

# 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  
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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.

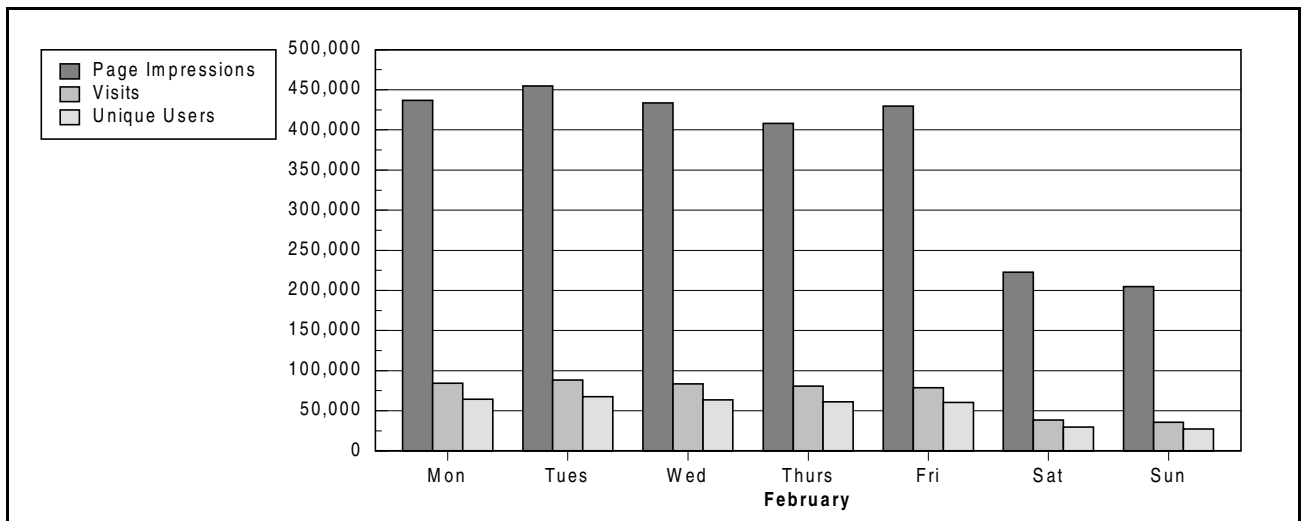
## THE CHRONICLE OF HIGHER EDUCATION

### 1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED FEBRUARY 28, 2005:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	785,692	28,060	34,093	12,980
All Other	9,581,957	342,213	398,673	201,062
<b>GRAND TOTAL</b>	<b>10,367,649</b>	<b>370,273</b>	<b>432,766</b>	<b>214,042</b>
<b>Visits</b>	<b>1,962,740</b>	<b>70,098</b>	<b>83,288</b>	<b>37,121</b>
<b>Unique Users, See Par. 6(b)</b>	<b>829,412</b>	<b>53,531</b>	<b>63,518</b>	<b>28,564</b>

