

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.

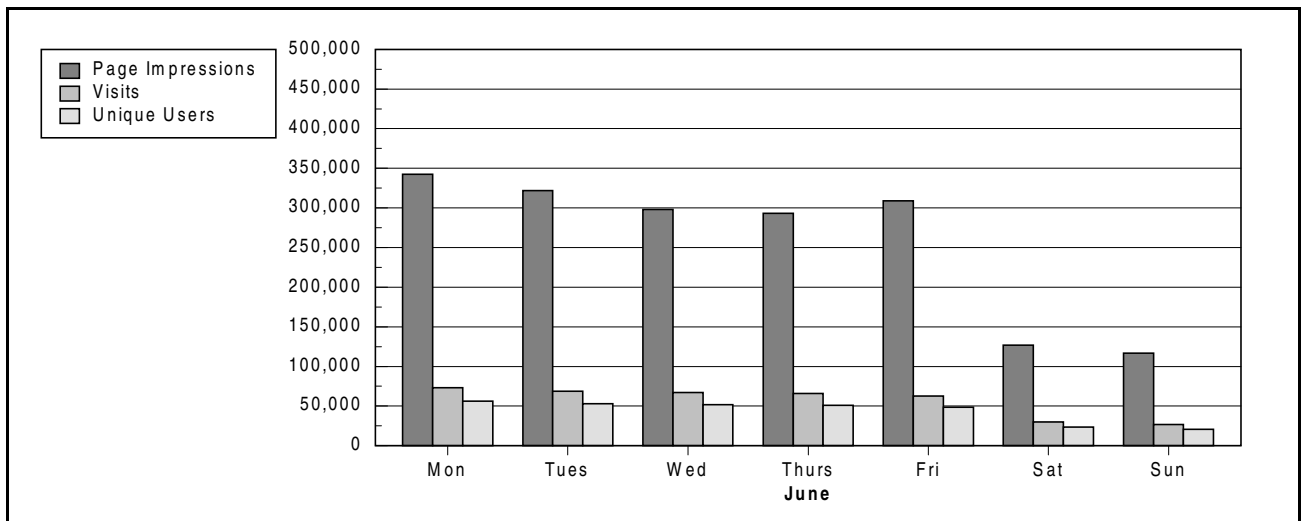
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	645,517	21,517	26,491	7,840
All Other	7,211,330	240,378	286,292	114,115
GRAND TOTAL	7,856,847	261,895	312,783	121,955
Visits	1,718,222	57,274	67,749	28,469
Unique Users, See Par. 6(b)	777,687	44,297	52,316	22,245

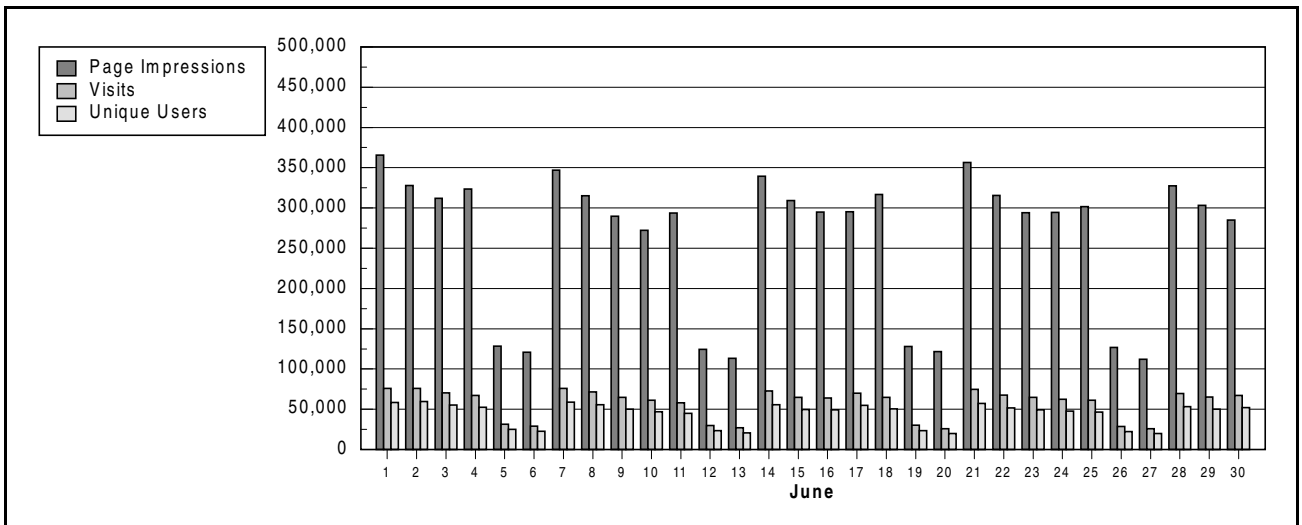
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 10.1

