

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

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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.

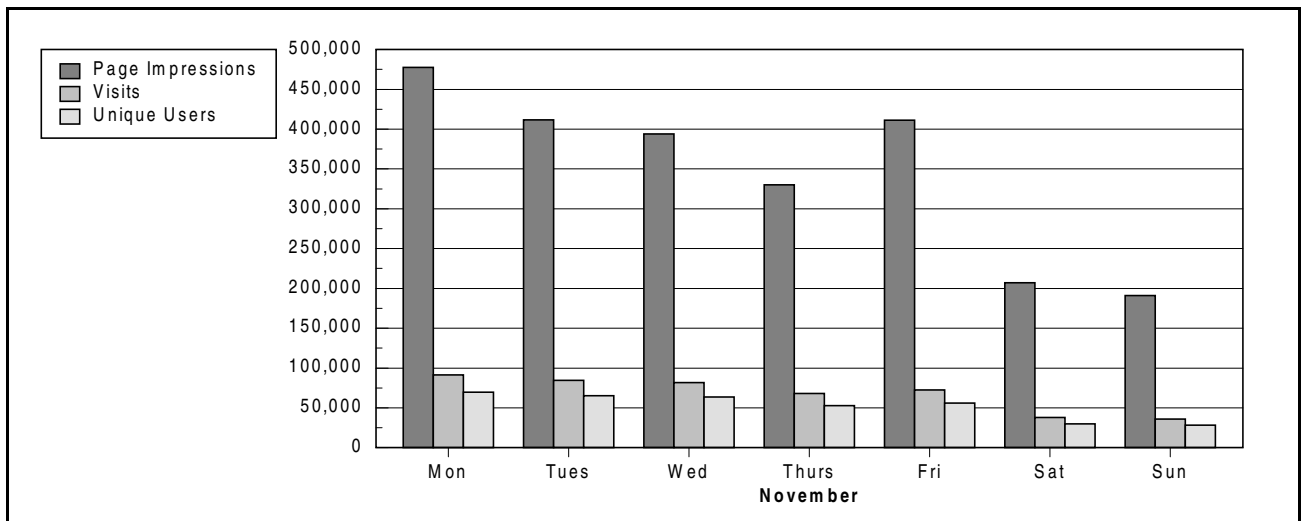
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	754,929	25,164	30,424	10,702
All Other	9,825,781	327,526	378,106	188,432
<b>GRAND TOTAL</b>	<b>10,580,710</b>	<b>352,690</b>	<b>408,530</b>	<b>199,134</b>
<b>Visits</b>	<b>2,066,806</b>	<b>68,894</b>	<b>80,526</b>	<b>36,905</b>
<b>Unique Users, See Par. 6(b)</b>	<b>829,597</b>	<b>53,238</b>	<b>62,040</b>	<b>29,035</b>