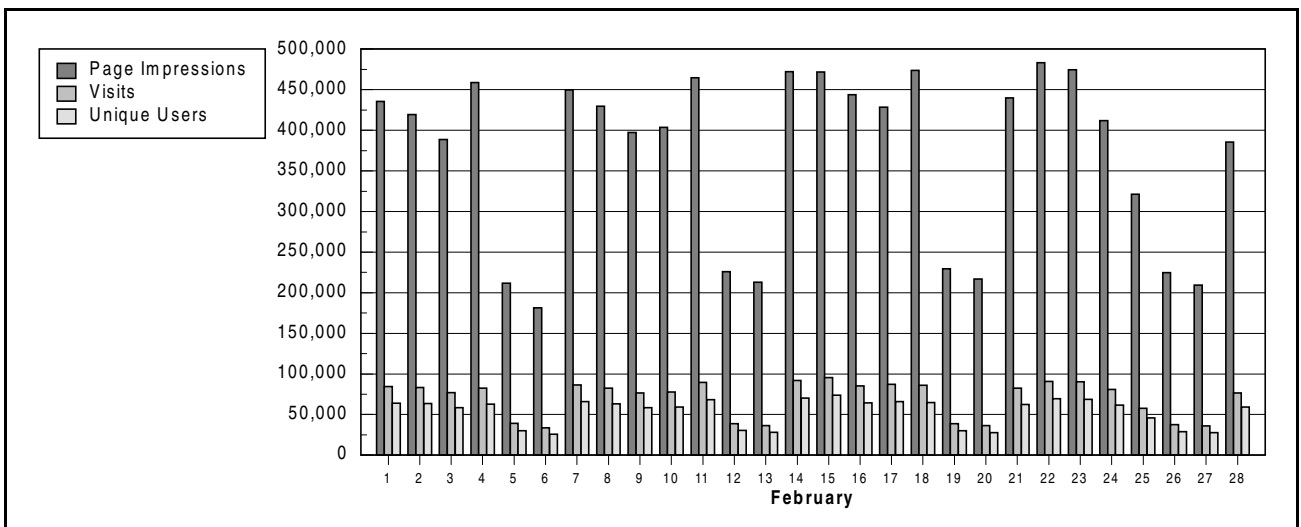
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.5

