

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

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URL <http://www.abcinteractiveaudits.com>

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.

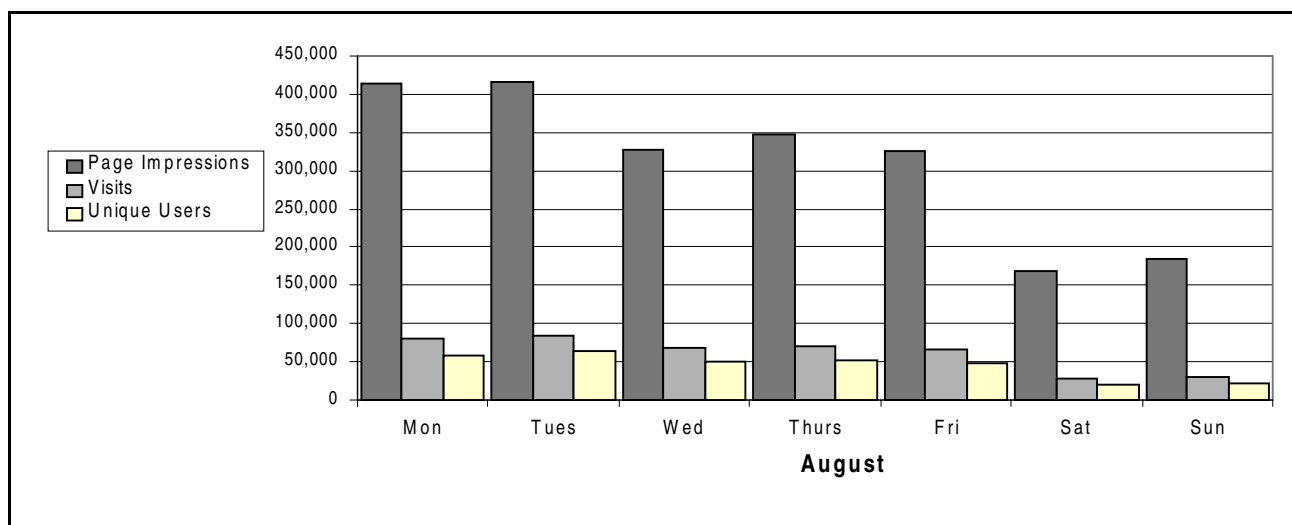
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	757,089	24,422	29,125	10,901
All Other	9,137,907	294,771	339,621	165,827
GRAND TOTAL	9,894,996	319,193	368,746	176,728
Visits	1,954,786	63,058	74,725	29,514
Unique Users, See Par. 6(b)	797,771	46,387	55,095	21,351

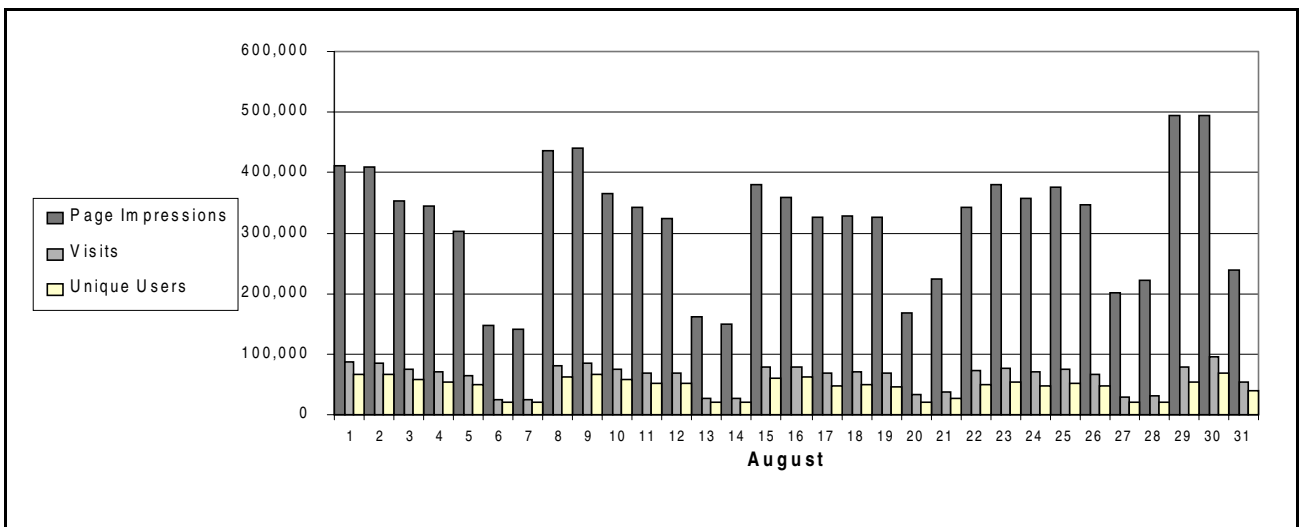
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.4

