# INTERACTIVE AUDIT REPORT

**www.**
## ABC Interactive®

*A subsidiary of*
## Audit Bureau of Circulations

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.
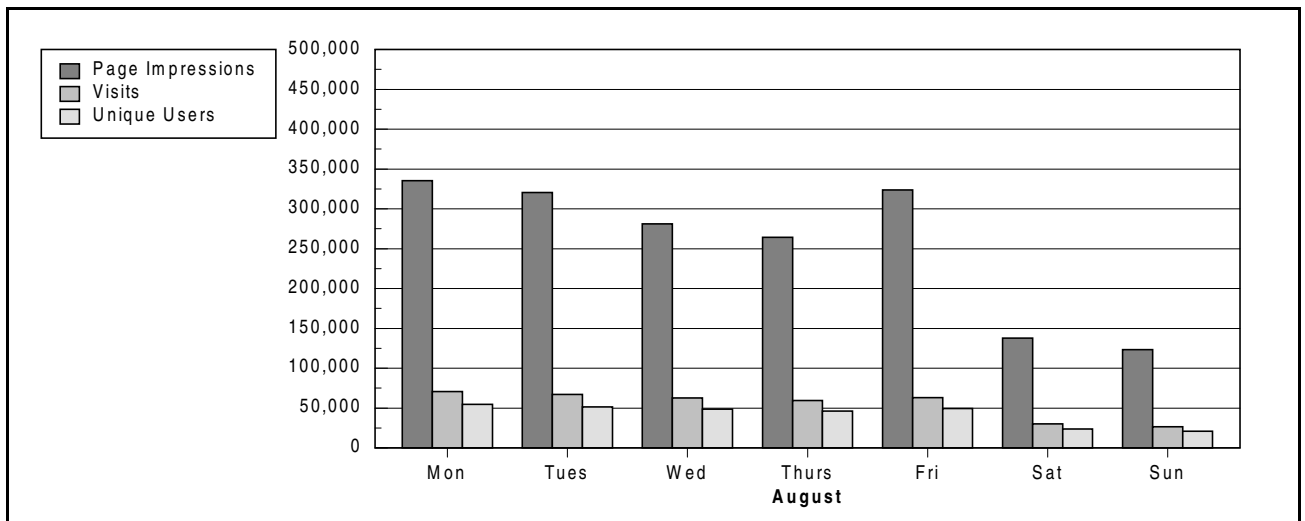
# THE CHRONICLE OF HIGHER EDUCATION

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

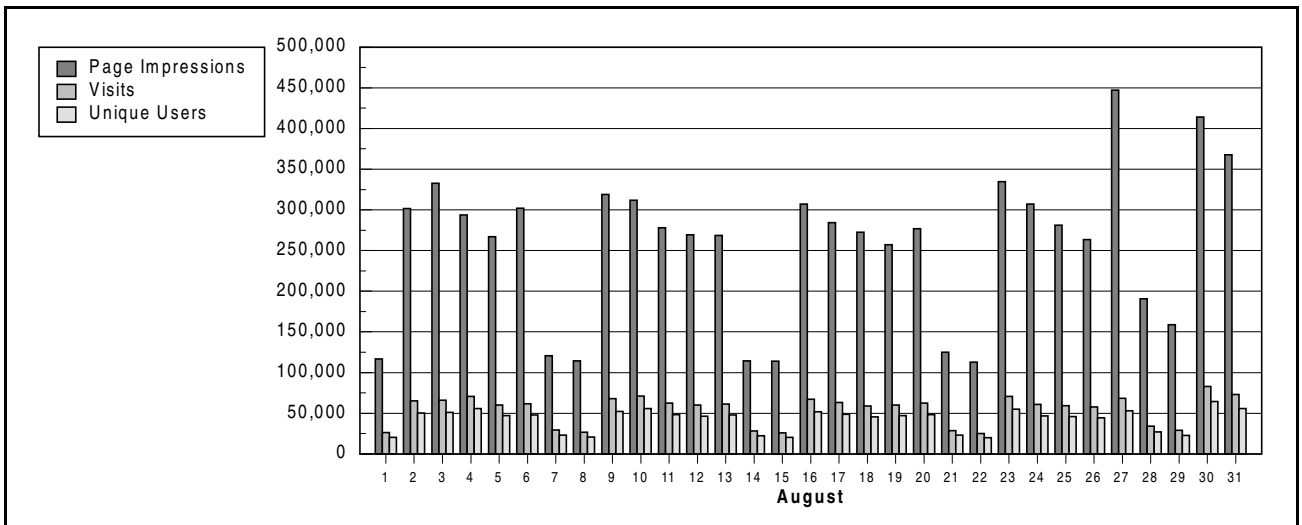|  | Total | Daily Avg. | Mon. to Fri. Avg. | Sat. & Sun. Avg. |
|---|---|---|---|---|
| **Page Impressions** |  |  |  |  |
| Home Page, See Par. 6(a) | 637,070 | 20,551 | 25,525 | 8,391 |
| All Other | 7,289,628 | 235,149 | 281,688 | 121,388 |
| GRAND TOTAL | 7,926,698 | 255,700 | 307,213 | 129,779 |
| **Visits** | 1,686,655 | 54,408 | 65,134 | 28,190 |
| **Unique Users**, See Par. 6(b) | 780,652 | 42,294 | 50,492 | 22,256 |