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

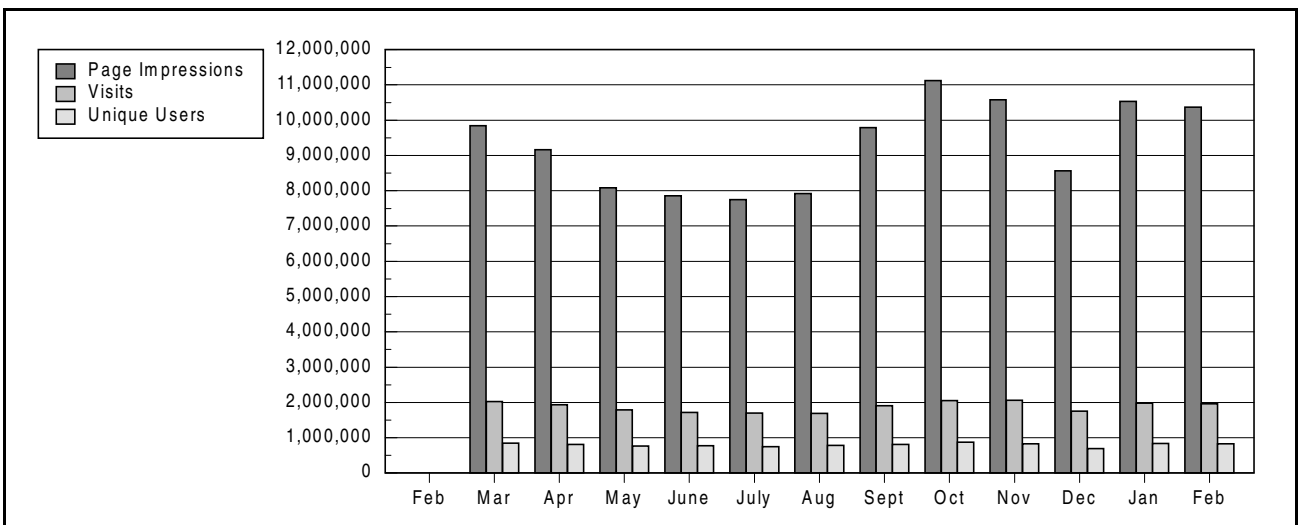


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED FEBRUARY 28, 2005:**

Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users
1	435,471	84,667	64,192	11	464,853	89,464	68,228	21	440,127	82,587	62,386
2	419,538	83,383	63,501	12	225,870	38,951	30,430	22	483,388	90,795	69,384
3	388,599	77,038	58,538	13	212,942	36,575	27,862	23	474,544	90,440	68,789
4	458,962	82,644	62,910	14	472,169	92,206	70,354	24	412,178	80,970	61,469
5	211,691	39,059	30,143	15	471,969	95,490	73,835	25	321,471	57,662	45,644
6	181,314	33,423	25,842	16	443,720	85,065	64,361	26	224,880	37,667	28,919
7	449,890	86,584	66,031	17	428,467	87,223	66,025	27	209,343	36,234	27,638
8	429,560	82,672	63,048	18	473,714	85,901	64,774	28	385,567	76,797	59,309
9	397,316	76,466	58,315	19	229,511	38,810	30,059				
10	403,810	77,716	59,268	20	216,785	36,252	27,621				



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED FEBRUARY 28, 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	2,105,907	75,211	20.3
/	CHRONICLE HOME PAGE	772,774	27,599	7.5
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	620,213	22,150	6.0
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	439,219	15,686	4.2
/cgi2-bin/teaxis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	406,750	14,527	3.9
/jobs/	CHRONICLE CAREERS HOME PAGE	302,406	10,800	2.9
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	184,412	6,586	1.8
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE CHRONICLE CAREERS	134,579	4,806	1.3
/forums/careernetwork/list.php	DISCUSSION FORUMS : TOPICS ARTICLES FORWARDED BY E-MAIL	128,611	4,593	1.2
/temp/email.php	TO OTHERS SITE-WIDE ARCHIVE SEARCH	100,869	3,602	1.0
/cgi2-bin/teaxis/chronicle/search	RESULTS	93,293	3,332	0.9
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE CHRONICLE.COM - THE WIRED	90,214	3,222	0.9
/infotech/wiredcampus.xml	CAMPUS JOB LISTINGS FOR	88,144	3,148	0.9
/jobs/300/	ADMINISTRATIVE POSITIONS JOB LISTINGS FORWARDED BY E-	73,369	2,620	0.7
/jobs/email.php	MAIL TO OTHERS BROWSE JOBS BY DISCIPLINE/	65,446	2,337	0.6
/jobs/browse/field/	FIELD JOB LISTINGS FORMATTED TO BE	64,898	2,318	0.6
/jobs/print.php	PRINTER FRIENDLY JOB LISTINGS FOR HUMANITIES	62,712	2,240	0.6
/jobs/100/500/	POSITIONS	59,960	2,141	0.6
/jobs/browse/location/	BROWSE JOBS BY LOCATION CHRONICLE ARTICLES LINKS	56,638	2,023	0.5
/temp/reprint.php	FROM OTHER SITES CHRONICLE CAREERS	52,471	1,874	0.5
/forums/careers/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	52,143	1,862	0.5
/search/jobs/	CHRONICLE CAREER NETWORK: ADVANCED SEARCH	47,851	1,709	0.5
/jobs/300/500/	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	47,013	1,679	0.5
/jobs/100/700/	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS POSITIONS	46,791	1,671	0.5
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	42,623	1,522	0.4

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

Domain Type	Page Impressions	%
Commercial	2,004,068	19.3
Educational	2,706,642	26.1
Government	56,939	0.5
Military	16,685	0.2
Networks	1,231,496	11.9
Organizations	155,246	1.5
Other	242,608	2.3
Total	6,413,684	61.8
Unresolved IP Addresses	3,591,934	34.7
Total International	362,031	3.5
GRAND TOTAL	10,367,649	100.0

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

Domain Type	Page Impressions	%
Africa	5,844	1.6
Asia	57,718	15.9
Canada	82,228	22.7
Europe	114,636	31.7
Middle America	18,620	5.1
Oceania	80,029	22.1
South America	2,956	0.9
Total International	362,031	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page / consists of 772,774 pages, and /index.htm 12,918.

(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.**

March, 2005

(Chronicle of Higher Education Web Site, Page #4 - #205178)

09-0101-4

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