

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
(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.

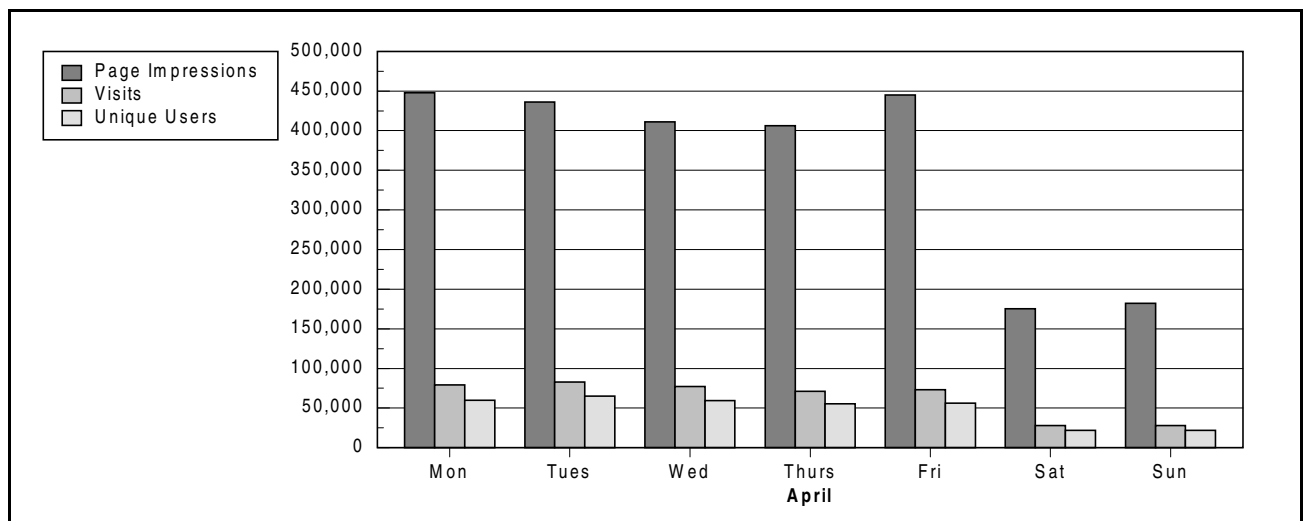
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED APRIL 30, 2005:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	847,029	28,234	34,906	12,668
All Other	9,793,115	326,437	395,256	165,860
GRAND TOTAL	10,640,144	354,671	430,162	178,528
Visits	1,863,652	62,122	76,641	28,243
Unique Users, See Par. 6(b)	818,473	48,058	59,197	22,067

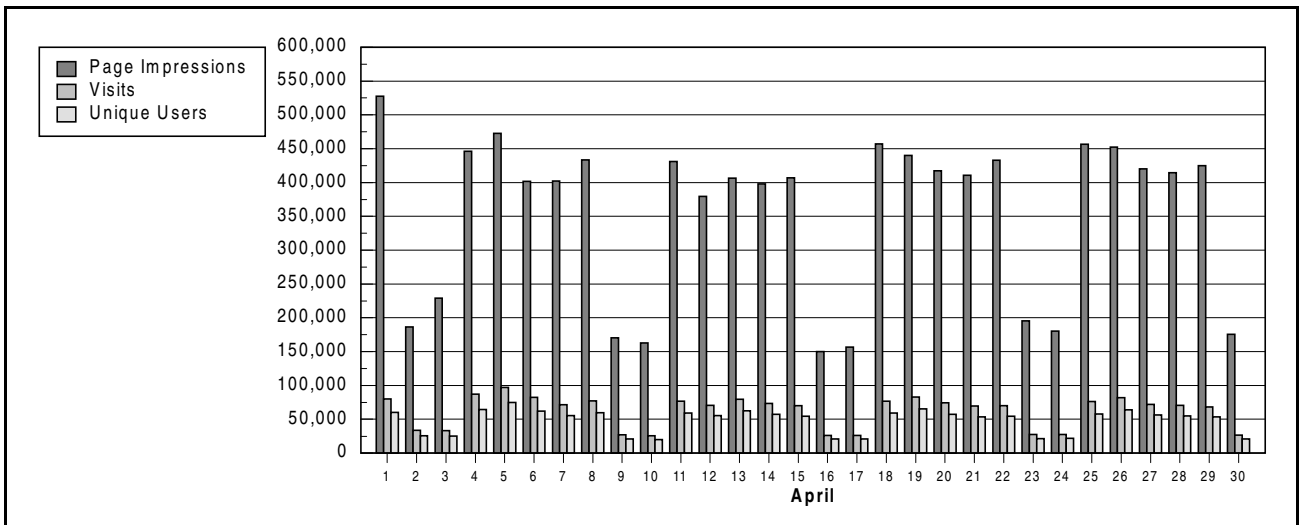
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 13.0

