

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

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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.

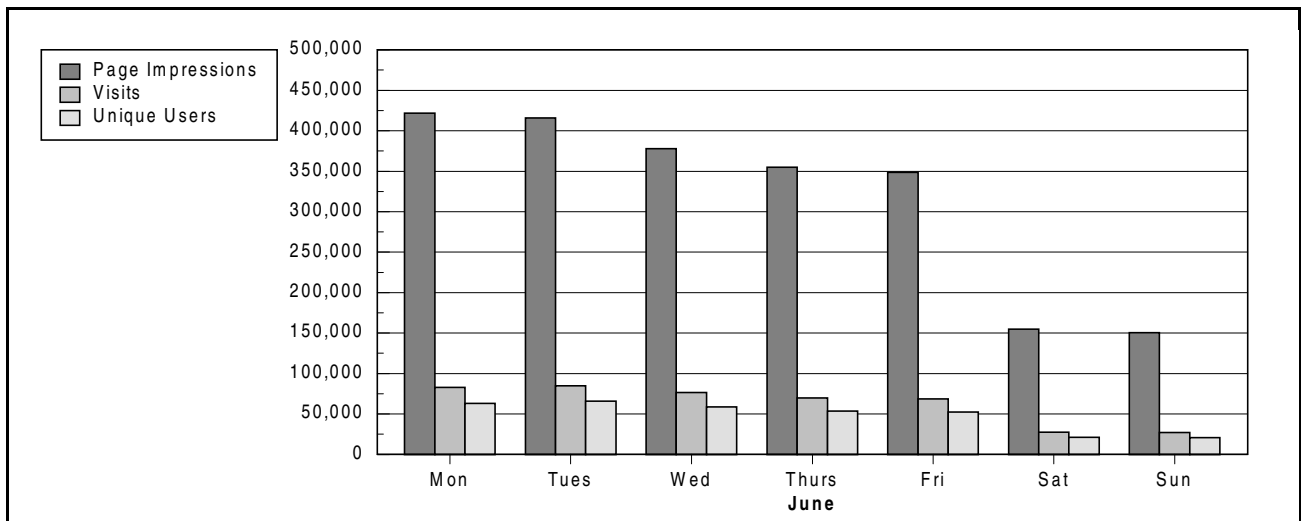
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	757,380	25,246	30,669	10,333
All Other	8,880,192	296,006	351,813	142,538
GRAND TOTAL	9,637,572	321,252	382,482	152,871
Visits	1,898,880	63,296	76,360	27,370
Unique Users, See Par. 6(b)	731,787	48,537	58,541	21,025

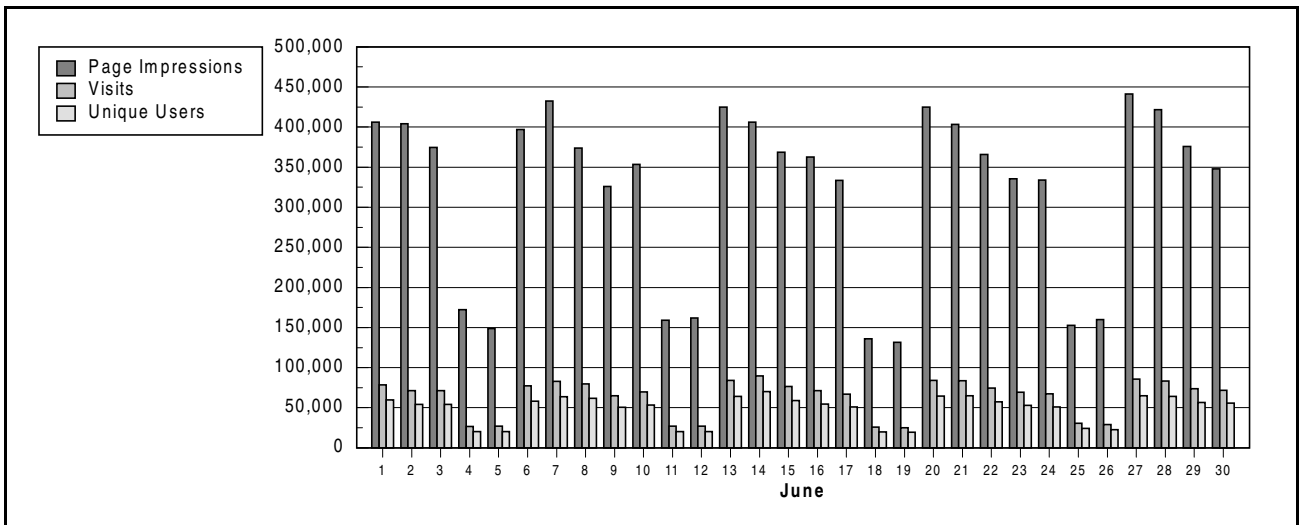
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 13.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

