

# PAID MAGAZINE

## PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau  
of Circulations

# The Chronicle Of Higher Education

For the six months ended June 30, 2005

**Field Served:** Business officers, academic officers, information technology officers, senior administrators, and faculty members who run America's colleges and universities.

Published by The Chronicle of Higher Education, Inc.

Frequency: 49 times/year

ABC Member # 04-0193-0

The Chronicle Of Higher Education

Paid Magazine  
Publisher's Statement

For 6 months ended June 30, 2005

## AVERAGE PAID CIRCULATION

<b>1</b>	<b>Total Average Paid Circulation:</b>		83,416
		% of Total	
	Subscriptions (Individual):	83,396	99.9
	Single Copy Sales:	20	0.1
	Total Paid	83,416	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		None Claimed
	% Above/Below Rate Base (+/-)		

## PRICES

**2** Prices effective during the six month period ending June 30, 2005

Publisher's Suggested 1 year price	\$82.50
Average Single Copy cover price	\$3.75

## 2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending December 31, 2004

Average subscription price:	Net	Gross
Per Copy	\$1.59	(optional)
Annualized (49 issue frequency)	\$77.91	(optional)

Publisher's Suggested 1 year price in effect for average price period, \$82.50

## 2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended June 30, 2005 at below 35% of average net price.

None Claimed

This publication also has Web Site Activity audited by ABCi. See Par. 9



June 1 - 30, 2005

Audit Period  
(See Separate Report for Details)

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	9,637,572	321,252	382,482	152,871
Unique Users	731,787	48,537	58,541	21,025

## ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

### 3 Total gross individual subscriptions (new and renewal) sold in the six month period ended June 30, 2005

A. DURATION	11,280	25.2	C. CHANNELS	42,832	95.6
(a) One to six months (1 to 24 issues).....	2,068	4.6	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.) .....		
(b) Seven to eleven months (25 to 48 issues).....	25,430	56.7	(b) Ordered through salespeople:		
(c) Twelve months (49 issues).....	5,672	12.7	1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	1,987	4.4
(d) Thirteen to twenty-four months .....	375	0.8	2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....	4	0.0
(e) Twenty-five months and more .....	44,825	100.0	3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals .....	2	0.0
Total Subscriptions Sold in Period.....			(c) Association members.....	None	
			Total Subscriptions Sold in Period.....	44,825	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium.....	44,823	100.0			
(b) Ordered with material reprinted from this publication .....	None				
(c) Ordered with other premiums. See Par. 9(c).....	2	0.0			
Total Subscriptions Sold in Period.....	44,825	100.0			

## ANALYSIS OF AVERAGE CIRCULATION

### 4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid		
Jan.	7	84,367	6	84,373	Apr.	1	84,125	24	84,149
	14	83,864	1	83,865		8	83,862		83,862
	21	84,060	2	84,062		15	83,481	1	83,482
	28	83,240	13	83,253		22	83,114	2	83,116
Feb.	4	82,692	76	82,768		29	82,809	2	82,811
	11	83,098	4	83,102	May	6	82,691	1	82,692
	18	83,768	9	83,777		13	82,764	32	82,796
	25	83,941	30	83,971		20	82,784	1	82,785
Mar.	4	84,192	11	84,203		27	82,729	109	82,838
	11	84,593	29	84,622	June	3	82,754	83	82,837
	18	84,713	53	84,766		10	82,533	5	82,538
	25	84,350		84,350		17	82,294	1	82,295
						24	82,076	1	82,077

### 4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Single Copy:

Sponsored Sales 1,230

## AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5 None

## POST EXPIRATION COPIES

6 (a) Average number of copies served on subscriptions not more than three months after expiration. 2,965 3.6%

## GEOGRAPHIC DATA for the May 6, 2005 Issue

7A Paid circulation of this issue was 0.9% less than the total average paid circulation.