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

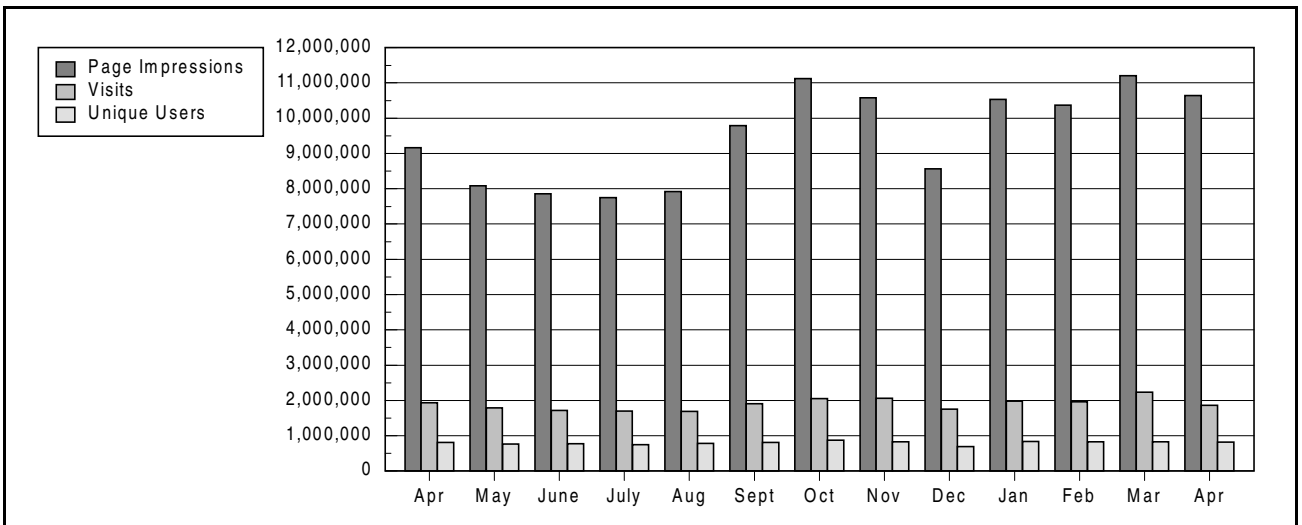


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED APRIL 30, 2005:

Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users	Date	Page Impressions	Unique Visits	Unique Users
1	527,627	80,193	60,388	11	431,236	76,833	59,345	21	410,492	69,511	53,773
2	186,312	34,014	25,523	12	379,600	70,471	55,731	22	433,241	70,100	54,475
3	229,079	33,234	25,275	13	406,476	79,534	62,688	23	195,377	27,566	21,708
4	446,371	87,208	64,460	14	398,019	73,411	57,354	24	180,375	27,567	21,920
5	472,454	97,308	74,724	15	406,909	70,006	54,679	25	456,750	76,144	57,720
6	401,767	82,479	62,024	16	150,018	26,276	20,922	26	452,582	81,830	63,849
7	402,364	71,689	55,371	17	156,587	26,245	21,046	27	420,231	72,355	56,314
8	433,427	77,223	59,646	18	457,021	76,781	59,195	28	414,328	70,444	54,824
9	170,578	26,985	21,084	19	440,274	83,153	65,687	29	424,851	68,403	53,424
10	162,621	25,726	20,101	20	417,378	74,393	57,462	30	175,799	26,570	21,024



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED APRIL 30, 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	1,755,390	58,513	16.5
chronicle.com	CHRONICLE HOME PAGE	834,103	27,803	7.8
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	665,004	22,167	6.2
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	628,174	20,939	5.9
/cgi2-bin/teaxis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	377,038	12,568	3.5
/jobs/	CHRONICLE CAREERS HOME PAGE	310,445	10,348	2.9
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	202,642	6,755	1.9
/forums/careernetwork/list.php	CHRONICLE CAREERS DISCUSSION FORUMS : TOPICS	189,648	6,322	1.8
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	141,572	4,719	1.3
/infotech/wiredcampus.xml	CHRONICLE.COM - THE WIRED CAMPUS	101,473	3,382	1.0
/cgi2-bin/teaxis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	89,346	2,978	0.8
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	88,231	2,941	0.8
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	80,037	2,668	0.8
/temp/email.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	77,512	2,584	0.7
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	66,780	2,226	0.6
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	66,426	2,214	0.6
/jobs/browse/location/	BROWSE JOBS BY LOCATION	65,136	2,171	0.6
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	63,509	2,117	0.6
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	61,505	2,050	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E- MAIL TO OTHERS	60,769	2,026	0.6
/jobs/300/500/	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	57,370	1,912	0.5
/jobs/100/700/	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS POSITIONS	49,118	1,637	0.5
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	48,994	1,633	0.5
/search/jobs/	CHRONICLE CAREER NETWORK: ADVANCED SEARCH	46,555	1,552	0.4
/jobs/100/100/	JOB LISTINGS FOR ARTS POSITIONS	39,764	1,325	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,901,468	17.9
Educational	2,881,899	27.1
Government	55,662	0.5
Military	20,748	0.2
Networks	1,206,235	11.3
Organizations	166,700	1.6
Other	283,935	2.7
Total	6,516,647	61.3
Unresolved IP Addresses	3,792,875	35.6
Total International	330,622	3.1
GRAND TOTAL	10,640,144	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,295	1.9
Asia	57,359	17.3
Canada	80,242	24.3
Europe	111,292	33.7
Middle America	14,133	4.3
Oceania	58,471	17.7
South America	2,830	0.8
Total International	330,622	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 834,103 pages, and /index.htm 12,926.

(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.

June, 2005

(Chronicle of Higher Education Web Site, Page #4 - #206085)

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