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CHRONICLE OF HIGHER EDUCATION
WEB SITE ACTIVITY

Primary URL:
http://chronicle.com

Publisher:
The Chronicle of Higher Education
1255 Twenty-third Street, N.W.
Washington, D.C. 20037
(Phone) 202-466-1080
(Fax) 202-659-2236

Publisher's Audience:
Chronicle.com is a leading source of academe's news, information, and jobs. In addition to the full contents of the weekly printed Chronicle, the site features daily updates on news of higher education, plus statistical data, interactive forums, and special pages for those interested in community colleges, teaching, and international news, among other topics. The site also includes a comprehensive section on career advice and higher-education's top job marketplace.
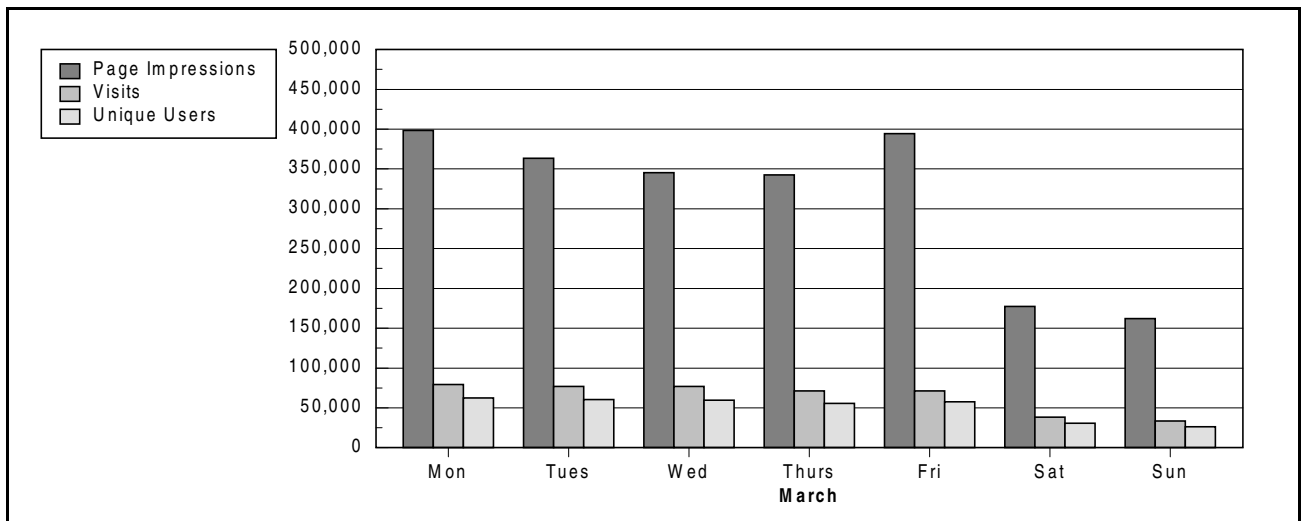
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED MARCH 31, 2004:

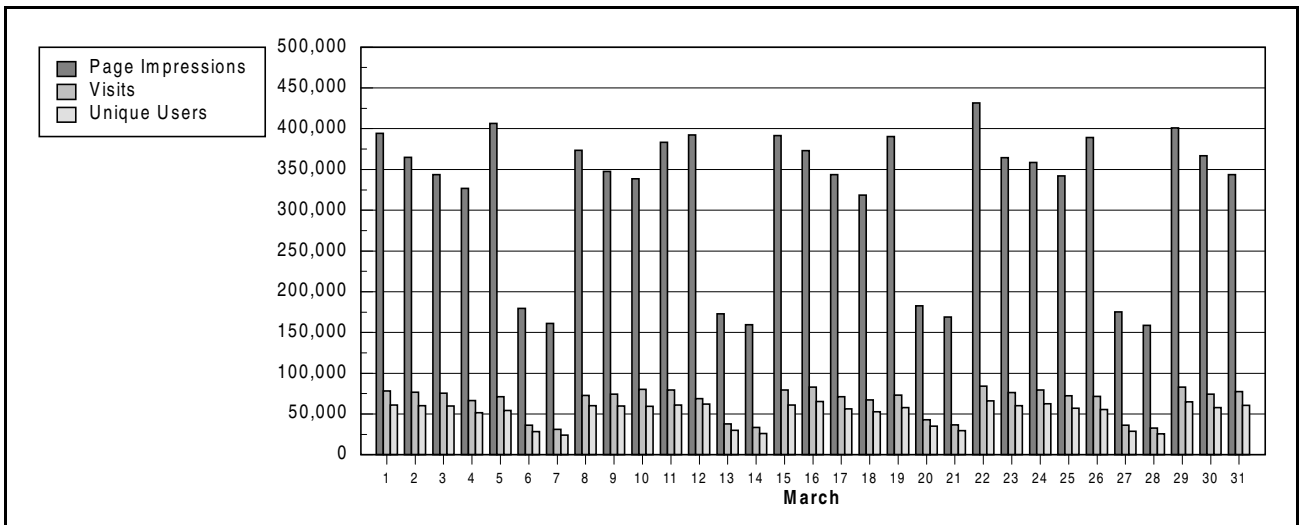|	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	712,109	22,971	27,730	9,289
All Other	9,133,714	294,636	341,259	160,594
GRAND TOTAL	9,845,823	317,607	368,989	169,883
Visits	2,025,520	65,339	75,577	35,906
Unique Users, See Par. 6(b)	845,601	51,464	59,471	28,445