### Analysis by ABCD County

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

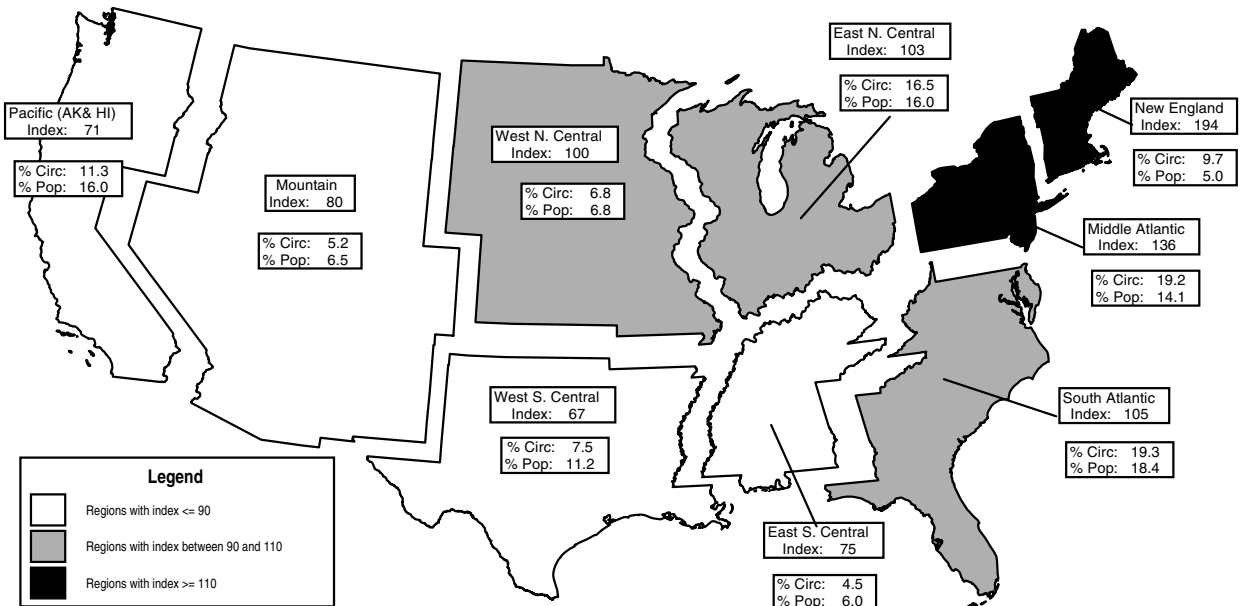
# 7B GEOGRAPHIC DATA for the May 6, 2005 Issue

## Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine .....	512		512	
New Hampshire .....	559		559	
Vermont .....	409		409	
Massachusetts.....	4,217		4,217	
Rhode Island.....	588		588	
Connecticut.....	1,588		1,588	
<b>NEW ENGLAND</b>	<b>7,873</b>		<b>7,873</b>	<b>9.7</b>
New York.....	7,971		7,971	
New Jersey.....	2,645		2,645	
Pennsylvania .....	4,933		4,933	
<b>MIDDLE ATLANTIC</b>	<b>15,549</b>		<b>15,549</b>	<b>19.2</b>
Ohio .....	3,292		3,292	
Indiana .....	1,914		1,914	
Illinois .....	4,171		4,171	
Michigan .....	2,558		2,558	
Wisconsin .....	1,412		1,412	
<b>EAST N. CENTRAL</b>	<b>13,347</b>		<b>13,347</b>	<b>16.5</b>
Minnesota .....	1,334		1,334	
Iowa .....	935		935	
Missouri .....	1,533		1,533	
North Dakota.....	227		227	
South Dakota.....	204		204	
Nebraska .....	546		546	
Kansas .....	690		690	
<b>WEST N. CENTRAL</b>	<b>5,469</b>		<b>5,469</b>	<b>6.8</b>
Delaware.....	275		275	
Maryland.....	2,176		2,176	
District of Columbia.....	1,770	1	1,771	
Virginia.....	2,799		2,799	
West Virginia.....	453		453	
North Carolina.....	2,171		2,171	
South Carolina.....	931		931	
Georgia.....	2,032		2,032	
Florida.....	2,956		2,956	
<b>SOUTH ATLANTIC</b>	<b>15,563</b>	<b>1</b>	<b>15,564</b>	<b>19.3</b>

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Kentucky.....	902		902	
Tennessee.....	1,299		1,299	
Alabama .....	953		953	
Mississippi.....	524		524	
<b>EAST S. CENTRAL</b>	<b>3,678</b>		<b>3,678</b>	<b>4.5</b>
Arkansas .....	571		571	
Louisiana.....	880		880	
Oklahoma.....	643		643	
Texas.....	3,934		3,934	
<b>WEST S. CENTRAL</b>	<b>6,028</b>		<b>6,028</b>	<b>7.5</b>
Montana .....	227		227	
Idaho .....	237		237	
Wyoming .....	129		129	
Colorado.....	1,186		1,186	
New Mexico.....	445		445	
Arizona .....	1,187		1,187	
Utah.....	484		484	
Nevada.....	290		290	
<b>MOUNTAIN</b>	<b>4,185</b>		<b>4,185</b>	<b>5.2</b>
Alaska.....	162		162	
Washington.....	1,238		1,238	
Oregon.....	832		832	
California.....	6,659		6,659	
Hawaii.....	264		264	
<b>PACIFIC</b>	<b>9,155</b>		<b>9,155</b>	<b>11.3</b>
U.S. Unclassified.....				
<b>UNITED STATES</b>	<b>80,847</b>	<b>1</b>	<b>80,848</b>	<b>100.0</b>
U.S. Circ. Percent of				
Grand Total.....				<b>97.8</b>
Poss. & Other Areas.....	158		158	0.2
<b>U.S. &amp; POSS., etc.</b>	<b>81,005</b>	<b>1</b>	<b>81,006</b>	<b>98.0</b>
Canada.....	610		610	0.7
International.....	992		992	1.2
Other Unclassified.....				
Military or Civilian				
Personnel Overseas..	84		84	0.1
<b>GRAND TOTAL</b>	<b>82,691</b>	<b>1</b>	<b>82,692</b>	<b>100.0</b>