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

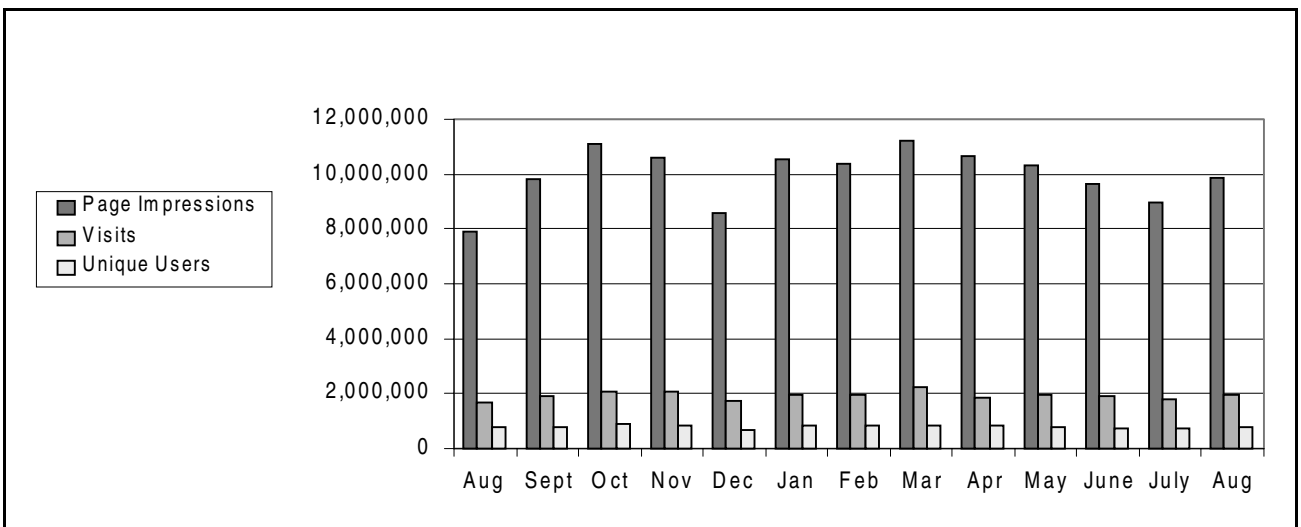


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED AUGUST 31, 2005:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	411,883	86,471	67,445	11	343,195	68,190	52,668	21	224,437	37,482	27,115
2	409,491	85,451	66,936	12	324,304	67,844	52,454	22	343,066	73,021	49,955
3	352,448	74,372	57,976	13	161,303	27,100	20,853	23	378,939	77,278	53,138
4	345,081	69,960	54,381	14	149,814	27,292	21,208	24	356,857	71,623	47,128
5	304,034	64,861	50,224	15	379,826	78,775	60,512	25	375,131	74,416	51,289
6	146,472	25,741	19,890	16	359,961	79,134	62,817	26	346,410	67,135	47,308
7	140,946	25,937	20,151	17	326,040	69,359	47,200	27	200,926	29,670	20,852
8	435,744	81,436	63,094	18	328,352	71,201	49,214	28	222,432	30,189	20,865
9	440,982	85,592	66,430	19	325,806	69,095	46,611	29	494,935	77,994	53,935
10	365,042	75,324	58,733	20	167,495	32,703	19,877	30	494,467	95,488	67,668
								31	239,175	54,652	40,066



