

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.

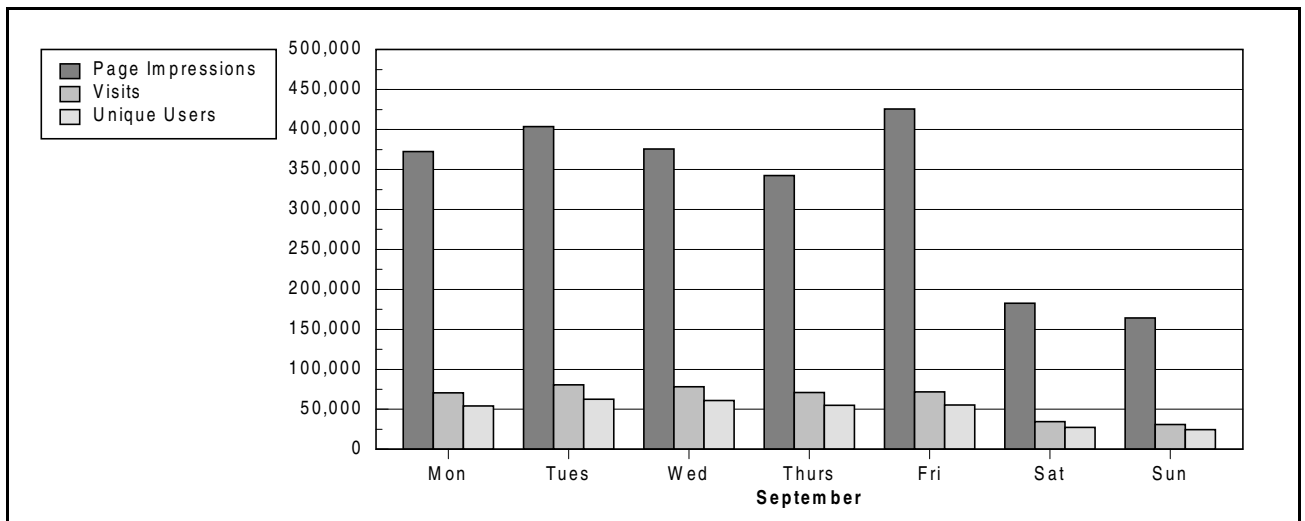
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	723,367	24,112	29,280	9,901
All Other	9,068,066	302,269	352,661	163,691
GRAND TOTAL	9,791,433	326,381	381,941	173,592
Visits	1,904,295	63,477	74,549	33,027
Unique Users, See Par. 6(b)	805,787	49,260	57,746	25,922

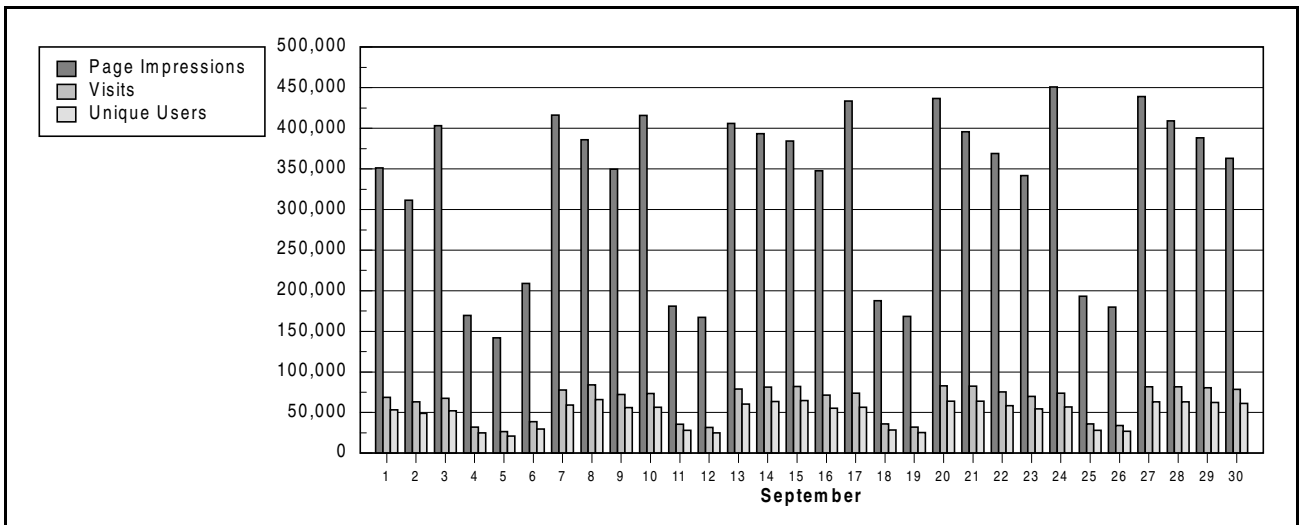
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