**1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS:** 10.2
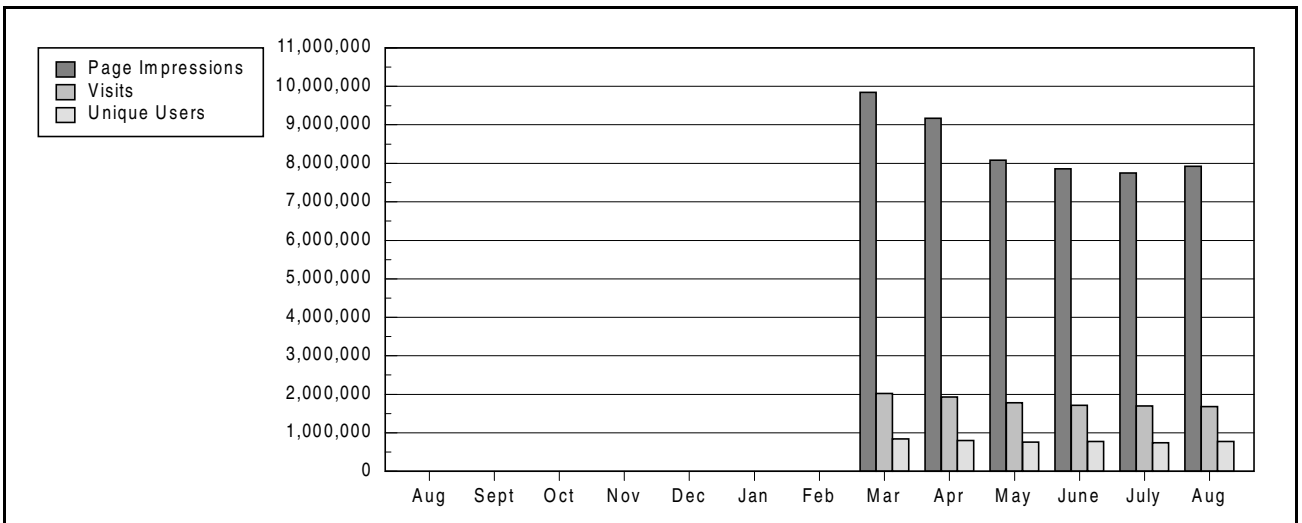
**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**

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

| Date | Page Impressions | Visits | Unique Users | Date | Page Impressions | Visits | Unique Users | Date | Page Impressions | Visits | Unique Users |
|------|------------------|--------|--------------|------|------------------|--------|--------------|------|------------------|--------|--------------|
| 1 | 116,842 | 26,178 | 20,566 | 11 | 277,860 | 62,438 | 48,202 | 21 | 125,207 | 28,714 | 22,987 |
| 2 | 301,639 | 65,111 | 50,461 | 12 | 269,302 | 60,399 | 46,563 | 22 | 112,892 | 25,258 | 19,896 |
| 3 | 332,811 | 66,096 | 50,984 | 13 | 268,729 | 61,264 | 47,764 | 23 | 334,911 | 70,747 | 55,146 |
| 4 | 293,844 | 70,915 | 55,966 | 14 | 114,372 | 28,432 | 22,541 | 24 | 307,041 | 60,925 | 46,634 |
| 5 | 267,054 | 60,208 | 46,969 | 15 | 113,935 | 25,899 | 20,224 | 25 | 281,426 | 59,226 | 45,819 |
| 6 | 301,996 | 61,527 | 48,137 | 16 | 307,227 | 67,384 | 52,094 | 26 | 263,551 | 57,737 | 44,621 |
| 7 | 120,787 | 29,616 | 23,362 | 17 | 284,323 | 63,319 | 48,847 | 27 | 447,359 | 68,428 | 53,044 |
| 8 | 114,592 | 26,622 | 20,930 | 18 | 272,564 | 58,887 | 45,439 | 28 | 190,648 | 34,097 | 27,060 |
| 9 | 319,135 | 68,003 | 52,363 | 19 | 257,103 | 60,372 | 47,223 | 29 | 158,731 | 28,897 | 22,735 |
| 10 | 311,946 | 71,192 | 55,745 | 20 | 276,739 | 62,348 | 48,528 | 30 | 414,283 | 83,137 | 64,326 |
| | | | | | | | | 31 | 367,849 | 73,279 | 55,950 |