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

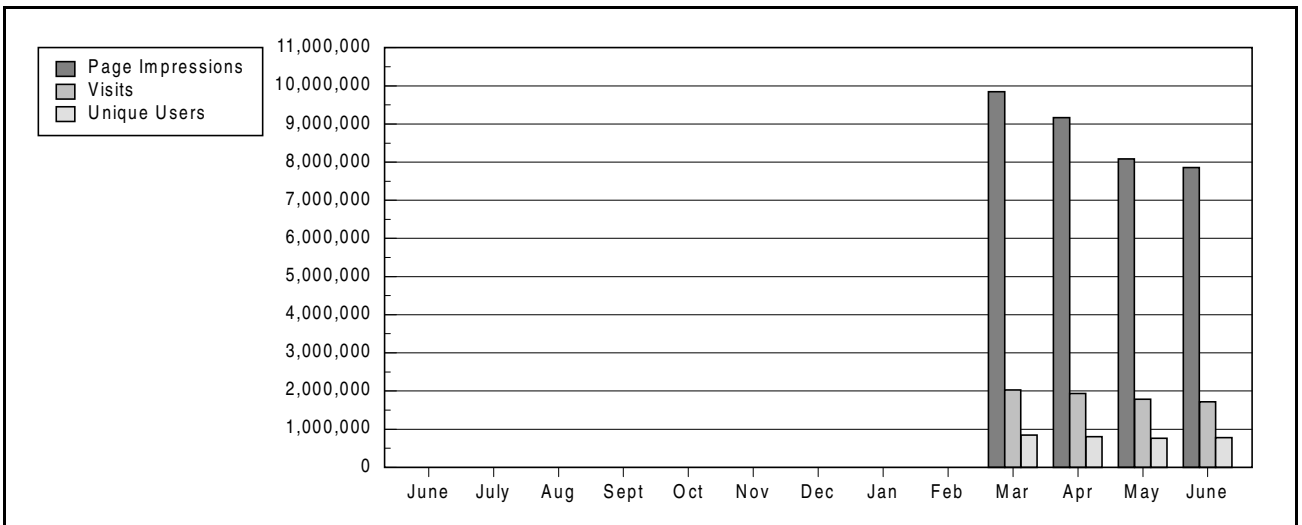


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JUNE 30, 2004:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	365,540	75,814	58,616	11	293,575	58,181	45,067	21	356,608	74,634	57,243
2	328,033	76,130	59,512	12	124,458	29,910	23,529	22	315,720	67,520	51,750
3	311,905	70,535	55,206	13	113,498	26,934	20,893	23	294,048	64,638	49,415
4	323,456	67,230	52,475	14	339,506	72,661	55,731	24	294,403	62,472	47,934
5	128,304	31,449	24,933	15	309,341	64,664	49,598	25	301,797	61,097	46,706
6	120,957	28,964	22,775	16	294,913	63,885	49,195	26	126,762	28,686	22,365
7	347,178	76,056	58,889	17	295,254	70,082	54,798	27	112,181	25,880	19,900
8	315,295	71,491	55,760	18	316,941	64,895	50,524	28	327,604	69,615	53,197
9	289,583	65,082	50,029	19	127,974	30,176	23,593	29	303,181	65,360	50,157
10	272,296	61,327	47,041	20	121,501	25,752	19,973	30	285,035	67,102	52,119



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JUNE 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	1,357,611	45,254	17.3
/	Chronicle Home Page	606,352	20,212	7.7
/jobs/	Chronicle Careers home page	462,122	15,404	5.9
/cgi2-bin/texis/jobs/search	Job listings: keyword searches	320,444	10,681	4.1
	Job listings for Faculty/research positions	240,569	8,019	3.1
/jobs/100/				
/jobs/search.php	Job listings: By-institution searches	176,295	5,877	2.2
/jobs/300/	Job listings for administrative positions	150,524	5,017	1.9
	Chronicle Careers discussion forums:			
/forums/careernetwork/read.php	Individual posts	82,399	2,747	1.0
/cgi2-bin/texis/chronicle/search	Site-wide archive search results	74,972	2,499	1.0
/jobs/300/500/	Job listings for student affairs positions	68,784	2,293	0.9
/jobs/100/500/	Job listings for humanities positions	64,650	2,155	0.8
/temp/email.php	Articles forwarded by e-mail to others	62,385	2,080	0.8
	Job listings for science, technology, and mathematics positions	51,588	1,720	0.7
/jobs/100/700/				
/stats/aaup/aaupresults.php	Faculty salaries database	51,073	1,702	0.7
/jobs/500/	Job listings for executive positions	44,133	1,471	0.6
	Job listings for business and administrative affairs positions	43,195	1,440	0.5
/jobs/300/200/				
/jobs/100/800/	Job listings for social and behavioral sciences	38,417	1,281	0.5
/index.htm	Chronicle Home Page	39,165	1,306	0.5
	Job listings forwarded by e-mail to others	37,031	1,234	0.5
/jobs/email.php				
/jobs/100/100/	Job listings for arts positions	35,671	1,189	0.5
/jobs/300/100/	Job listings for academic affairs	35,468	1,182	0.5
	Chronicle Careers discussion forums :			
/forums/careernetwork/list.php	Topics	31,320	1,044	0.4
/jobs/900/	Job Listings for Outside academe	31,263	1,042	0.4
	Job listings formatted to be printer friendly	30,358	1,012	0.4
/jobs/print.php				
/news/news.htm	Chronicle Today's News	27,636	921	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,576,332	20.1
Educational	2,141,801	27.3
Government	57,856	0.7
Military	68,694	0.9
Networks	1,361,386	17.3
Organizations	144,120	1.8
Other	204,428	2.6
Total	5,554,617	70.7
Unresolved IP Addresses	2,059,470	26.2
Total International	242,760	3.1
GRAND TOTAL	7,856,847	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,523	1.9
Asia	44,709	18.4
Canada	61,657	25.4
Europe	93,476	38.5
Middle America	8,311	3.4
Oceania	27,035	11.1
South America	3,049	1.3
Total International	242,760	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page consists of / 606,352 pages, and /index.htm 39,165.

(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 - #201541)

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