

PAID MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau
of Circulations

The Chronicle Of Higher Education

For the six months ended December 31, 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 December 31, 2004

AVERAGE PAID CIRCULATION

1	Total Average Paid Circulation:		83,826
		% of Total	
	Subscriptions (Individual):	83,782	99.9
	Single Copy Sales:	44	0.1
	Total Paid	83,826	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		None Claimed
	% Above/Below Rate Base (+/-)		

PRICES

2 Prices effective during the six month period ending December 31, 2004

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

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2004

Average subscription price:	Net	Gross
Per Copy	\$1.61	(optional)
Annualized (49 issue frequency)	\$77.68	(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 December 31, 2004 at below 35% of average net price.

None Claimed

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



November 1 - 30, 2004

Audit Period
(See Separate Report for Details)

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	10,580,710	352,690	408,530	199,134
Unique Users	829,597	53,238	62,040	29,035

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

3 Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2004

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 24 issues).....	14,634	27.5	(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.)	49,018	92.3
(b) Seven to eleven months (25 to 48 issues).....	1,728	3.3	(b) Ordered through salespeople:		
(c) Twelve months (49 issues).....	31,501	59.3	1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	4,113	7.7
(d) Thirteen to twenty-four months	4,908	9.2	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....	4	0.0
(e) Twenty-five months and more	369	0.7	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals	5	0.0
Total Subscriptions Sold in Period.....	53,140	100.0	(c) Association members.....	None	
			Total Subscriptions Sold in Period.....	53,140	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	53,135	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9(c).....	5	0.0			
Total Subscriptions Sold in Period.....	53,140	100.0			

ANALYSIS OF AVERAGE CIRCULATION

4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid		
July	4	83,203	6	83,209	Oct.	1	84,092	32	84,124
	9	83,113	7	83,120		8	84,457	5	84,462
	16	82,829	9	82,838		15	84,907	8	84,915
	23	82,895	1	82,896		22	84,956	106	85,062
	30	82,953		82,953		29	84,564	99	84,663
Aug.	6	82,986	3	82,989	Nov.	5	84,346	26	84,372
	13	83,227	8	83,235		12	84,117	1	84,118
	27	83,011	597	83,608		19	84,524	6	84,530
Sept.	3	82,907	6	82,913	Dec.	3	84,235	7	84,242
	10	82,998	4	83,002		10	83,963	45	84,008
	17	83,342	3	83,345		17	84,929	6	84,935
	24	83,736	17	83,753					

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. 3,148 3.8%

GEOGRAPHIC DATA for the November 5, 2004 Issue

7A Paid circulation of this issue was 0.7% greater than the total average paid circulation.

Analysis by ABCD County

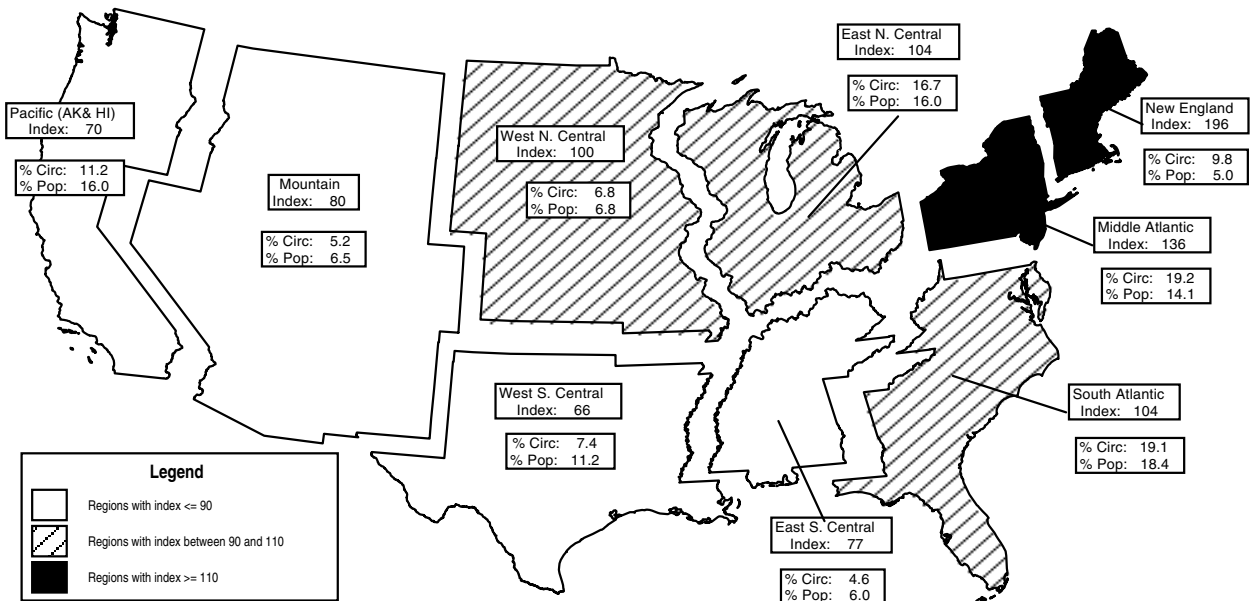
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine	537		537	
New Hampshire	565		565	
Vermont	407		407	
Massachusetts.....	4,367		4,367	
Rhode Island.....	605		605	
Connecticut.....	1,614		1,614	
NEW ENGLAND	8,095		8,095	9.8
New York.....	8,135		8,135	
New Jersey.....	2,680		2,680	
Pennsylvania.....	5,068		5,068	
MIDDLE ATLANTIC	15,883		15,883	19.2
Ohio.....	3,413		3,413	
Indiana.....	2,010		2,010	
Illinois.....	4,303		4,303	
Michigan.....	2,624		2,624	
Wisconsin.....	1,464		1,464	
EAST N. CENTRAL	13,814		13,814	16.7
Minnesota.....	1,376		1,376	
Iowa.....	969		969	
Missouri.....	1,596		1,596	
North Dakota.....	224		224	
South Dakota.....	226		226	
Nebraska.....	565		565	
Kansas.....	681		681	
WEST N. CENTRAL	5,637		5,637	6.8
Delaware.....	308		308	
Maryland.....	2,209		2,209	
District of Columbia.....	1,751	26	1,777	
Virginia.....	2,844		2,844	
West Virginia.....	469		469	
North Carolina.....	2,229		2,229	
South Carolina.....	935		935	
Georgia.....	2,091		2,091	
Florida.....	2,939		2,939	
SOUTH ATLANTIC	15,775	26	15,801	19.1