## 3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED AUGUST 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 | 1,469,859 | 47,415 | 18.5 |
| /jobs/search.php | Job listings: By-institution searches | 583,809 | 18,833 | 7.4 |
| / | Chronicle Home Page | 606,378 | 19,561 | 7.6 |
| /jobs/ | Chronicle Careers home page | 385,844 | 12,447 | 4.9 |
| /cgi2-bin/texis/jobs/search | Job listings: keyword searches | 311,062 | 10,034 | 3.9 |
| /jobs/browse/position/ | Browse Jobs by Position Type | 162,496 | 5,242 | 2.0 |
| /jobs/100/ | Job listings for Faculty/research positions | 106,008 | 3,420 | 1.3 |
| /jobs/browse/field/ | Browse Jobs by Discipline/Field | 72,650 | 2,344 | 0.9 |
| /forums/careernetwork/read.php | Chronicle Careers discussion forums: Individual posts | 72,597 | 2,342 | 0.9 |
| /cgi2-bin/texis/chronicle/search | Site-wide archive search results | 63,757 | 2,057 | 0.8 |
| /jobs/browse/location/ | Browse Jobs by Location | 60,169 | 1,941 | 0.8 |
| /temp/email.php | Articles forwarded by e-mail to others | 52,242 | 1,685 | 0.7 |
| /stats/aaup/aaupresults.php | Faculty salaries database | 48,634 | 1,569 | 0.6 |
| /jobs/300/ | Job listings for administrative positions | 48,089 | 1,551 | 0.6 |
| /jobs/100/500/ | Job listings for humanities positions | 46,083 | 1,487 | 0.6 |
| /jobs/300/500/ | Job listings for student affairs positions | 44,789 | 1,445 | 0.6 |
| /jobs/email.php | Job listings forwarded by e-mail to others | 44,680 | 1,441 | 0.6 |
| /jobs/100/700/ | Job listings for science, technology, and mathematics positions | 41,145 | 1,327 | 0.5 |
| /jobs/print.php | Job listings formatted to be printer friendly | 36,602 | 1,181 | 0.5 |
| /jobs/home/login.php | Chronicle Careers Log In Page | 30,630 | 988 | 0.4 |
| /index.htm | Chronicle Home Page | 30,692 | 990 | 0.4 |
| /forums/careernetwork/list.php | Chronicle Careers discussion forums : Topics | 28,848 | 931 | 0.4 |
| /jobs/100/800/ | Job listings for social and behavioral sciences | 28,755 | 928 | 0.4 |
| /jobs/300/200/ | Job listings for business and administrative affairs positions | 28,090 | 906 | 0.4 |
| /jobs/100/500/2000/ | Job listings for Humanities English / Literature | 25,804 | 832 | 0.3 |

## 5a. PROFILE OF USERS BY DOMAIN:

| Domain Type | Page Impressions | % |
|---|---|---|
| Commercial | 1,521,959 | 19.2 |
| Educational | 2,065,577 | 26.1 |
| Government | 59,539 | 0.8 |
| Military | 19,003 | 0.2 |
| Networks | 1,405,490 | 17.7 |
| Organizations | 133,034 | 1.7 |
| Other | 191,957 | 2.4 |
| Total | 5,396,559 | 68.1 |
| Unresolved IP Addresses | 2,289,438 | 28.9 |
| Total International | 240,701 | 3.0 |
| GRAND TOTAL | 7,926,698 | 100.0 |

## 5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

| Domain Type | Page Impressions | % |
|---|---|---|
| Africa | 4,720 | 2.0 |
| Asia | 40,912 | 17.0 |
| Canada | 64,780 | 26.9 |
| Europe | 88,603 | 36.8 |
| Middle America | 7,793 | 3.2 |
| Oceania | 30,177 | 12.5 |
| South America | 3,716 | 1.6 |
| Total International | 240,701 | 100.0 |

## 6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 606,378 pages, and /index.htm 30,692.

(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.**

September, 2004      (Chronicle of Higher Education Web Site, Page #4 - #202161)      09-0101-4