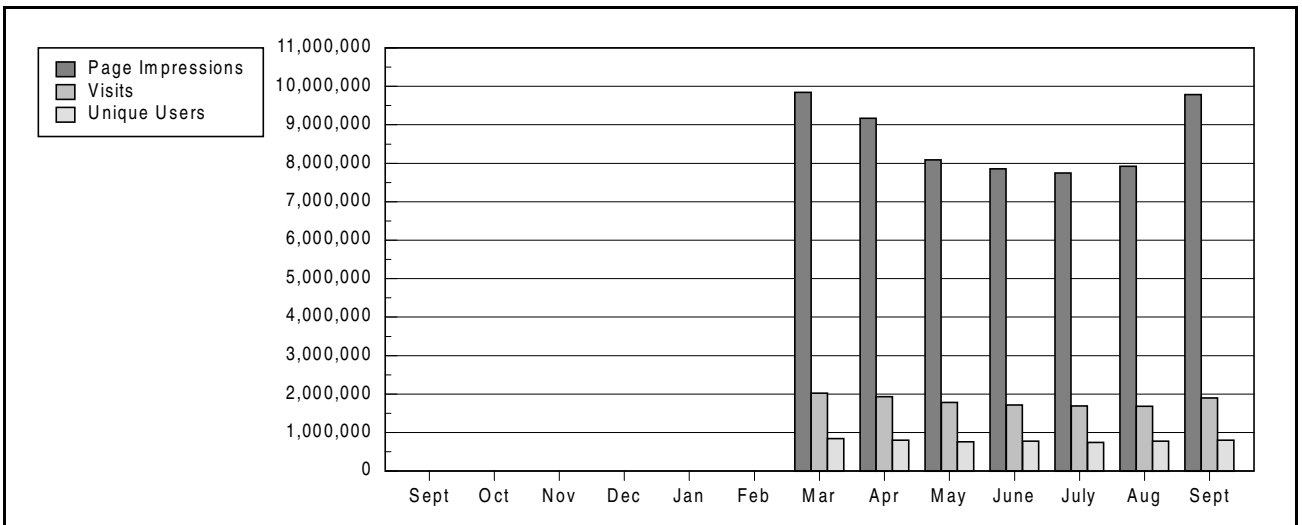


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED SEPTEMBER 30, 2004:

Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users
1	351,441	68,647	53,165	11	181,000	35,385	27,934	21	395,688	82,452	63,950
2	311,474	63,231	48,884	12	167,326	31,759	25,058	22	368,955	75,425	58,328
3	403,149	67,502	51,958	13	406,170	78,794	60,582	23	341,680	70,019	54,545
4	169,523	31,966	24,799	14	393,295	81,347	63,448	24	450,943	73,835	56,729
5	141,906	26,626	20,901	15	384,595	82,244	64,730	25	193,154	36,098	28,069
6	208,908	38,742	29,814	16	347,764	71,395	55,242	26	179,862	34,235	26,965
7	416,320	77,729	59,330	17	433,489	73,615	56,625	27	439,282	81,788	63,126
8	386,115	84,180	66,184	18	187,567	36,104	28,498	28	409,255	81,501	63,263
9	349,511	72,133	56,097	19	168,400	32,046	25,154	29	388,541	80,713	62,488
10	415,993	73,288	56,605	20	436,989	82,749	63,957	30	363,138	78,747	61,364



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED SEPTEMBER 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	2,366,877	78,896	24.2
/	Chronicle Home Page	691,358	23,045	7.1
/jobs/search.php	Job listings: By-institution searches	640,822	21,361	6.5
/jobs/	Chronicle Careers home page	425,474	14,182	4.3
/cgi2-bin/tehis/jobs/search	Job Listings: Keyword Searches	363,781	12,126	3.7
/jobs/browse/position/	Browse Jobs by Position Type	177,252	5,908	1.8
/jobs/100/	Job listings for Faculty/research positions	142,402	4,747	1.5
/forums/careernetwork/read.php	Chronicle Careers discussion forums: Individual posts	108,424	3,614	1.1
/cgi2-bin/tehis/chronicle/search	Site-wide archive search results	84,697	2,823	0.9
/jobs/browse/field/	Browse Jobs by Discipline/Field	84,008	2,800	0.9
/jobs/100/500/	Job listings for humanities positions	65,551	2,185	0.7
/jobs/email.php	Job listings forwarded by e-mail to others	64,337	2,145	0.7
/temp/email.php	Articles forwarded by e-mail to others	63,889	2,130	0.7
/stats/aaup/aaupresults.php	Faculty salaries database	63,332	2,111	0.6
/jobs/browse/location/	Browse Jobs by Location	61,786	2,060	0.6
/jobs/print.php	Job listings formatted to be printer friendly	55,191	1,840	0.6
/jobs/300/	Job listings for administrative positions	50,900	1,697	0.5
/jobs/100/700/	Job listings for science, technology, and mathematics positions	49,709	1,657	0.5
/infotech/wiredcampus.xml	Chronicle.com - The Wired Campus	47,975	1,599	0.5
/jobs/100/500/2000/	Job listings for Humanities English / Literature	43,506	1,450	0.4
/jobs/300/500/	Job listings for student affairs positions	44,630	1,488	0.5
/forums/careernetwork/list.php	Chronicle Careers discussion forums : Topics	41,129	1,371	0.4
/jobs/100/800/	Job listings for social and behavioral sciences	33,508	1,117	0.3
/jobs/home/login.php	Chronicle Careers Log In Page	32,824	1,094	0.3
/index.htm	Chronicle Home Page	32,009	1,067	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,747,951	17.9
Educational	2,789,469	28.5
Government	74,617	0.8
Military	20,191	0.2
Networks	1,441,176	14.7
Organizations	167,780	1.7
Other	241,500	2.5
Total	6,482,684	66.3
Unresolved IP Addresses	3,003,164	30.6
Total International	305,585	3.1
GRAND TOTAL	9,791,433	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	7,352	2.4
Asia	60,546	19.8
Canada	82,134	26.9
Europe	107,588	35.2
Middle America	8,787	2.9
Oceania	35,138	11.5
South America	4,040	1.3
Total International	305,585	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 691,358 pages, and /index.htm 32,009.

(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.

October, 2004

(Chronicle of Higher Education Web Site, Page #4 - #202605)

09-0101-4

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