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED AUGUST 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	1,480,099	47,745	15.0
chronicle.com	CHRONICLE HOME PAGE	748,236	24,137	7.6
	JOB LISTINGS: BY-INSTITUTION			
/jobs/search.php	SEARCHES	549,008	17,710	5.5
	CHRONICLE JOB DISCUSSION			
/jobs/forums/read.php	FORUMS: INDIVIDUAL POSTS	500,184	16,135	5.1
	JOB LISTINGS: KEYWORD			
/cgi2-bin/texis/jobs/search	SEARCHES	314,791	10,155	3.2
	CHRONICLE CAREERS HOME			
/jobs/	PAGE	279,648	9,021	2.8
	CHRONICLE CAREERS			
	DISCUSSION FORUMS:			
/forums/careernetwork/read.php	INDIVIDUAL POSTS	166,396	5,368	1.7
	JOB LISTINGS FOR FACULTY/			
/jobs/100/	RESEARCH POSITIONS	164,276	5,299	1.7
	CHRONICLE JOB DISCUSSION			
/jobs/forums/list.php	FORUMS: TOPICS LISTING	158,864	5,125	1.6
	CHRONICLE CAREERS			
	DISCUSSION FORUMS:			
/forums/careers/read.php	INDIVIDUAL POSTS	134,941	4,353	1.4
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	116,196	3,748	1.2
	JOB LISTINGS FORMATTED TO BE			
/jobs/print.php	PRINTER FRIENDLY	111,186	3,587	1.1
	ARTICLES FORWARDED BY E-MAIL			
/temp/email.php	TO OTHERS	92,155	2,973	0.9
	JOB LISTINGS FORWARDED BY E-			
/jobs/email.php	MAIL TO OTHERS	88,458	2,853	0.9
	JOB LISTINGS FOR			
/jobs/300/	ADMINISTRATIVE POSITIONS	71,246	2,298	0.7
	SITE-WIDE ARCHIVE SEARCH			
/cgi2-bin/texis/chronicle/search	RESULTS	68,068	2,196	0.7
/jobs/browse/location/	BROWSE JOBS BY LOCATION	58,691	1,893	0.6
	CHRONICLE FREE CAREERS			
/jobs/home/login.php	ACCOUNT LOGIN HOME PAGE	55,616	1,794	0.6
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	54,319	1,752	0.5
	BROWSE JOBS BY DISCIPLINE/			
/jobs/browse/field/	FIELD	52,450	1,692	0.5
	JOB LISTINGS FOR HUMANITIES			
/jobs/100/500/	POSITIONS	51,479	1,661	0.5
	CHRONICLE CAREERS: APPLY			
/jobs/apply_online.php	ONLINE	47,408	1,529	0.5
	CHRONICLE ONLINE DISCUSSION			
/forums/colloquy/read.php	FORUMS	43,336	1,398	0.4
	JOB LISTINGS FOR STUDENT			
/jobs/300/500/	AFFAIRS POSITIONS	40,470	1,305	0.4
	JOB LISTINGS FOR SCIENCE,			
	TECHNOLOGY, AND MATHEMATICS			
/jobs/100/700/	POSITIONS	39,771	1,283	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,540,237	15.6
Educational	2,077,624	21.0
Government	60,555	0.6
Military	19,970	0.2
Networks	992,164	10.0
Organizations	124,710	1.3
Other	209,039	2.1
Total	5,024,299	50.8
Unresolved IP Addresses	4,640,869	46.9
Total International	229,828	2.3
GRAND TOTAL	9,894,996	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,640	2.0
Asia	44,473	19.4
Canada	63,822	27.8
Europe	78,854	34.3
Middle America	7,445	3.2
Oceania	25,795	11.2
South America	4,799	2.1
Total International	229,828	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 748,236 pages, and /index.htm 8,853.

(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.

October, 2005

(Chronicle of Higher Education Web Site, Page #4 - #207946)

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