

# 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.

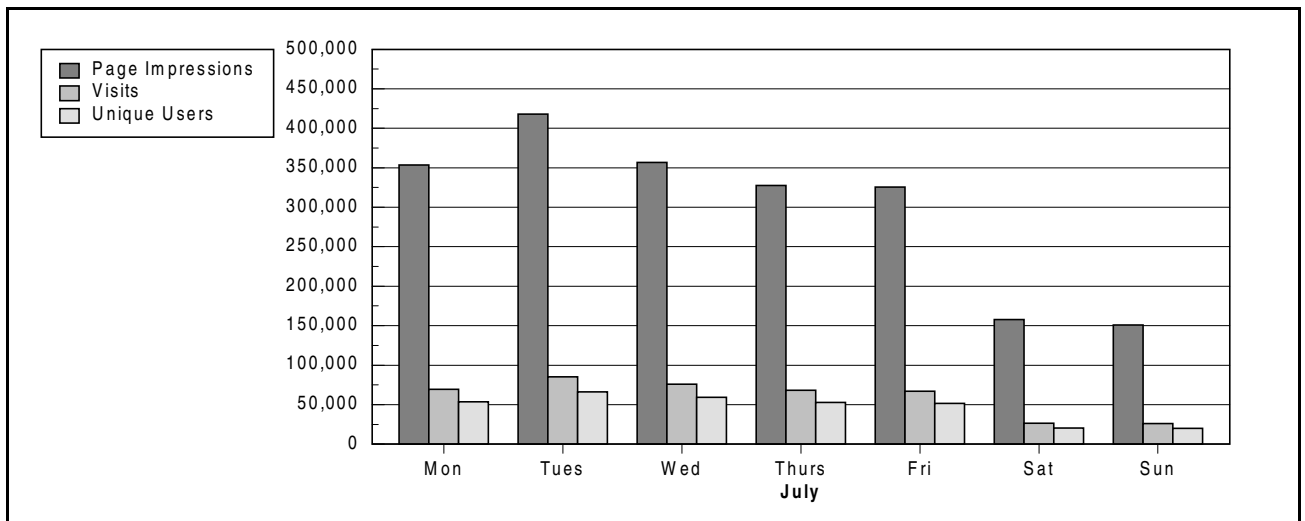
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	677,390	21,851	27,631	9,714
All Other	8,322,443	268,466	327,363	144,783
<b>GRAND TOTAL</b>	<b>8,999,833</b>	<b>290,317</b>	<b>354,994</b>	<b>154,497</b>
<b>Visits</b>	1,791,982	57,806	72,854	26,204
<b>Unique Users, See Par. 6(b)</b>	733,343	44,793	56,471	20,267

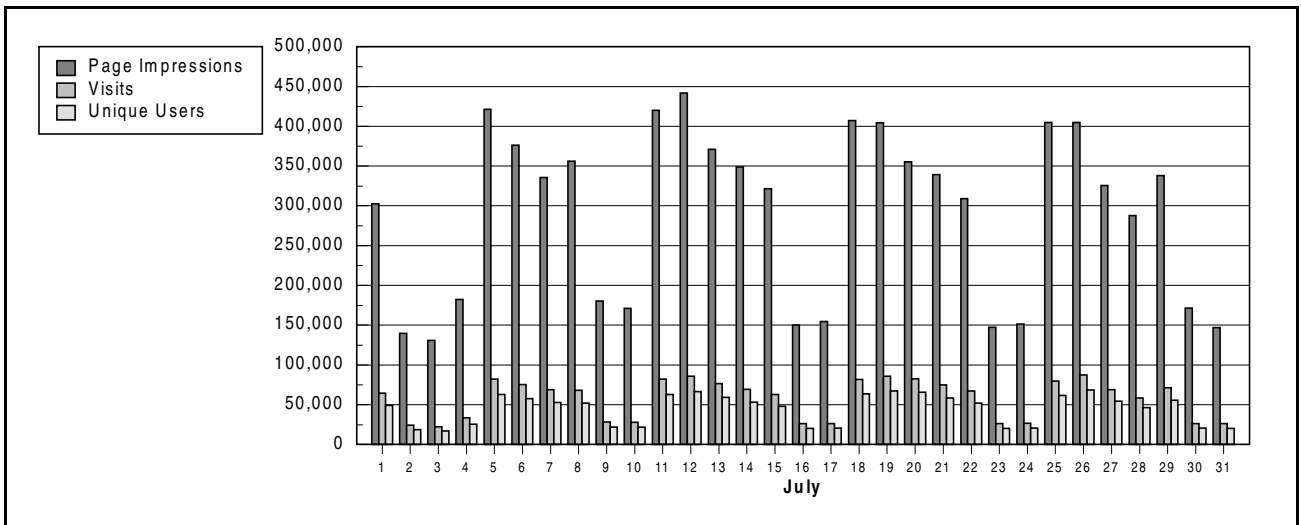
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.3

