

PAID MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau
of Circulations

The Chronicle Of Higher Education

For the six months ended June 30, 2004

Field Served: Business officers, academic officers, information technology officers, senior administrators, and faculty members who run America's colleges and universities.

Published by The Chronicle of Higher Education, Inc.

Frequency: 49 times/year

ABC Member # 04-0193-0

The Chronicle Of Higher Education

Paid Magazine
Publisher's Statement

For 6 months ended June 30, 2004

AVERAGE PAID CIRCULATION

1	Total Average Paid Circulation:		85,061
		% of Total	
	Subscriptions (Individual):	85,061	100.0
	Total Paid	85,061	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		None Claimed
	% Above/Below Rate Base (+/-)		

PRICES

2 Prices effective during the six month period ending June 30, 2004

Publisher's Suggested 1 year price	\$82.50
Single Copy cover price	\$3.75

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending December 31, 2003

Average subscription price:	Net	Gross
Per Copy	\$1.61	(optional)
Annualized (49 issue frequency)	\$78.89	(optional)
Publisher's Suggested 1 year price in effect for average price period, \$82.50		

2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended June 30, 2004 at below 35% of average net price.

None Claimed

This publication also has Web Site Activity audited by ABCi. See Par. 9



March 1 - 31, 2004

Latest Data Available

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	9,845,823	317,607	368,989	169,883
Unique Users	845,601	51,464	59,471	28,445

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

3 Total gross individual subscriptions (new and renewal) sold in the six month period ended June 30, 2004

<p>A. DURATION</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) One to six months (1 to 24 issues).....</td> <td style="width: 15%; text-align: right;">17,632</td> <td style="width: 10%; text-align: right;">33.8</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Seven to eleven months (25 to 48 issues).....</td> <td style="text-align: right;">1,302</td> <td style="text-align: right;">2.5</td> <td></td> </tr> <tr> <td>(c) Twelve months (49 issues).....</td> <td style="text-align: right;">27,802</td> <td style="text-align: right;">53.4</td> <td></td> </tr> <tr> <td>(d) Thirteen to twenty-four months.....</td> <td style="text-align: right;">4,980</td> <td style="text-align: right;">9.6</td> <td></td> </tr> <tr> <td>(e) Twenty-five months and more.....</td> <td style="text-align: right;">389</td> <td style="text-align: right;">0.7</td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">52,105</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table> <p>B. USE OF PREMIUMS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) Ordered without premium.....</td> <td style="width: 15%; text-align: right;">52,052</td> <td style="width: 10%; text-align: right;">99.9</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Ordered with material reprinted from this publication.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(c) Ordered with other premiums, See Par. 9(c).....</td> <td style="text-align: right;">53</td> <td style="text-align: right;">0.1</td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">52,105</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) One to six months (1 to 24 issues).....	17,632	33.8		(b) Seven to eleven months (25 to 48 issues).....	1,302	2.5		(c) Twelve months (49 issues).....	27,802	53.4		(d) Thirteen to twenty-four months.....	4,980	9.6		(e) Twenty-five months and more.....	389	0.7		Total Subscriptions Sold in Period.....	52,105	100.0		(a) Ordered without premium.....	52,052	99.9		(b) Ordered with material reprinted from this publication.....	None			(c) Ordered with other premiums, See Par. 9(c).....	53	0.1		Total Subscriptions Sold in Period.....	52,105	100.0		<p>C. CHANNELS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)</td> <td style="width: 15%; text-align: right;">50,365</td> <td style="width: 10%; text-align: right;">96.7</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Ordered through salespeople:</td> <td></td> <td></td> <td></td> </tr> <tr> <td> 1. Catalog agencies and individual agents - includes institutional and library subscriptions.....</td> <td style="text-align: right;">1,718</td> <td style="text-align: right;">3.3</td> <td></td> </tr> <tr> <td> 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....</td> <td style="text-align: right;">22</td> <td style="text-align: right;">0.0</td> <td></td> </tr> <tr> <td> 3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals.....</td> <td style="text-align: right;">None</td> <td style="text-align: right;">0.0</td> <td></td> </tr> <tr> <td>(c) Association members.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">52,105</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)	50,365	96.7		(b) Ordered through salespeople:				1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	1,718	3.3		2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....	22	0.0		3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals.....	None	0.0		(c) Association members.....	None			Total Subscriptions Sold in Period.....	52,105	100.0	
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ANALYSIS OF AVERAGE CIRCULATION

4A PAID BY ISSUES

Issue		Subscriptions		Issue		Subscriptions
Jan.	9	86,820		Apr.	2	85,613
	16	86,437			9	85,338
	23	86,094			16	84,996
	30	85,398			23	84,551
Feb.	6	85,034		May	30	84,284
	13	84,804			7	84,170
	20	85,437			14	84,405
Mar.	27	85,478		June	21	84,424
	5	85,781			28	84,357
	12	85,822			4	84,214
	19	85,926			11	84,040
	26	85,756			18	83,838
				25	83,507	

4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5 None

POST EXPIRATION COPIES

6 (a) Average number of copies served on subscriptions not more than three months after expiration. 3,092 3.6%

GEOGRAPHIC DATA for the May 7, 2004 Issue

7A Paid circulation of this issue was 1.0% less than the total average paid circulation.

