

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, IL 60173
Tel 847/605-0909 • Fax 847/605-0483
URL <http://www.abcinteractiveaudits.com>

Client Number: 09-0101-4 / IA
**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.

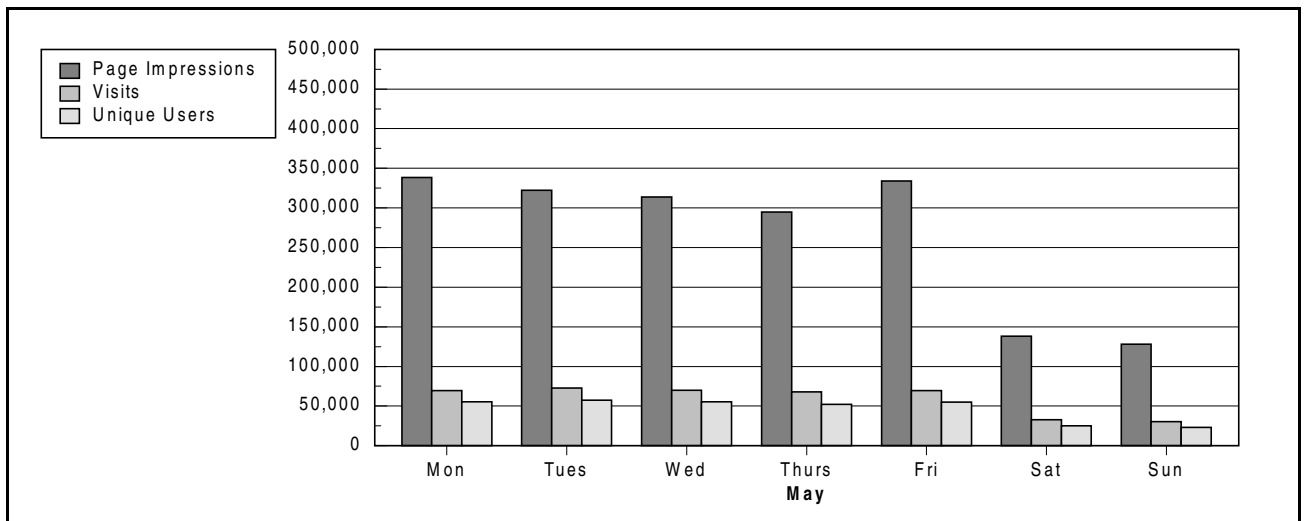
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	617,200	19,910	25,465	8,244
All Other	7,471,237	241,008	296,251	124,996
GRAND TOTAL	8,088,437	260,918	321,716	133,240
Visits	1,786,069	57,615	70,000	31,607
Unique Users, See Par. 6(b)	765,902	45,138	55,106	24,205

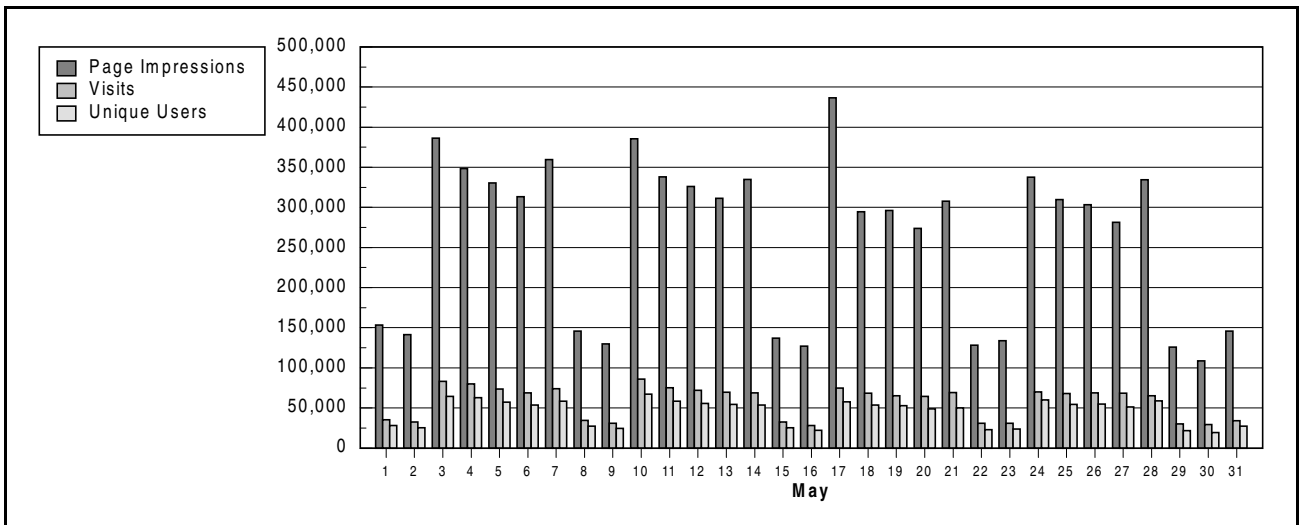
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 10.6

