

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.

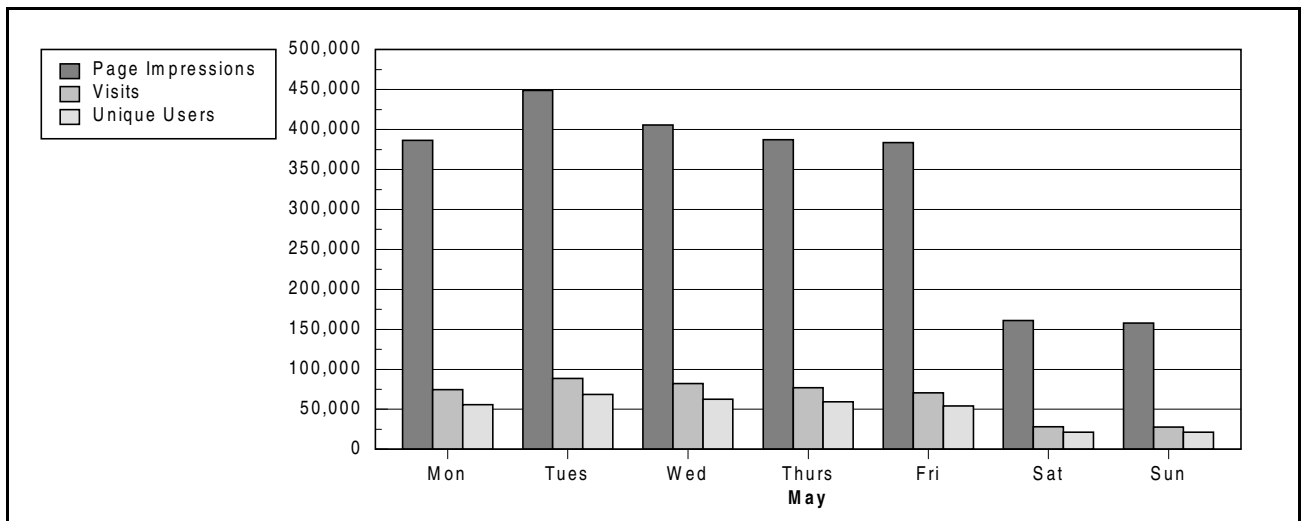
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	802,644	25,892	32,045	10,850
All Other	9,519,826	307,091	371,931	148,593
GRAND TOTAL	10,322,470	332,983	403,976	159,443
Visits	1,990,310	64,204	78,971	28,105
Unique Users, See Par. 6(b)	775,712	49,124	60,433	21,480

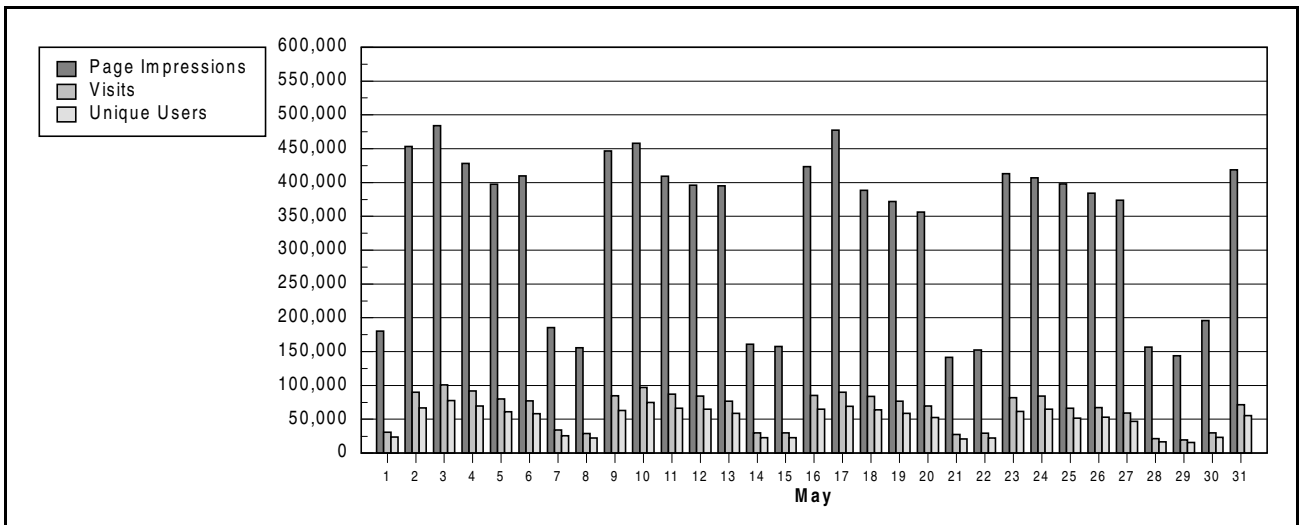
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 13.3