Analysis by ABCD County

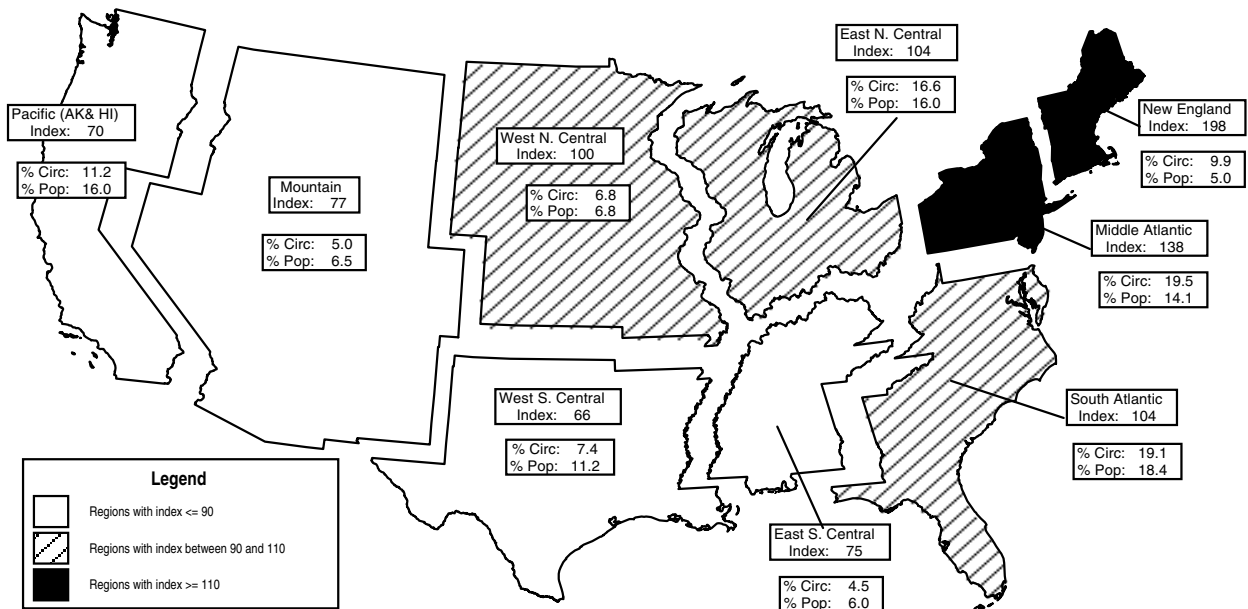
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine	532		532	
New Hampshire	569		569	
Vermont	415		415	
Massachusetts.....	4,360		4,360	
Rhode Island.....	621		621	
Connecticut.....	1,653		1,653	
NEW ENGLAND	8,150		8,150	9.9
New York.....	8,306		8,306	
New Jersey.....	2,635		2,635	
Pennsylvania	5,124		5,124	
MIDDLE ATLANTIC	16,065		16,065	19.5
Ohio	3,382		3,382	
Indiana	1,939		1,939	
Illinois	4,294		4,294	
Michigan	2,589		2,589	
Wisconsin	1,447		1,447	
EAST N. CENTRAL	13,651		13,651	16.6
Minnesota	1,384		1,384	
Iowa	977		977	
Missouri	1,587		1,587	
North Dakota.....	215		215	
South Dakota.....	204		204	
Nebraska	568		568	
Kansas	679		679	
WEST N. CENTRAL	5,614		5,614	6.8
Delaware.....	298		298	
Maryland.....	2,204		2,204	
District of Columbia.....	1,721		1,721	
Virginia.....	2,855		2,855	
West Virginia.....	465		465	
North Carolina.....	2,175		2,175	
South Carolina.....	913		913	
Georgia.....	2,088		2,088	
Florida.....	2,979		2,979	
SOUTH ATLANTIC	15,698		15,698	19.1

