

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

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**CHRONICLE OF HIGHER  
EDUCATION  
WEB SITE ACTIVITY**

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**<http://chronicle.com>**

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**The Chronicle of Higher Education**  
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Washington, D.C. 20037  
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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.

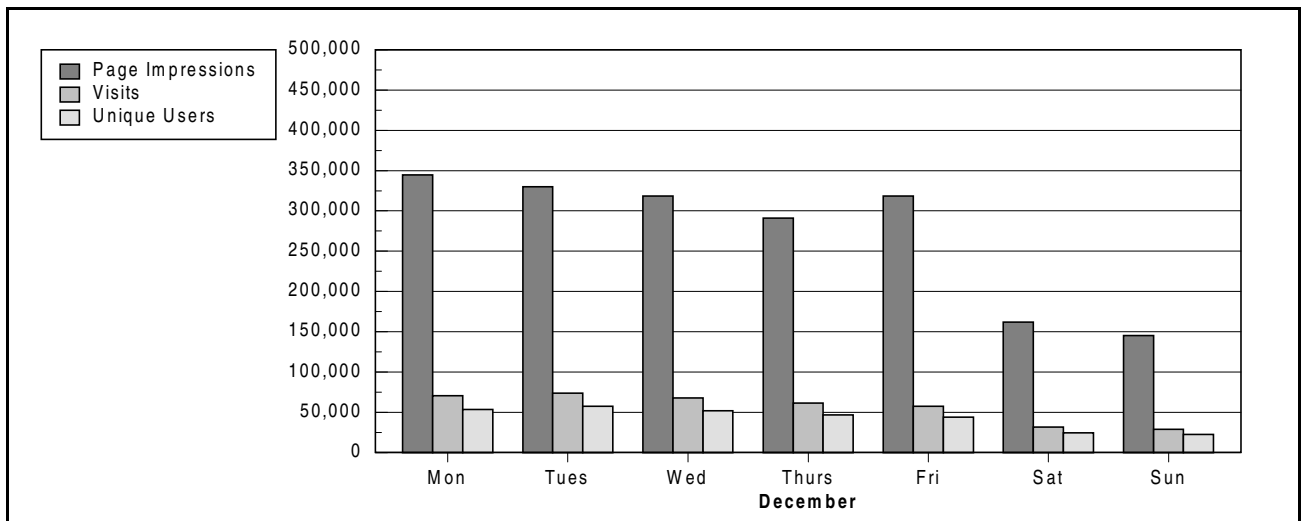
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	638,495	20,597	24,679	8,860
All Other	7,931,328	255,849	294,479	144,789
<b>GRAND TOTAL</b>	<b>8,569,823</b>	<b>276,446</b>	<b>319,158</b>	<b>153,649</b>
<b>Visits</b>	1,756,122	56,649	65,760	30,456
<b>Unique Users, See Par. 6(b)</b>	693,961	43,432	50,361	23,512