1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.6

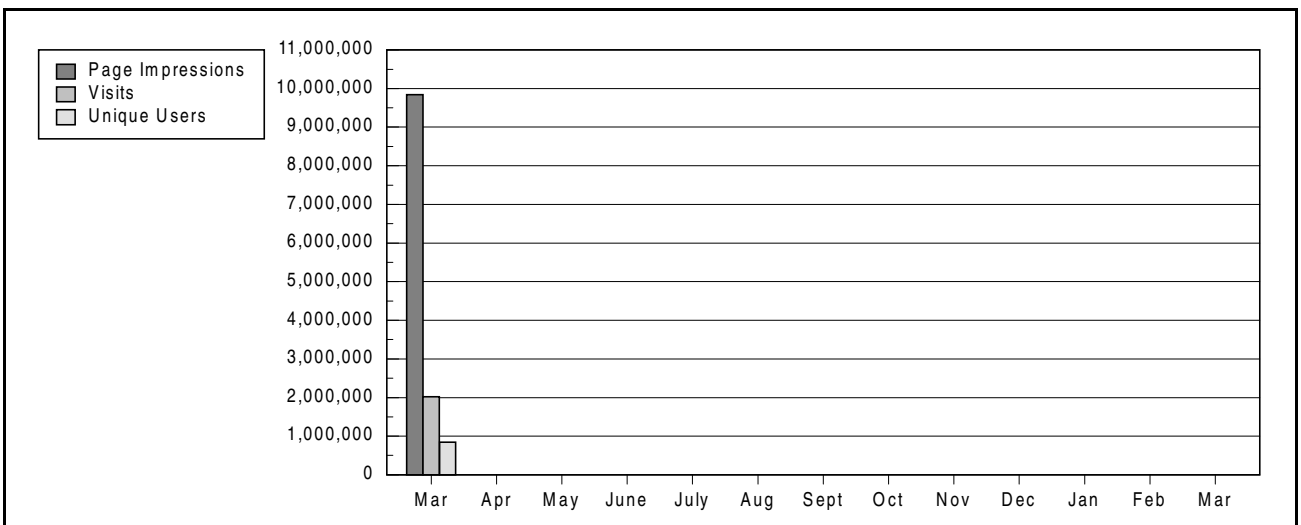**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**

3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED MARCH 31, 2004:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	394,476	78,224	60,948	11	383,436	79,660	61,244	21	168,895	36,562	29,606
2	364,781	76,871	60,057	12	392,210	69,140	62,143	22	431,740	84,290	66,112
3	343,775	75,692	59,666	13	172,901	37,819	29,996	23	364,541	76,468	60,105
4	326,785	66,662	51,457	14	159,491	33,452	25,901	24	358,615	79,696	62,666
5	406,316	71,107	54,509	15	391,764	79,741	61,002	25	342,017	72,414	57,148
6	179,683	36,150	28,336	16	373,319	82,959	65,244	26	389,092	71,563	55,503
7	161,292	31,138	24,092	17	343,573	71,437	56,103	27	175,062	36,451	28,741
8	373,405	72,623	60,118	18	318,555	67,316	53,002	28	159,015	32,604	25,688
9	347,596	74,239	60,002	19	390,566	73,390	57,844	29	400,982	82,891	64,945
10	338,657	80,308	59,411	20	182,727	43,074	35,199	30	366,832	74,267	58,001
								31	343,724	77,312	60,593