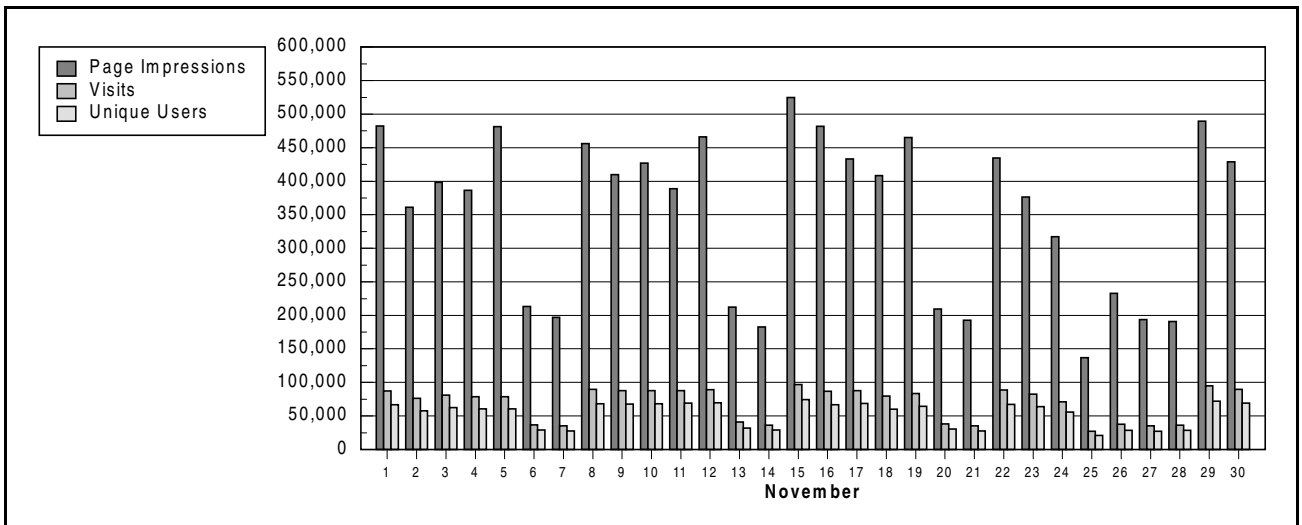
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.8