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

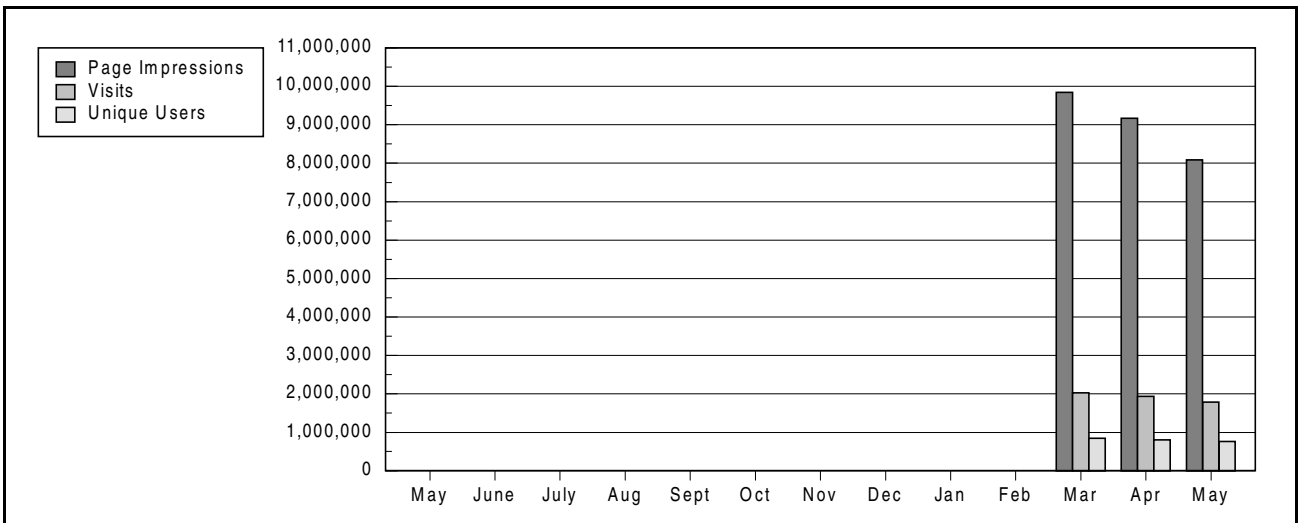


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED MAY 31, 2004:

Page				Unique				Page				Unique			
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users
1	153,410	35,320	28,162	11	338,026	75,119	58,339	21	307,842	69,522	50,122				
2	141,610	32,561	25,623	12	325,949	72,099	55,899	22	128,240	31,022	22,985				
3	386,465	83,179	64,383	13	311,401	69,730	54,467	23	133,819	30,944	24,005				
4	348,422	80,225	62,865	14	334,929	68,787	53,637	24	337,822	70,102	60,049				
5	330,562	73,820	57,226	15	137,077	32,543	25,533	25	309,601	68,202	54,655				
6	313,564	69,066	53,559	16	127,287	28,296	22,214	26	303,565	69,115	55,102				
7	359,713	74,114	58,457	17	436,638	74,868	57,702	27	281,349	68,555	51,229				
8	145,849	34,668	27,585	18	294,461	68,429	53,923	28	334,560	65,455	58,744				
9	130,136	31,041	24,689	19	296,056	65,206	53,072	29	126,090	30,122	21,706				
10	385,507	85,803	67,171	20	273,802	64,399	49,055	30	108,879	29,555	19,552				
								31	145,806	34,202	27,566				



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MAY 31, 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	1,389,365	44,818	17.2
/	Chronicle Home Page	617,200	19,910	7.6
/jobs/	Chronicle Careers home page	446,979	14,419	5.5
/cgi2-bin/texis/jobs/search	Job listings: keyword searches	295,303	9,526	3.7
	Job listings for Faculty/research positions	236,418	7,626	2.9
/jobs/100/				
/jobs/search.php	Job listings: By-institution searches	161,298	5,203	2.0
/jobs/300/	Job listings for administrative positions	148,535	4,791	1.8
	Chronicle Careers discussion forums:			
/forums/careernetwork/read.php	Individual posts	84,447	2,724	1.0
/cgi2-bin/texis/chronicle/search	Site-wide archive search results	70,836	2,285	0.9
/jobs/300/500/	Job listings for student affairs positions	67,441	2,176	0.8
/jobs/100/500/	Job listings for humanities positions	63,824	2,059	0.8
/stats/aaup/aaupresults.php	Faculty salaries database	57,575	1,857	0.7
	Job listings for business and administrative affairs positions	52,350	1,689	0.6
/jobs/300/200/				
/temp/email.php	Articles forwarded by e-mail to others	49,845	1,608	0.6
	Job listings for science, technology, and mathematics positions	49,845	1,608	0.6
/jobs/100/700/				
	Job listings forwarded by e-mail to others	40,857	1,318	0.5
/jobs/email.php	Chronicle Careers discussion forums:			
/forums/careernetwork/list.php	Topics	40,105	1,294	0.5
/jobs/500/	Job listings for executive positions	38,767	1,251	0.5
/stats/aaup/2003/aaupresults.php3	Faculty salaries database 2003	37,495	1,210	0.5
	Job listings for social and behavioral sciences	37,031	1,195	0.5
/jobs/100/800/				
/jobs/100/100/	Job listings for arts positions	36,535	1,179	0.5
	Job listings formatted to be printer friendly	36,023	1,162	0.4
/jobs/print.php				
/jobs/300/100/	Job listings for academic affairs	33,281	1,074	0.4
/news/news.htm	Chronicle Today's News	33,233	1,072	0.4
	Job listings for English and literature positions	31,472	1,015	0.4
/jobs/100/500/2000/				

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,567,877	19.4
Educational	2,134,143	26.4
Government	54,344	0.7
Military	104,982	1.3
Networks	1,451,832	17.9
Organizations	145,901	1.8
Other	214,127	2.6
Total	5,673,206	70.1
Unresolved IP Addresses	2,166,603	26.8
Total International	248,628	3.1
GRAND TOTAL	8,088,437	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,628	1.9
Asia	51,295	20.6
Canada	65,714	26.4
Europe	89,473	36.0
Middle America	6,906	2.8
Oceania	26,822	10.8
South America	3,790	1.5
Total International	248,628	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page consists of / 617,200.

(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.

August, 2004

(Chronicle of Higher Education Web Site, Page #4 - #201403)

09-0101-4

Copyright © 2004 Audit Bureau of Verification Services, Inc. All rights reserved.