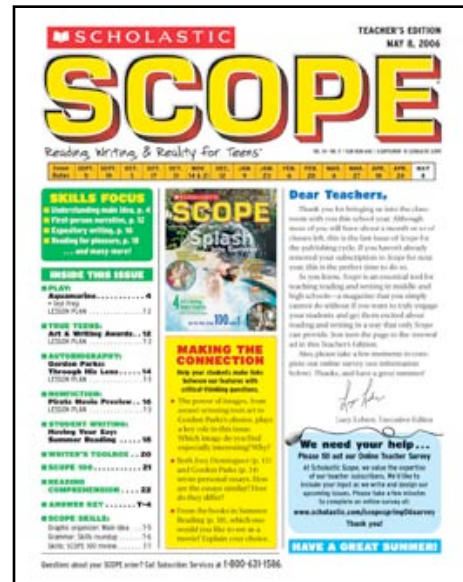
Contact Information:

East Coast & Midwest Accounts: **Laura Dodd** at 630-717-8585 or lauradodd@scholastic.com
 West Coast Accounts: **Jane Winslow** at 310-798-7011 or jwinslow-consultant@scholastic.com

Spec Information: **Amber Knowles** at 212-343-6160 or aknowles@scholastic.com

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**Reach Grade 6-12 Teachers
 with the Scholastic Teen
 Magazine Network
 Teacher's Editions!**



The 8-page Teacher's Edition is delivered as the top copy in the bundle of student editions, featuring editorial that guides the teachers on how to use the magazines in the classroom.

Ask your rep about premium ad spots available in the Teacher's Edition of all six publications in the Scholastic Teen Magazine Network.

Scholastic Teen Magazine Network
Total Teacher's Edition Circulation: 82,935*

*ABC Audited

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Scholastic.com Kids' Site

One of the top 10 most visited kids' sites on the Web!



Interactive Features Include:

- Games and Contest
- Homework Hub
- Book Central
- Downloads-2-Go

Traffic

- 20 million page views monthly
- 1.2 million unique visitors monthly

Targeting Options

- Age range — 6-18 years old
- Time of day and day of week
- Geo-targeting — region, state, or area code

Ad Units and Specifications

- Leaderboard (728 x 90)
- Wide Skyscraper (160 x 600)
 - 20 K max non-rich media
 - Rich media accepted on a per creative basis

Scholastic.com Kids' Site Rate Card

Ad Spend	CPM
0 - 25 K	\$15
25 - 50 K	\$14
50 - 100 K	\$12
100 K plus	\$10

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