

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

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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.

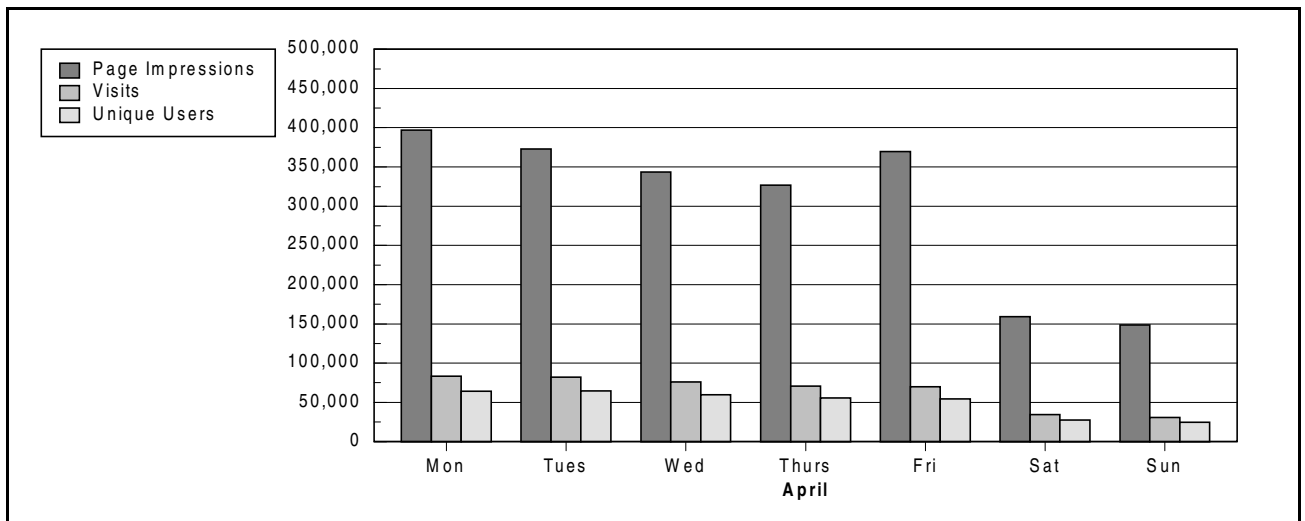
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED APRIL 30, 2004:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	673,384	22,446	27,342	8,982
All Other	8,495,702	283,190	333,420	145,059
GRAND TOTAL	9,169,086	305,636	360,762	154,041
Visits	1,935,266	64,509	76,085	32,675
Unique Users, See Par. 6(b)	807,282	50,511	59,419	26,012

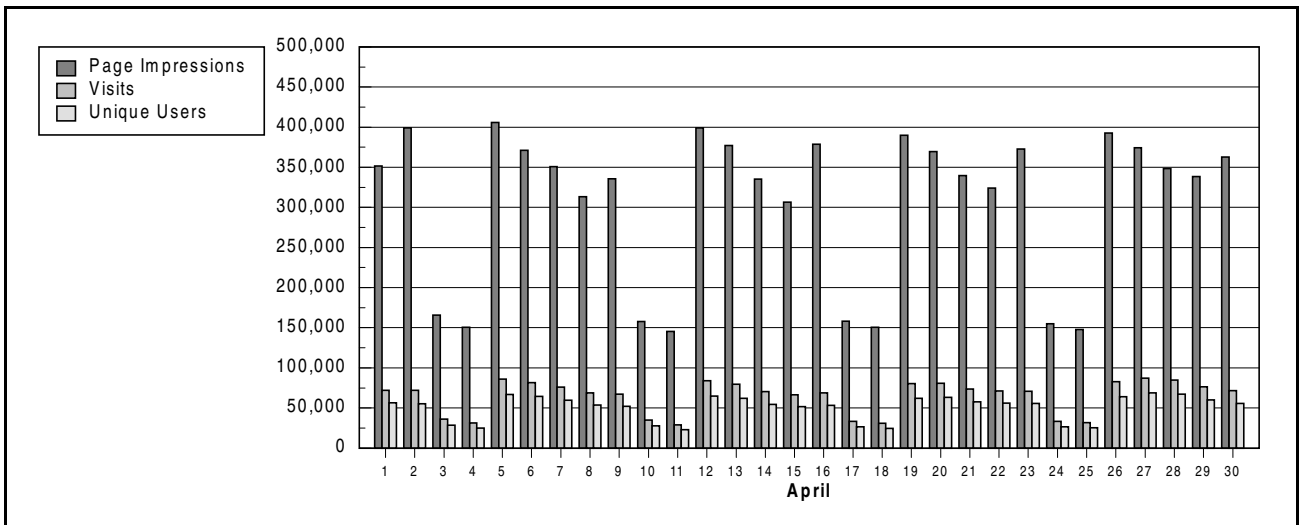
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.4