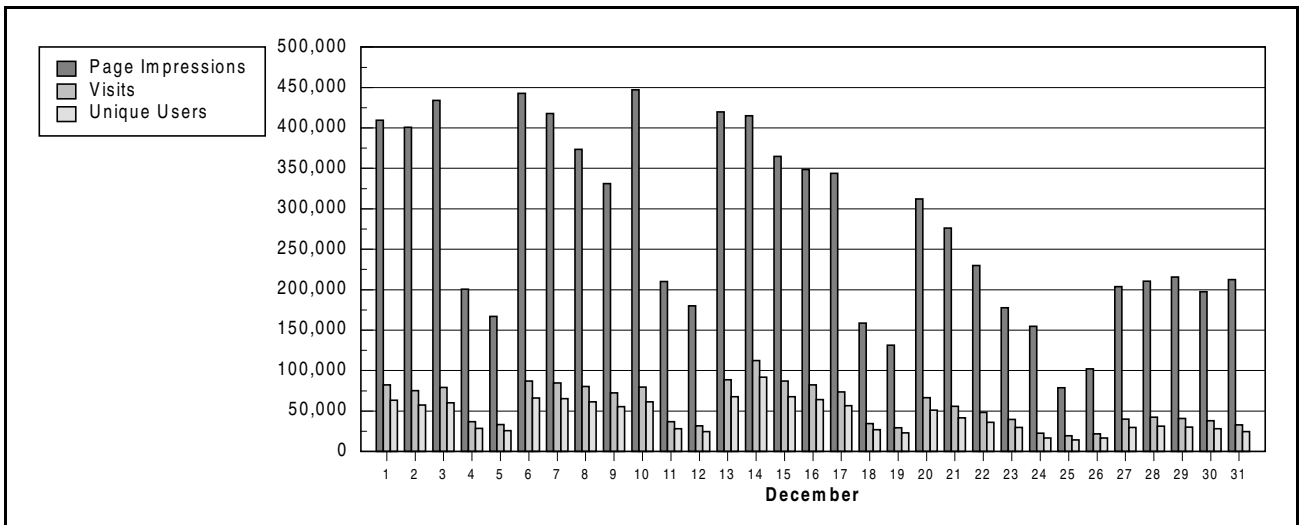
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.3