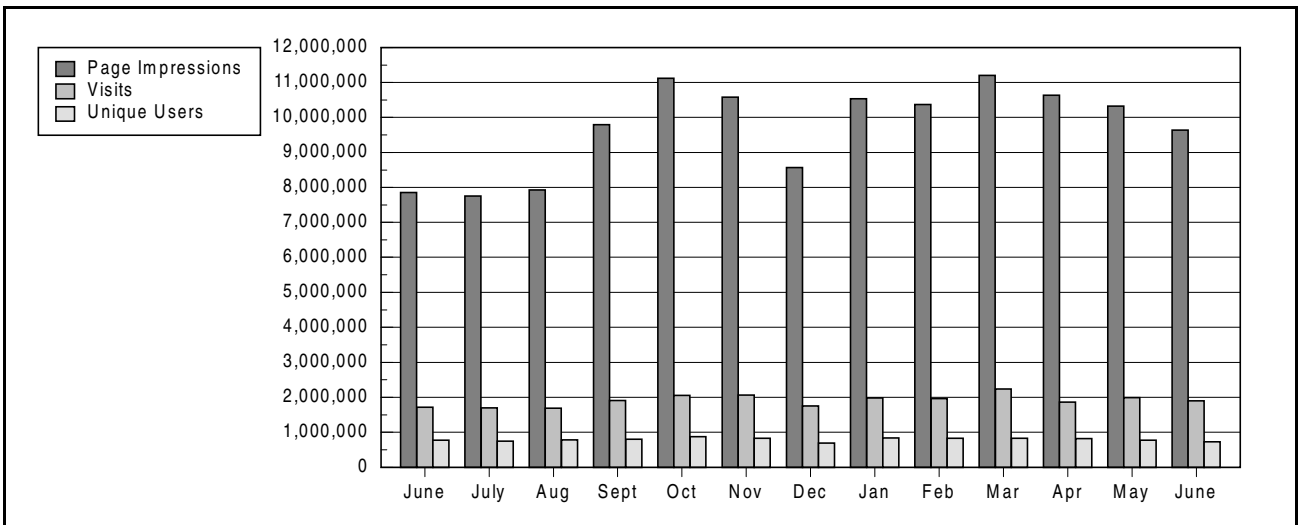


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JUNE 30, 2005:

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	406,336	78,487	59,790	11	159,190	27,202	20,578	21	403,415	83,890	65,008	
2	404,042	71,553	54,033	12	162,038	27,207	20,350	22	366,081	74,576	57,242	
3	374,597	71,512	54,097	13	424,904	84,053	64,214	23	335,379	69,405	53,115	
4	172,300	26,767	20,442	14	406,395	89,976	70,074	24	333,836	67,420	50,921	
5	148,992	26,987	20,260	15	368,471	76,488	58,998	25	152,715	30,897	24,405	
6	397,089	77,526	58,133	16	362,737	71,504	54,741	26	159,846	28,924	22,645	
7	432,546	83,190	63,933	17	333,577	67,136	51,159	27	441,267	85,867	65,116	
8	373,816	79,647	61,786	18	136,109	25,847	20,068	28	421,663	83,358	64,244	
9	325,881	64,958	50,514	19	131,776	25,126	19,450	29	376,077	73,720	56,689	
10	353,454	69,720	53,563	20	425,075	84,027	64,781	30	347,968	71,910	55,758	



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JUNE 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	1,441,304	48,043	15.0
chronicle.com	CHRONICLE HOME PAGE	747,527	24,918	7.8
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	594,620	19,821	6.2
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	539,269	17,976	5.6
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	308,781	10,293	3.2
/jobs/	CHRONICLE CAREERS HOME PAGE	265,602	8,853	2.8
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	164,768	5,492	1.7
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	159,375	5,313	1.7
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	158,013	5,267	1.6
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE CHRONICLE CAREERS DISCUSSION FORUMS:	116,489	3,883	1.2
/forums/careers/read.php	INDIVIDUAL POSTS	102,702	3,423	1.1
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	85,406	2,847	0.9
/temp/email.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	83,796	2,793	0.9
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	78,777	2,626	0.8
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	73,379	2,446	0.8
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	69,995	2,333	0.7
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	58,803	1,960	0.6
/jobs/browse/location/	BROWSE JOBS BY LOCATION JOB LISTINGS FORWARDED BY E- MAIL TO OTHERS	56,480	1,883	0.6
/jobs/email.php	FACULTY SALARIES DATABASE	56,238	1,875	0.6
/stats/aaup/aaupresults.php	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	55,484	1,849	0.6
/jobs/300/500/	BROWSE JOBS BY DISCIPLINE/ FIELD	49,203	1,640	0.5
/jobs/browse/field/	JOB LISTINGS FOR HUMANITIES POSITIONS	49,078	1,636	0.5
/jobs/100/500/	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	45,859	1,529	0.5
/jobs/home/login.php	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS POSITIONS	45,334	1,511	0.5
/jobs/100/700/		37,896	1,263	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,598,997	16.6
Educational	2,101,441	21.8
Government	54,778	0.6
Military	21,090	0.2
Networks	1,115,432	11.6
Organizations	129,763	1.3
Other	215,038	2.2
Total	5,236,539	54.3
Unresolved IP Addresses	4,089,980	42.5
Total International	311,053	3.2
GRAND TOTAL	9,637,572	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,871	1.6
Asia	45,349	14.6
Canada	68,527	22.0
Europe	109,328	35.1
Middle America	8,920	2.9
Oceania	68,227	21.9
South America	5,831	1.9
Total International	311,053	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 747,527 pages, and /index.htm 9,853.

(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.

July, 2005

(Chronicle of Higher Education Web Site, Page #4 - #207000)

09-0101-4

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