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

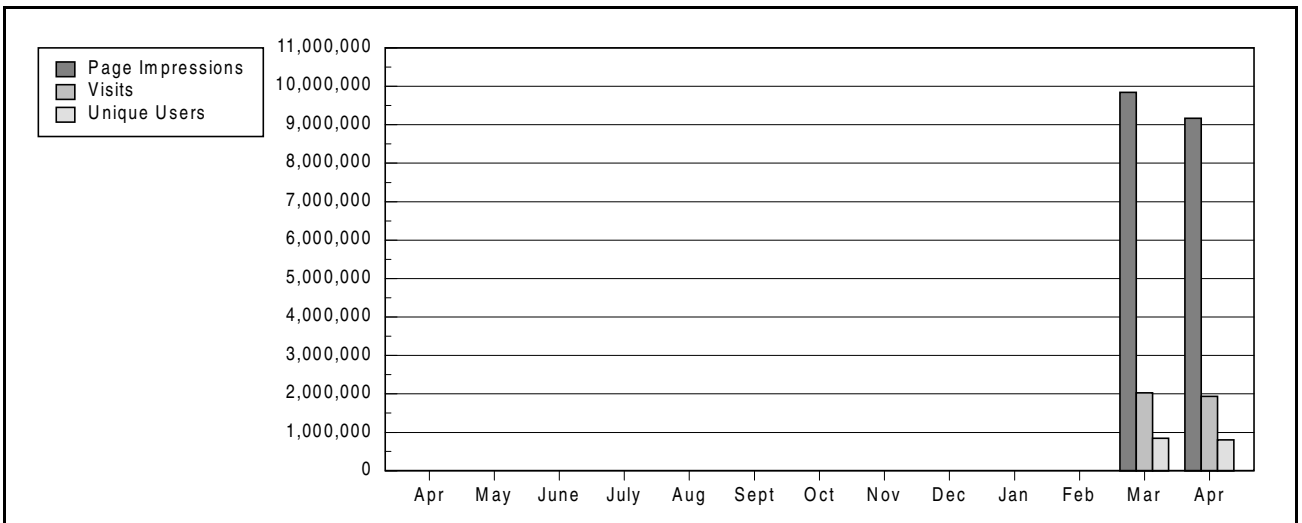


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED APRIL 30, 2004:

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	351,816	72,188	56,528	11	145,650	29,136	23,228	21	339,500	73,617	57,699	
2	399,015	71,887	55,567	12	399,049	84,133	65,039	22	323,999	71,443	56,006	
3	165,979	36,325	28,637	13	377,134	79,771	62,276	23	372,611	70,970	55,678	
4	150,710	31,536	25,058	14	335,107	70,285	54,586	24	155,181	33,343	26,781	
5	405,920	85,873	66,777	15	306,435	66,574	51,599	25	147,905	31,911	25,477	
6	371,298	81,741	64,541	16	378,883	68,742	53,486	26	392,659	82,814	64,022	
7	350,849	76,190	59,641	17	158,382	33,264	26,485	27	374,446	87,337	69,149	
8	313,339	68,769	53,666	18	150,551	31,017	24,554	28	348,377	84,934	67,169	
9	335,818	67,129	52,335	19	389,939	80,407	62,167	29	338,492	76,453	60,058	
10	157,967	34,870	27,875	20	369,434	80,892	63,326	30	362,641	71,715	55,910	



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED APRIL 30, 2004:



4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	Individual job listings	1,570,412	52,347	17.1
/	Chronicle Home Page	673,384	22,446	7.3
/jobs/	Chronicle Careers home page	528,124	17,604	5.8
/cgi2-bin/texis/jobs/search	Job listings: keyword searches	320,926	10,698	3.5
	Job listings for Faculty/research positions	285,597	9,520	3.1
/jobs/100/				
/jobs/search.php	Job listings: By-institution searches	197,399	6,580	2.2
/jobs/300/	Job listings for administrative positions	163,151	5,438	1.8
	Chronicle Careers discussion forums:			
/forums/careernetwork/read.php	Individual posts	106,843	3,561	1.2
/cgi2-bin/texis/chronicle/search	Site-wide archive search results	96,445	3,215	1.1
/jobs/100/500/	Job listings for humanities positions	80,870	2,696	0.9
/stats/aaup/aaupresults.php	Faculty salaries database	78,153	2,605	0.9
/temp/email.php	Articles forwarded by e-mail to others	76,502	2,550	0.8
/jobs/300/500/	Job listings for student affairs positions	73,599	2,453	0.8
	Job listings for science, technology, and mathematics positions	62,420	2,081	0.7
/jobs/100/700/				
	Job listings for business and administrative affairs positions	56,335	1,878	0.6
/jobs/300/200/				
/stats/aaup/2003/aaupresults.php3	Faculty salaries database 2003	52,049	1,735	0.6
/jobs/300/100/	Job listings for academic affairs	48,962	1,632	0.5
	Job listings for social and behavioral sciences	45,776	1,526	0.5
/jobs/100/800/				
/jobs/100/100/	Job listings for arts positions	44,680	1,489	0.5
	Job listings forwarded by e-mail to others	44,496	1,483	0.5
/jobs/email.php				
/jobs/500/	Job listings for executive positions	43,312	1,444	0.5
	Job listings for English and literature positions	38,616	1,287	0.4
/jobs/100/500/2000/				
	Job listings formatted to be printer friendly	37,330	1,244	0.4
/jobs/print.php				
	Chronicle Careers discussion forums:			
/forums/careernetwork/list.php	Topics	33,533	1,118	0.4
/news/news.htm	Chronicle Today's News	32,256	1,075	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,818,483	19.8
Educational	2,726,995	29.7
Government	62,919	0.7
Military	24,837	0.3
Networks	1,572,475	17.1
Organizations	179,139	2.0
Other	255,909	2.8
Total	6,640,757	72.4
Unresolved IP Addresses	2,259,856	24.7
Total International	268,473	2.9
GRAND TOTAL	9,169,086	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,195	2.3
Asia	54,269	20.2
Canada	77,649	28.9
Europe	94,559	35.2
Middle America	6,097	2.3
Oceania	26,204	9.8
South America	3,500	1.3
Total International	268,473	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page consists of / 673,384.

(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 - #200961)

09-0101-4

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