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

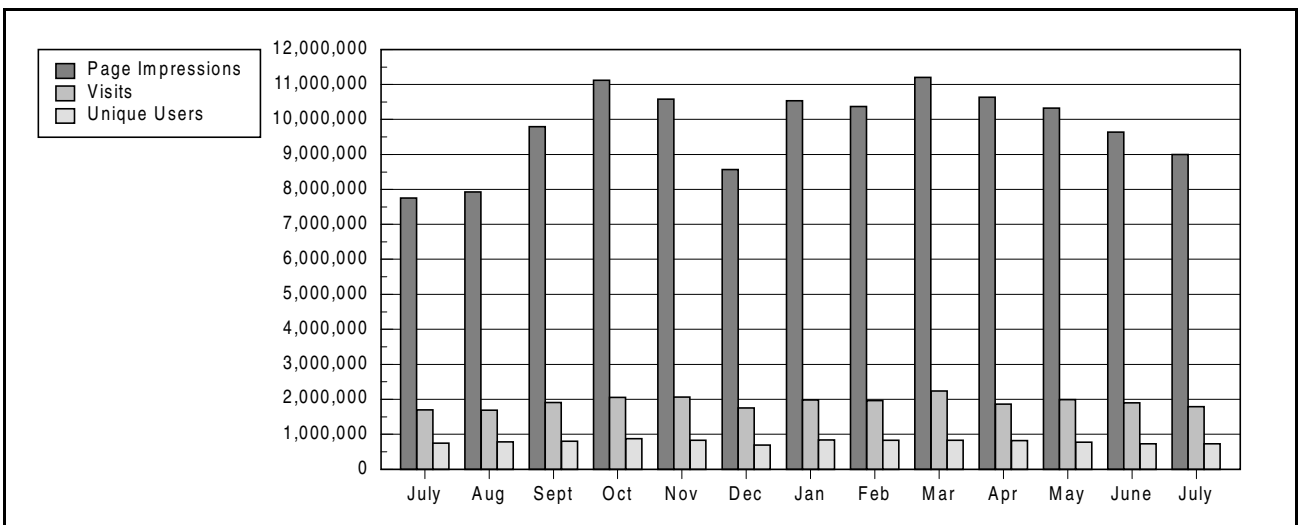


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JULY 31, 2005:**

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	302,598	64,413	49,435	11	420,357	82,430	63,149	21	339,160	75,126	58,681	
2	139,599	24,357	18,669	12	441,836	85,850	66,651	22	309,289	67,353	52,120	
3	131,003	22,466	17,368	13	371,128	76,560	59,232	23	147,621	26,340	20,242	
4	182,457	33,552	25,638	14	349,110	69,429	53,413	24	151,304	26,794	20,665	
5	421,172	82,404	62,858	15	321,741	62,846	48,194	25	404,825	80,109	61,516	
6	376,315	75,260	57,615	16	150,500	26,159	20,103	26	404,914	87,485	68,527	
7	335,748	69,060	52,775	17	154,503	26,576	20,619	27	325,661	68,867	54,565	
8	356,346	68,417	52,220	18	407,140	81,960	63,876	28	287,607	58,765	46,493	
9	180,584	28,532	22,073	19	404,300	85,929	67,414	29	338,000	71,292	55,685	
10	171,214	28,180	21,992	20	355,164	82,831	65,842	30	171,616	26,470	20,631	
								31	147,021	26,170	20,308	



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JULY 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	1,393,592	44,955	15.5
chronicle.com	CHRONICLE HOME PAGE	669,219	21,588	7.4
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	557,224	17,975	6.2
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	550,910	17,771	6.1
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	286,952	9,257	3.2
/jobs/	CHRONICLE CAREERS HOME PAGE	254,633	8,214	2.8
/forums/careernetwork/read.php	DISCUSSION FORUMS: INDIVIDUAL POSTS	209,931	6,772	2.3
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	150,913	4,868	1.7
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	145,624	4,698	1.6
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	133,755	4,315	1.5
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	104,955	3,386	1.2
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	91,634	2,956	1.0
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	71,577	2,309	0.8
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	67,361	2,173	0.7
/temp/email.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	67,150	2,166	0.7
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	61,779	1,993	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	61,014	1,968	0.7
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	59,399	1,916	0.7
/jobs/browse/location/	BROWSE JOBS BY LOCATION	55,007	1,774	0.6
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	48,201	1,555	0.5
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	46,949	1,514	0.5
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	45,180	1,457	0.5
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	41,695	1,345	0.5
/jobs/300/500/	JOB LISTINGS FOR STUDENT AFFAIRS POSITIONS	39,679	1,280	0.4
/search/jobs/	CHRONICLE CAREERS NETWORK: ADVANCED SEARCH	36,094	1,164	0.4

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

Domain Type	Page Impressions	%
Commercial	1,490,485	16.6
Educational	1,759,085	19.5
Government	48,582	0.5
Military	16,619	0.2
Networks	1,046,135	11.6
Organizations	107,814	1.2
Other	176,206	2.0
Total	4,644,926	51.6
Unresolved IP Addresses	4,116,601	45.8
Total International	238,306	2.6
GRAND TOTAL	8,999,833	100.0

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

Domain Type	Page Impressions	%
Africa	4,058	1.7
Asia	44,458	18.7
Canada	59,552	25.0
Europe	96,516	40.5
Middle America	6,519	2.7
Oceania	22,652	9.5
South America	4,551	1.9
Total International	238,306	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 669,219 pages, and /index.htm 8,171.

(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.**

September, 2005

(Chronicle of Higher Education Web Site, Page #4 - #207396)

09-0101-4

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