

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, IL 60173

Tel 847/605-0909 • Fax 847/605-0483

URL <http://www.abcinteractiveaudits.com>

## 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.

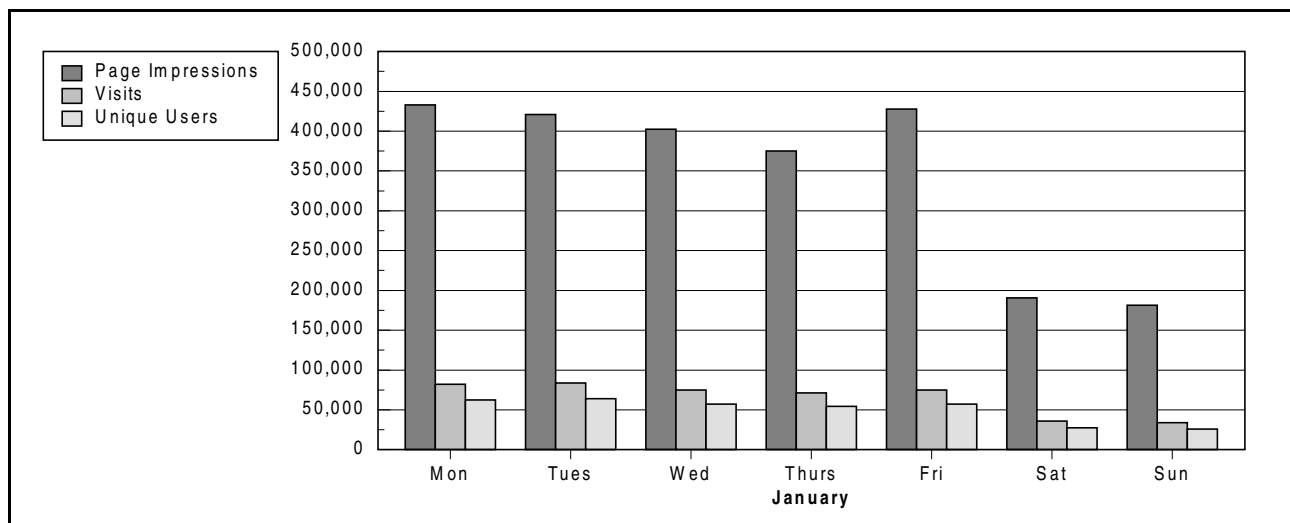
## THE CHRONICLE OF HIGHER EDUCATION

### 1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JANUARY 31, 2005:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	802,715	25,894	32,339	12,359
All Other	9,729,761	313,863	380,600	173,717
GRAND TOTAL	10,532,476	339,757	412,939	186,076
<b>Visits</b>	1,981,895	63,932	77,713	34,992
<b>Unique Users, See Par. 6(b)</b>	837,932	48,758	59,168	26,897

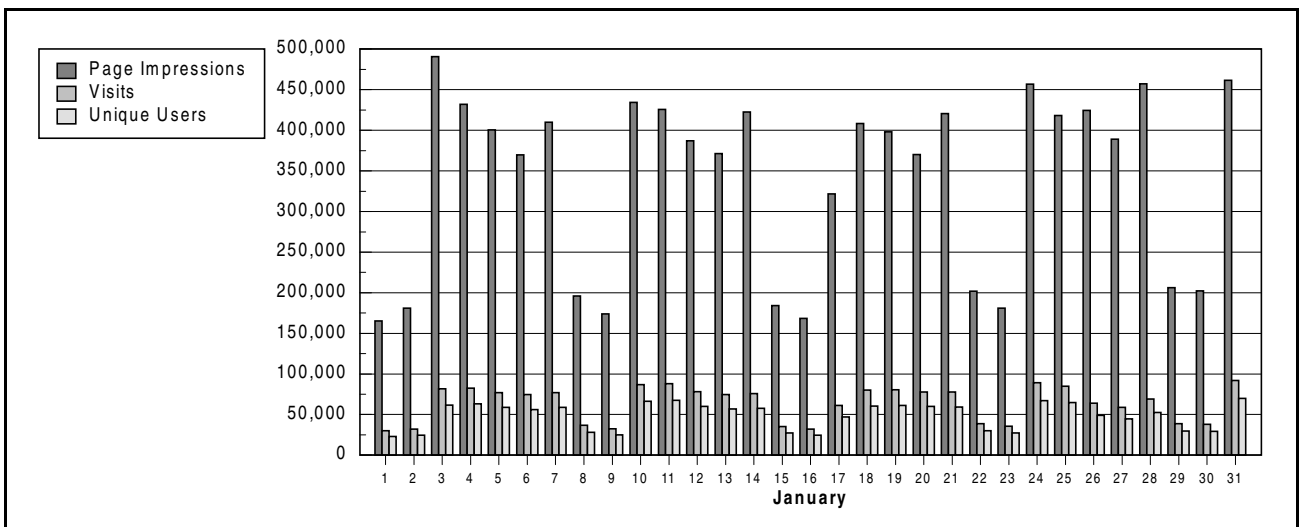
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.6