Index = Geographic Distribution of % Circulation ÷ % Population



## ANALYSIS OF ANALYZED NON-PAID

**8** This publication does not report analyzed non-paid circulation

## EXPLANATORY

**9** (a) Publisher Suggested Prices: Subscriptions: 6 mos. \$45.00, 2 yrs. \$140.00, 3 yrs. \$203.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,961 copies per issue.

(c) An almanac, with a value of \$3.75, was offered with subscriptions at publisher suggested prices.

### ABC Interactive Definitions:

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.

### Unique Users:

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. The Daily average represents the number of Unique Users that visited the site each day 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 average but limited to weekdays and weekends respectively.

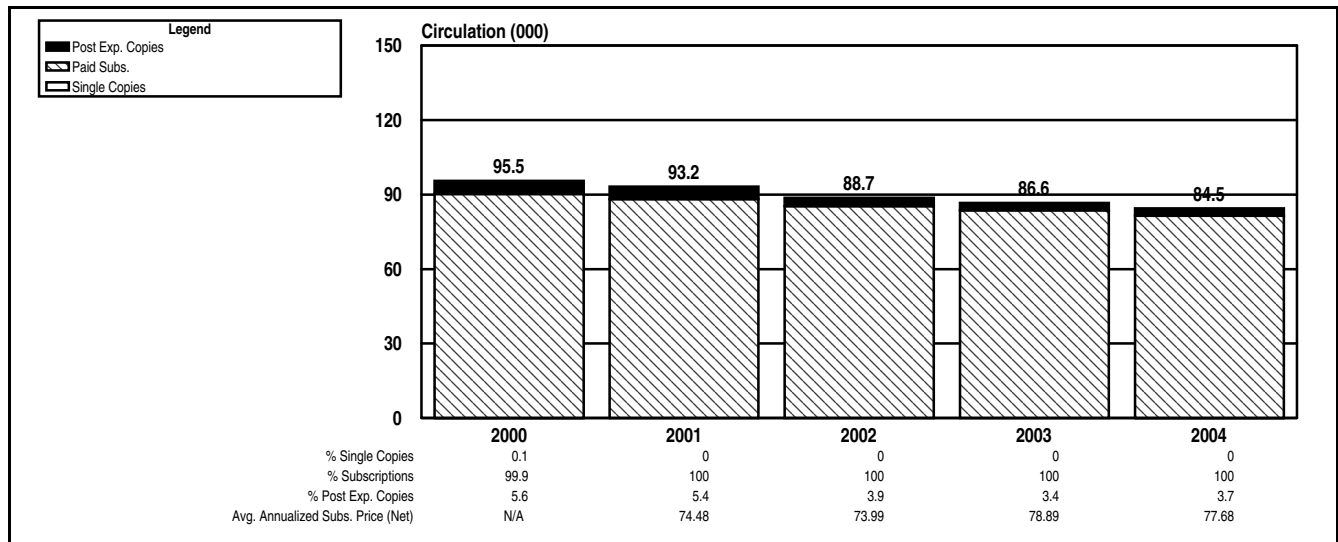
This publisher also receives a monthly web site activity audit. See separate report for details.

## SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

(d) Sponsored Single Copy Sales: The average of 1,230 copies per issue, shown in Par. 4B and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

## FIVE YEAR ANNUAL TRENDS

**10** Total average paid circulation as reported in June and December Publisher's Statements



## VARIANCE

**11** Latest released Audit Report for 12 months ended December 31, 2004; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-04	None Claimed	84,539	84,457	82	0.1
12-31-03	None Claimed	86,736	86,607	129	0.1
12-31-02	None Claimed	88,522	88,665	-143	-0.2
12-31-01	None Claimed	93,168	93,224	-56	-0.1
12-31-00	None Claimed	96,118	95,518	600	0.6

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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04-0193-0	Analyzed Issue Date	05/06/05
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.75
	Association Subscription Price	
	U.S. Subscription Price	82.50
	Canadian Subscription Price	
	International Subscription Price	