Index = Geographic Distribution of % Circulation ÷ % Population

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Kentucky.....	933		933	
Tennessee.....	1,330		1,330	
Alabama.....	940		940	
Mississippi.....	535		535	
EAST S. CENTRAL	3,738		3,738	4.5
Arkansas.....	566		566	
Louisiana.....	921		921	
Oklahoma.....	607		607	
Texas.....	3,977		3,977	
WEST S. CENTRAL	6,071		6,071	7.4
Montana.....	216		216	
Idaho.....	248		248	
Wyoming.....	138		138	
Colorado.....	1,225		1,225	
New Mexico.....	477		477	
Arizona.....	1,138		1,138	
Utah.....	450		450	
Nevada.....	264		264	
MOUNTAIN	4,156		4,156	5.0
Alaska.....	153		153	
Washington.....	1,253		1,253	
Oregon.....	867		867	
California.....	6,720		6,720	
Hawaii.....	266		266	
PACIFIC	9,259		9,259	11.2
U.S. Unclassified.....	13		13	0.0
UNITED STATES	82,415		82,415	100.0
U.S. Circ. Percent of				
Grand Total.....				97.9
Poss. & Other Areas.....	147		147	0.2
U.S. & POSS., etc.	82,562		82,562	98.1
Canada.....	632		632	0.7
International.....	889		889	1.1
Other Unclassified.....				
Military or Civilian				
Personnel Overseas..	87		87	0.1
GRAND TOTAL	84,170		84,170	100.0



ANALYSIS OF ANALYZED NON-PAID

8 This publication does not report analyzed non-paid circulation

EXPLANATORY

9 (a) Publisher Suggested Prices: Subscriptions: 6 mos. \$45.00, 2 yrs. \$140.00, 3 yrs. \$203.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,876 copies per issue.

(c) An almanac, with a value of \$3.75, was offered with subscriptions at publisher suggested prices.

ABC Interactive Definitions:

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.

Unique Users:

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. The Daily average represents the number of Unique Users that visited the site each day 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 average but limited to weekdays and weekends respectively.

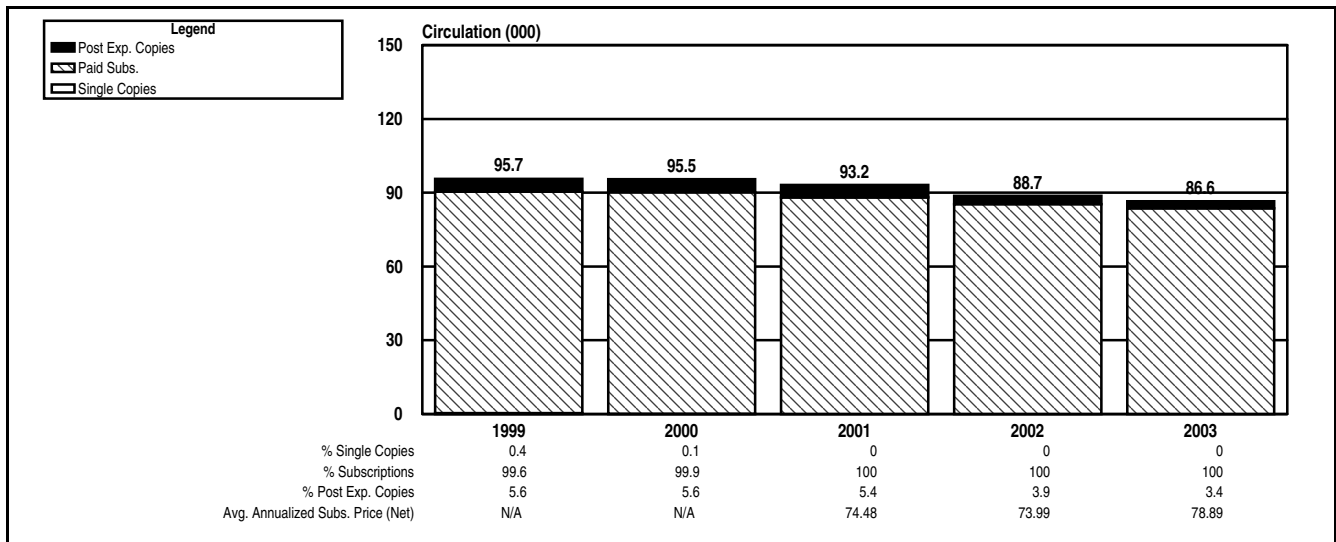
This publisher also receives a monthly web site activity audit. See separate report for details.

SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

Analysis not required

FIVE YEAR ANNUAL TRENDS

10 Total average paid circulation as reported in June and December Publisher's Statements



VARIANCE

11 Latest released Audit Report for 12 months ended December 31, 2002; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-02	None Claimed	88,522	88,665	-143	-0.2
12-31-01	None Claimed	93,168	93,224	-56	-0.1
12-31-00	None Claimed	96,118	95,518	600	0.6
12-31-99	None Claimed	95,785	95,679	106	0.1
12-31-98	None Claimed	94,933	95,066	-133	-0.1

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Chronicle of Higher Education, Inc.

THE CHRONICLE OF HIGHER EDUCATION, published by Chronicle of Higher Education, Inc. • 1255 Twenty-Third Street, N.W. • Washington, DC 20037-1190

ALVIN BROCKWAY

PHILIP W. SEMAS

Date Signed: July 29, 2004

Associate Publisher

Editor-in-Chief

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	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	3.75
	Association Subscription Price	
	U.S. Subscription Price	82.50
	Canadian Subscription Price	
	International Subscription Price	