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

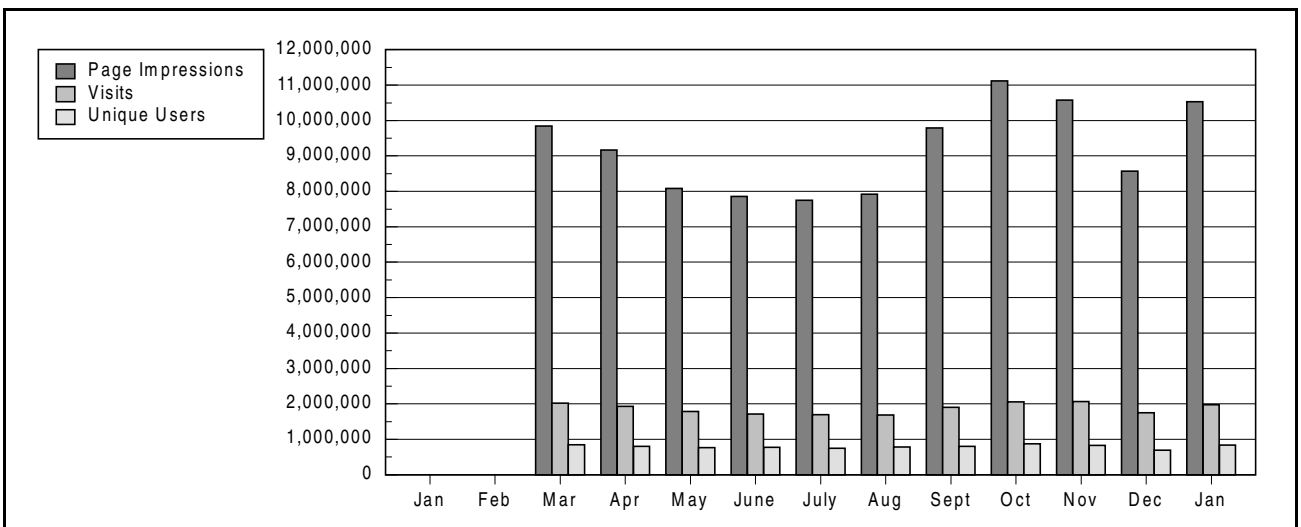


### 3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JANUARY 31, 2005:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	165,302	29,904	22,938	11	425,681	87,908	67,662	21	420,817	77,589	59,265
2	181,087	32,126	24,606	12	387,135	78,348	59,963	22	201,796	38,633	29,998
3	490,775	81,668	61,696	13	371,461	74,746	56,713	23	181,081	35,717	27,134
4	431,874	82,411	63,175	14	422,637	75,700	57,616	24	456,863	89,192	67,079
5	400,563	77,127	58,779	15	184,288	35,218	27,373	25	418,438	84,871	64,664
6	369,784	74,462	56,231	16	168,485	32,060	24,524	26	424,597	64,112	48,902
7	409,824	76,906	58,832	17	321,562	61,354	46,874	27	389,290	58,781	44,836
8	196,107	36,832	28,306	18	408,465	80,193	60,449	28	457,419	69,068	52,682
9	173,809	32,644	25,087	19	398,100	80,568	61,053	29	206,412	38,768	29,793
10	434,304	86,949	66,333	20	370,377	77,866	59,822	30	202,391	38,013	29,213
								31	461,752	92,162	69,895