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

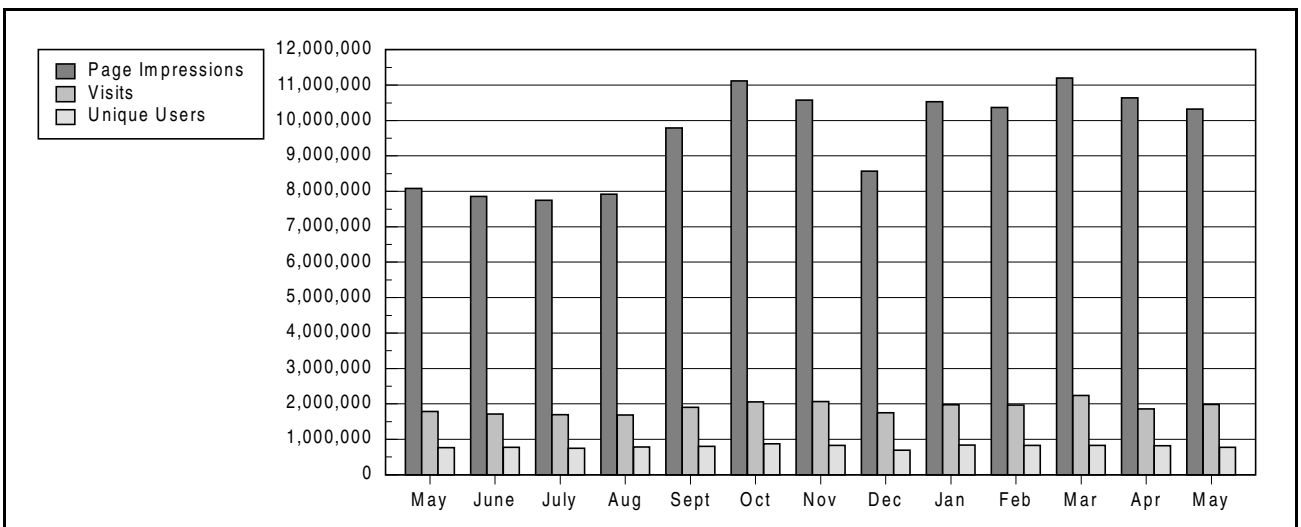


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED MAY 31, 2005:

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	180,279	31,012	23,965	11	409,268	87,037	66,424	21	141,784	27,667	20,909	
2	453,451	90,109	66,649	12	396,148	84,379	64,854	22	152,409	29,374	22,522	
3	484,031	101,083	77,824	13	395,092	76,987	58,916	23	413,344	82,059	61,772	
4	428,177	92,070	69,504	14	161,221	29,830	22,710	24	407,039	84,435	65,137	
5	397,544	80,289	61,036	15	157,587	30,175	23,035	25	397,859	66,158	51,845	
6	409,965	77,225	58,524	16	423,589	85,496	65,059	26	384,328	67,297	53,075	
7	185,549	34,334	25,558	17	477,303	89,954	69,302	27	373,899	59,347	46,933	
8	155,648	29,262	22,238	18	388,345	83,624	63,810	28	156,624	21,481	16,772	
9	446,912	85,000	63,294	19	372,218	76,949	58,871	29	143,886	19,814	15,608	
10	457,823	97,143	75,023	20	356,320	69,477	52,805	30	196,197	29,883	23,503	
								31	418,631	71,360	55,363	



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MAY 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	1,730,315	55,817	16.8
chronicle.com	CHRONICLE HOME PAGE	792,451	25,563	7.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES CHRONICLE CAREERS	625,821	20,188	6.1
/forums/careernetwork/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	582,909	18,804	5.6
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	345,020	11,130	3.3
/jobs/	CHRONICLE CAREERS HOME PAGE	289,230	9,330	2.8
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	221,197	7,135	2.1
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	176,905	5,707	1.7
/forums/careernetwork/list.php	CHRONICLE CAREERS DISCUSSION FORUMS: TOPICS	156,815	5,059	1.5
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE CHRONICLE CAREERS	127,037	4,098	1.2
/forums/careers/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	104,521	3,372	1.0
/temp/email.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	82,315	2,655	0.8
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	81,500	2,629	0.8
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	73,812	2,381	0.7
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	70,745	2,282	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE CHRONICLE JOB DISCUSSION	63,909	2,062	0.6
/jobs/forums/list.php	FORUMS: TOPICS LISTING JOB LISTINGS FORMATTED TO BE	62,957	2,031	0.6
/jobs/print.php	PRINTER FRIENDLY	62,409	2,013	0.6
/jobs/browse/location/	BROWSE JOBS BY LOCATION JOB LISTINGS FORWARDED BY E-	61,378	1,980	0.6
/jobs/email.php	MAIL TO OTHERS BROWSE JOBS BY DISCIPLINE/	58,260	1,879	0.6
/jobs/browse/field/	FIELD JOB LISTINGS FOR HUMANITIES	54,657	1,763	0.5
/jobs/100/500/	POSITIONS JOB LISTINGS FOR STUDENT	53,165	1,715	0.5
/jobs/300/500/	AFFAIRS POSITIONS CHRONICLE.COM - THE WIRED	53,021	1,710	0.5
/infotech/wiredcampus.xml	CAMPUS CHRONICLE FREE CAREERS	48,305	1,558	0.5
/jobs/home/login.php	ACCOUNT LOGIN HOME PAGE	42,847	1,382	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,782,194	17.3
Educational	2,355,186	22.8
Government	57,902	0.6
Military	20,023	0.2
Networks	1,183,069	11.5
Organizations	141,489	1.4
Other	249,846	2.4
Total	5,789,709	56.2
Unresolved IP Addresses	4,201,424	40.6
Total International	331,337	3.2
GRAND TOTAL	10,322,470	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,410	1.9
Asia	53,998	16.3
Canada	73,993	22.3
Europe	98,337	29.7
Middle America	9,669	2.9
Oceania	85,705	25.9
South America	3,225	1.0
Total International	331,337	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 792,451 pages, and /index.htm 10,193.

(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.