3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MARCH 31, 2004:

(Chronicle of Higher Education Web Site, Page #2)

4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	Individual job listings	1,947,361	62,818	19.8
/	Chronicle Home Page	712,109	22,971	7.2
/jobs/	Chronicle Careers home page	582,885	18,803	5.9
/cgi2-bin/texis/jobs/search	Job listings: keyword searches	363,994	11,742	3.7
/jobs/100/	Job listings for Faculty/research positions	320,423	10,336	3.3
/jobs/search.php	Job listings: By-institution searches	196,284	6,332	2.0
/cgi2-bin/texis/jobs/search/*	Job listing keyword searches	170,154	5,489	1.7
/jobs/300/	Job listings for administrative positions	165,151	5,327	1.7
/forums/careernetwork/read.php	Chronicle Careers discussion forums: Individual posts	103,227	3,330	1.0
/cgi2-bin/texis/chronicle/search	Site-wide archive search results	100,125	3,230	1.0
/stats/aaup/2003/ aaupresults.php3	Faculty salaries database	93,162	3,005	0.9
/jobs/100/500/	Job listings for humanities positions	88,176	2,844	0.9
/temp/email.php	Articles forwarded by e-mail to others	77,737	2,508	0.8
/jobs/300/500/	Job listings for student affairs positions	77,378	2,496	0.8
/jobs/100/700/	Job listings for science, technology, and mathematics positions	69,213	2,233	0.7
/jobs/email.php	Job listings forwarded by e-mail to others	56,515	1,823	0.6
/jobs/300/200/	Job listings for business and administrative affairs positions	54,767	1,767	0.6
/jobs/100/800/	Job listings for social and behavioral sciences	51,654	1,666	0.5
/jobs/print.php	Job listings formatted to be printer friendly	51,021	1,646	0.5
/jobs/100/100/	Job listings for arts positions	49,831	1,607	0.5
/jobs/500/	Job listings for executive positions	47,420	1,530	0.5
/jobs/100/500/2000/	Job listings for English and literature positions	43,288	1,396	0.4
/index.htm	Chronicle Home Page	39,851	1,286	0.4
/jobs/100/100/7000/	Job listings for performing arts positions	39,512	1,275	0.4
/forums/careernetwork/list.php	Chronicle Careers discussion forums: Topics	37,743	1,218	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	2,160,455	22.0
Educational	2,887,606	29.3
Government	64,559	0.6
Military	20,692	0.2
Networks	1,620,555	16.5
Organizations	191,618	1.9
Other	265,666	2.7
Total	7,211,151	73.2
Unresolved IP Addresses	2,308,779	23.5
Total International	325,893	3.3
GRAND TOTAL	9,845,823	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	5,988	1.8
Asia	67,429	20.7
Canada	92,161	28.3
Europe	115,103	35.3
Middle America	7,646	2.3
Oceania	34,109	10.5
South America	3,457	1.1
Total International	325,893	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page consists of / 712,109.

(b) Par. 1a: This site uses the IP address & User-agent in combination based method to measure Unique Users.

Note: The Total number of Unique Users is adjusted to remove duplicate Visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period in Par. 1a.

The Daily average represents the number of Unique Users that visited the site each day as shown in Par. 3a, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

DEFINITIONS:

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. ABC Interactive only measures successful communications.

HTML Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Web site activity that is generated by individuals with IP addresses known to be associated with the web site. This activity is excluded from the Audit Report.

Nonqualifying Activity: Unsuccessful transfers of requested documents. Also, successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request), are considered nonqualifying and have been deducted from reported figures.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

User/Visitor: A unique IP address with heuristic.

Visits: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Audit Bureau of Verification Services, Inc.:

We have examined the activity records and other data presented by this Web Site for the period covered by this Audit Report. Our examination was made in accordance with the Bureau's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Web Site activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

Audit Bureau of Verification Services, Inc.

June, 2004 (Chronicle of Higher Education Web Site, Page #4 - #200684) 09-0101-4