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

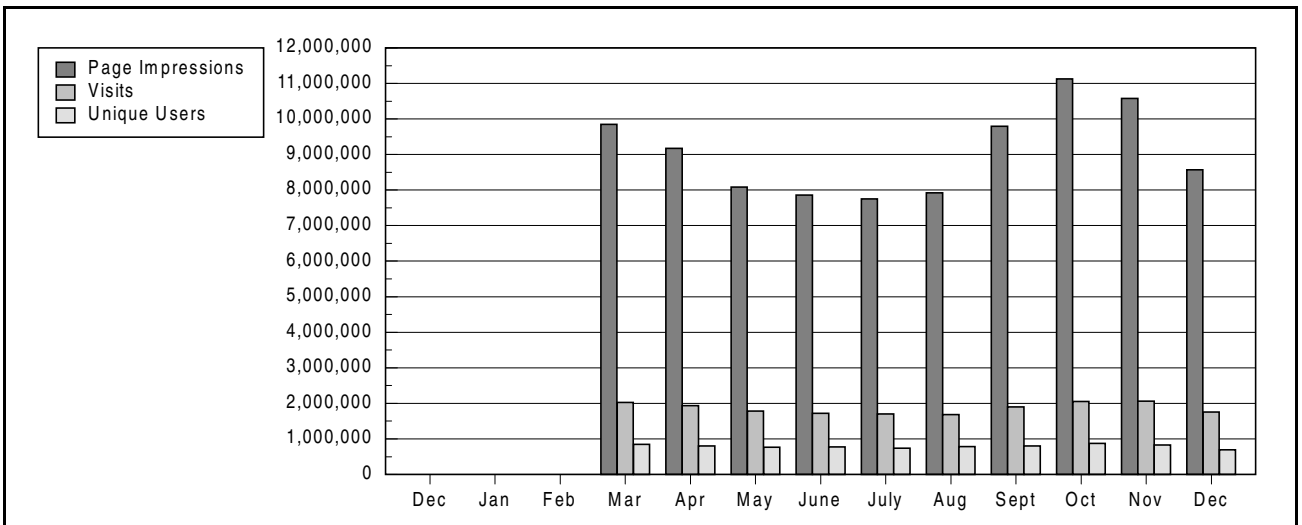


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED DECEMBER 31, 2004:**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	409,586	82,482	63,410	11	210,287	36,676	28,016	21	276,130	56,014	41,715
2	400,721	75,292	57,359	12	180,093	31,647	24,665	22	230,089	48,096	36,111
3	434,082	79,075	60,256	13	419,711	88,566	67,738	23	177,705	39,497	29,723
4	200,625	36,993	28,611	14	415,187	112,588	92,043	24	154,702	22,548	16,621
5	167,251	33,364	25,915	15	364,653	87,079	67,810	25	78,816	19,359	14,544
6	442,557	87,136	66,110	16	348,459	82,454	64,038	26	102,159	21,824	16,543
7	417,922	84,792	65,100	17	343,999	73,737	56,674	27	203,895	40,086	29,871
8	373,635	80,566	61,487	18	158,655	34,545	26,933	28	210,781	42,276	31,335
9	331,136	72,273	55,419	19	131,299	29,243	22,871	29	215,559	40,755	30,318
10	447,348	79,652	61,265	20	312,335	66,604	51,137	30	197,690	38,196	28,276
								31	212,756	32,707	24,478



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED DECEMBER 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	1,818,535	58,662	21.2
/	CHRONICLE HOME PAGE	611,560	19,728	7.1
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	562,505	18,145	6.6
/jobs/	CHRONICLE CAREERS HOME PAGE	349,502	11,274	4.1
/cgi2-bin/teaxis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	319,070	10,293	3.7
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE CHRONICLE CAREERS	148,459	4,789	1.7
/forums/careernetwork/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	137,220	4,426	1.6
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	129,289	4,171	1.5
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE BROWSE JOBS BY DISCIPLINE/	91,718	2,959	1.1
/jobs/browse/field/	FIELD JOB LISTINGS FORWARDED BY E-	69,399	2,239	0.8
/jobs/email.php	MAIL TO OTHERS JOB LISTINGS FORMATTED TO BE	68,551	2,211	0.8
/jobs/print.php	PRINTER FRIENDLY SITE-WIDE ARCHIVE SEARCH	64,784	2,090	0.8
/cgi2-bin/teaxis/chronicle/search	RESULTS ARTICLES FORWARDED BY E-MAIL	64,680	2,086	0.8
/temp/email.php	TO OTHERS CHRONICLE ARTICLES LINKS	64,521	2,081	0.8
/temp/reprint.php	FROM OTHER SITES CHRONICLE.COM - THE WIRED	62,054	2,002	0.7
/infotech/wiredcampus.xml	CAMPUS	57,407	1,852	0.7
/jobs/browse/location/	BROWSE JOBS BY LOCATION CHRONICLE ONLINE DISCUSSION	53,394	1,722	0.6
/forums/colloquy/read.php	FORUMS CHRONICLE FREE ARTICLE	50,919	1,643	0.6
/free/v51/i17/17a00802.htm	CONTENT JOB LISTINGS FOR HUMANITIES	50,808	1,639	0.6
/jobs/100/500/	POSITIONS CHRONICLE CAREERS	50,118	1,617	0.6
/forums/careernetwork/list.php	DISCUSSION FORUMS : TOPICS JOB LISTINGS FOR SCIENCE,	46,572	1,502	0.5
/jobs/100/700/	TECHNOLOGY, AND MATHEMATICS POSITIONS	43,035	1,388	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	39,728	1,282	0.5
/jobs/300/500/	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	32,828	1,059	0.4
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	32,320	1,043	0.4

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

<b>Domain Type</b>	<b>Page Impressions</b>	<b>%</b>
Commercial	1,550,157	18.1
Educational	2,056,867	24.0
Government	57,839	0.7
Military	17,211	0.2
Networks	1,314,450	15.3
Organizations	133,447	1.6
Other	186,958	2.2
Total	5,316,929	62.1
Unresolved IP Addresses	2,941,104	34.3
Total International	311,790	3.6
GRAND TOTAL	8,569,823	100.0

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

<b>Domain Type</b>	<b>Page Impressions</b>	<b>%</b>
Africa	4,488	1.4
Asia	58,638	18.8
Canada	67,123	21.5
Europe	101,690	32.6
Middle America	7,148	2.3
Oceania	69,157	22.2
South America	3,546	1.2
Total International	311,790	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page / consists of 611,560 pages, and /index.htm 26,935.

(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.**

January, 2005

(Chronicle of Higher Education Web Site, Page #4 - #204049)

09-0101-4

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