### 3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JANUARY 31, 2005:



#### 4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	INDIVIDUAL JOB LISTINGS	2,643,981	85,290	25.1
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION			
/	SEARCHES	801,200	25,845	7.6
	CHRONICLE HOME PAGE	790,176	25,490	7.5
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD			
	SEARCHES	486,206	15,684	4.6
/jobs/	CHRONICLE CAREERS HOME			
	PAGE	361,738	11,669	3.4
	CHRONICLE CAREERS			
/forums/careernetwork/read.php	DISCUSSION FORUMS:			
	INDIVIDUAL POSTS	267,568	8,631	2.5
/jobs/100/	JOB LISTINGS FOR FACULTY/			
/jobs/browse/position/	RESEARCH POSITIONS	206,584	6,664	2.0
	BROWSE JOBS BY POSITION TYPE	206,584	6,664	2.0
	ARTICLES FORWARDED BY E-MAIL			
/temp/email.php	TO OTHERS	161,521	5,210	1.5
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	122,446	3,950	1.2
	SITE-WIDE ARCHIVE SEARCH			
/cgi2-bin/texis/chronicle/search	RESULTS	98,777	3,186	0.9
	CHRONICLE CAREERS			
/forums/careernetwork/list.php	DISCUSSION FORUMS : TOPICS	92,829	2,994	0.9
	CHRONICLE.COM - THE WIRED			
/infotech/wiredcampus.xml	CAMPUS	90,399	2,916	0.9
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/			
	FIELD	89,650	2,892	0.9
	JOB LISTINGS FORWARDED BY E-			
/jobs/email.php	MAIL TO OTHERS	78,870	2,544	0.7
	JOB LISTINGS FOR			
/jobs/300/	ADMINISTRATIVE POSITIONS	77,227	2,491	0.7
/jobs/browse/location/	BROWSE JOBS BY LOCATION	74,340	2,398	0.7
	JOB LISTINGS FOR HUMANITIES			
/jobs/100/500/	POSITIONS	67,847	2,189	0.6
	JOB LISTINGS FORMATTED TO BE			
/jobs/print.php	PRINTER FRIENDLY	67,312	2,171	0.6
	JOB LISTINGS FOR SCIENCE,			
	TECHNOLOGY, AND MATHEMATICS			
/jobs/100/700/	POSITIONS	64,630	2,085	0.6
	CHRONICLE ONLINE DISCUSSION			
/forums/colloquy/read.php	FORUMS	57,135	1,843	0.5
	JOB LISTINGS FOR STUDENT			
/jobs/300/500/	AFFAIRS POSITIONS	54,005	1,742	0.5
	CHRONICLE CAREER NETWORK:			
/search/jobs/	ADVANCED SEARCH	52,733	1,701	0.5
	CHRONICLE ARTICLES LINKS			
/temp/reprint.php	FROM OTHER SITES	51,119	1,649	0.5
	JOB LISTINGS FOR HUMANITIES			
/jobs/100/500/2000/	ENGLISH / LITERATURE	49,952	1,611	0.5

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

Domain Type	Page Impressions	%
Commercial	1,930,299	18.3
Educational	2,823,566	26.8
Government	65,317	0.6
Military	20,486	0.2
Networks	1,362,897	12.9
Organizations	172,335	1.6
Other	270,025	2.6
Total	6,644,925	63.0
Unresolved IP Addresses	3,525,512	33.6
Total International	362,039	3.4
GRAND TOTAL	10,532,476	100.0

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

Domain Type	Page Impressions	%
Africa	5,185	1.4
Asia	57,216	15.8
Canada	90,209	24.9
Europe	115,420	31.9
Middle America	11,189	3.1
Oceania	78,911	21.8
South America	3,909	1.1
Total International	362,039	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page / consists of 790,176 pages, and /index.htm 12,539.

(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.**

February, 2005

(Chronicle of Higher Education Web Site, Page #4 - #204645)

09-0101-4

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