### 2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

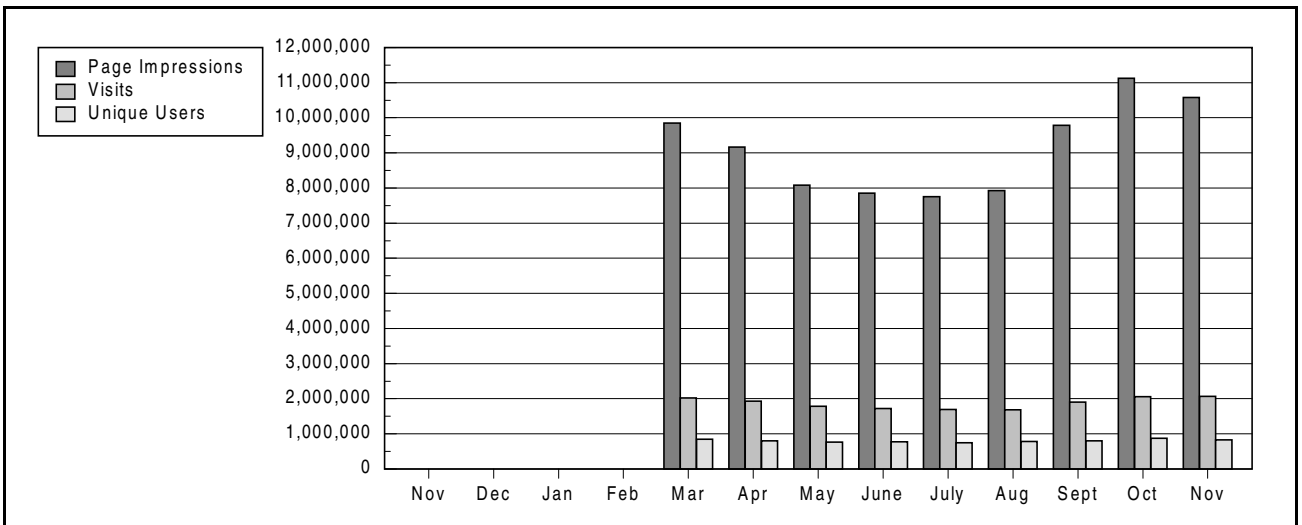


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED NOVEMBER 30, 2004:**

Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users
1	482,564	87,579	66,721	11	388,954	87,972	69,462	21	192,912	35,422	27,687
2	361,395	76,505	57,834	12	465,982	89,175	69,950	22	434,470	88,541	67,423
3	398,483	81,272	62,430	13	212,471	41,143	32,155	23	376,681	82,526	63,784
4	386,485	78,577	60,451	14	182,837	36,410	28,967	24	317,415	71,018	55,943
5	481,362	78,988	60,711	15	524,688	96,844	74,397	25	136,815	27,194	21,057
6	213,512	36,920	29,051	16	481,698	87,033	66,758	26	232,641	37,530	28,784
7	197,272	35,128	27,646	17	433,231	87,891	68,618	27	193,747	35,485	27,447
8	456,194	89,527	68,235	18	408,393	79,462	60,177	28	190,767	36,411	28,826
9	409,870	88,006	67,702	19	464,909	83,726	64,651	29	489,520	94,717	72,221
10	426,998	87,596	68,152	20	209,553	38,322	30,497	30	428,891	89,886	69,417



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED NOVEMBER 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	2,544,789	84,826	24.1
/	CHRONICLE HOME PAGE	721,772	24,059	6.8
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	659,062	21,969	6.2
/jobs/	CHRONICLE CAREERS HOME PAGE	418,825	13,961	4.0
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	399,914	13,330	3.8
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE JOB LISTINGS FOR FACULTY/	181,608	6,054	1.7
/jobs/100/	RESEARCH POSITIONS JOB LISTINGS FORWARDED BY E-	154,143	5,138	1.5
/jobs/email.php	MAIL TO OTHERS JOB LISTINGS FORMATTED TO BE	113,806	3,794	1.1
/jobs/print.php	PRINTER FRIENDLY CHRONICLE ARTICLES LINKS	110,464	3,682	1.0
/temp/reprint.php	FROM OTHER SITES CHRONICLE CAREERS	107,935	3,598	1.0
/forums/careernetwork/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	91,631	3,054	0.9
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	90,300	3,010	0.9
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	88,988	2,966	0.8
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE ARTICLES FORWARDED BY E-MAIL	81,222	2,707	0.8
/temp/email.php	TO OTHERS BROWSE JOBS BY LOCATION	77,886	2,596	0.7
/jobs/browse/location/	JOB LISTINGS FOR HUMANITIES POSITIONS	69,238	2,308	0.7
/jobs/100/500/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	62,868	2,096	0.6
/jobs/300/	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS	52,243	1,741	0.5
/jobs/100/700/	POSITIONS CHRONICLE.COM - THE WIRED	50,598	1,687	0.5
/infotech/wiredcampus.xml	CAMPUS CHRONICLE CAREERS LOGIN	50,302	1,677	0.5
/jobs/home/login.php	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	44,064	1,469	0.4
/jobs/300/500/	JOB LISTINGS FOR HUMANITIES ENGLISH / LITERATURE	43,368	1,446	0.4
/jobs/100/500/2000/	CHRONICLE ONLINE JOB APPLICATION	40,885	1,363	0.4
/jobs/apply_online.php	JOB LISTINGS FOR ARTS POSITIONS	35,983	1,199	0.3
/jobs/100/100/		34,533	1,151	0.3

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**5a. PROFILE OF USERS BY DOMAIN:**

Domain Type	Page Impressions	%
Commercial	1,797,622	17.0
Educational	2,862,016	27.0
Government	62,853	0.6
Military	18,814	0.2
Networks	1,600,076	15.1
Organizations	170,384	1.6
Other	250,497	2.4
Total	6,762,262	63.9
Unresolved IP Addresses	3,475,461	32.9
Total International	342,987	3.2
GRAND TOTAL	10,580,710	100.0

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

Domain Type	Page Impressions	%
Africa	7,184	2.1
Asia	60,009	17.5
Canada	92,071	26.8
Europe	137,093	40.0
Middle America	8,476	2.5
Oceania	33,843	9.9
South America	4,311	1.2
Total International	342,987	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page / consists of 721,772 pages, and /index.htm 33,157.

(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.**

December, 2004

(Chronicle of Higher Education Web Site, Page #4 - #203521)

09-0101-4

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