Index = Geographic Distribution of % Circulation ÷ % Population

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Kentucky.....	916		916	
Tennessee.....	1,310		1,310	
Alabama.....	989		989	
Mississippi.....	534		534	
EAST S. CENTRAL	3,749		3,749	4.6
Arkansas.....	587		587	
Louisiana.....	927		927	
Oklahoma.....	623		623	
Texas.....	4,002		4,002	
WEST S. CENTRAL	6,139		6,139	7.4
Montana.....	228		228	
Idaho.....	246		246	
Wyoming.....	144		144	
Colorado.....	1,237		1,237	
New Mexico.....	470		470	
Arizona.....	1,191		1,191	
Utah.....	472		472	
Nevada.....	288		288	
MOUNTAIN	4,276		4,276	5.2
Alaska.....	158		158	
Washington.....	1,270		1,270	
Oregon.....	862		862	
California.....	6,720		6,720	
Hawaii.....	265		265	
PACIFIC	9,275		9,275	11.2
U.S. Unclassified.....				
UNITED STATES	82,643	26	82,669	100.0
U.S. Circ. Percent of				
Grand Total.....				98.0
Poss. & Other Areas.....	159		159	0.2
U.S. & POSS., etc.	82,802	26	82,828	98.2
Canada.....	603		603	0.7
International.....	860		860	1.0
Other Unclassified.....				
Military or Civilian				
Personnel Overseas..	81		81	0.1
GRAND TOTAL	84,346	26	84,372	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: 2,939 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.

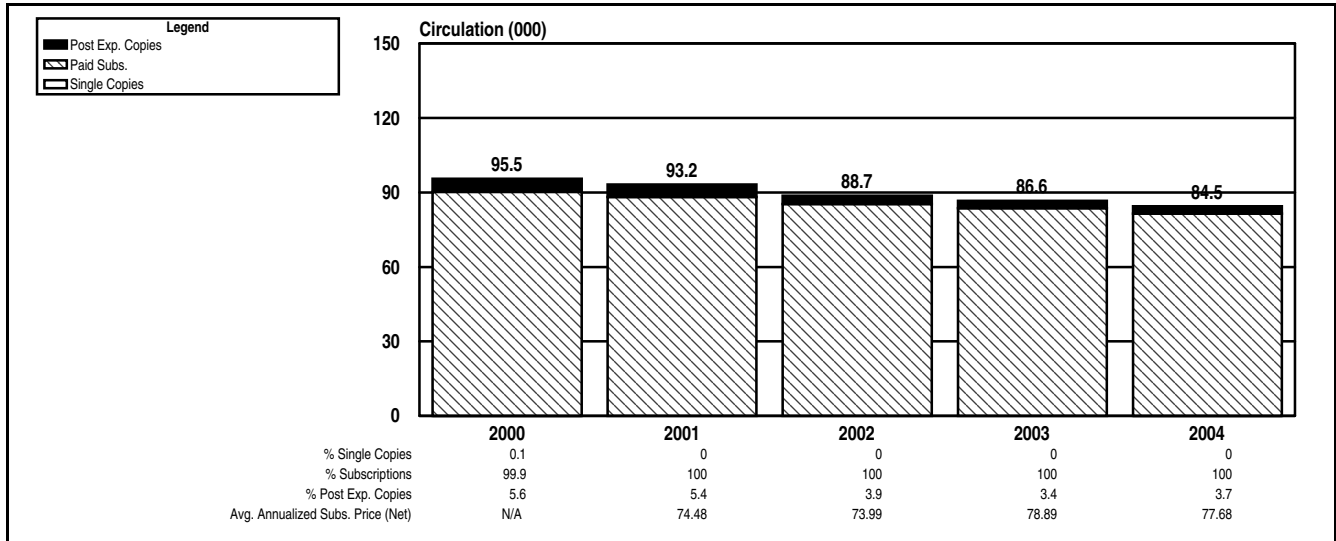
This publisher also receives a monthly web site activity audit. See separate report for details.

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, 2003; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-03	None Claimed	86,736	86,607	129	0.1
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

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.

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Publisher

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04-0193-0	Analyzed Issue Date	11/05/04
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.75
	Association Subscription Price	
	U.S. Subscription Price	82.50
	Canadian Subscription Price	
	International Subscription Price	