

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, IL 60173  
Tel 847/605-0909 • Fax 847/605-0483  
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.

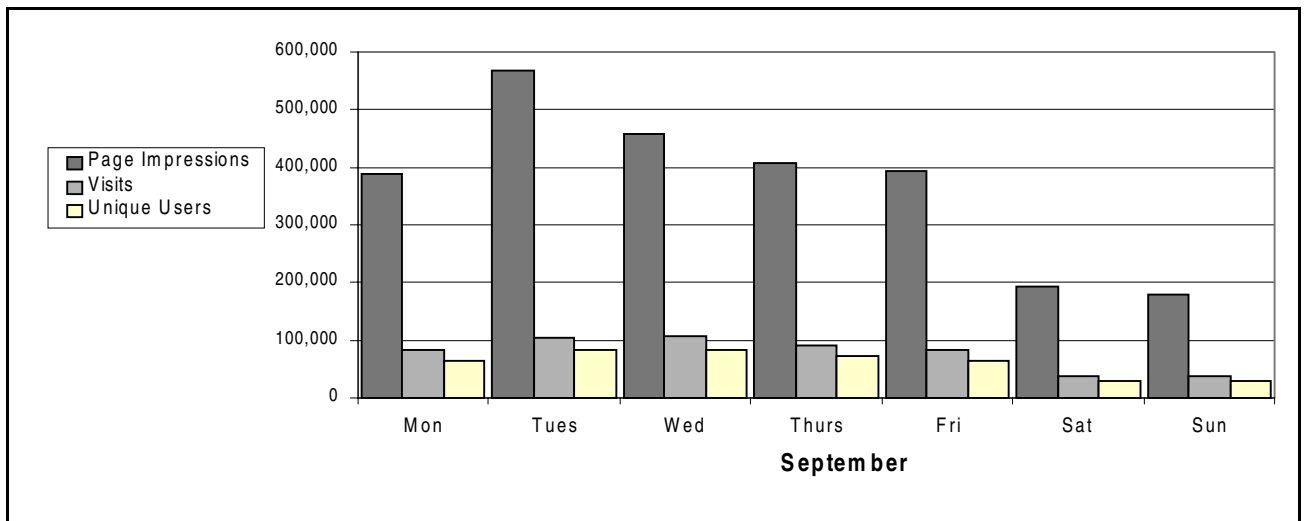
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	855,255	28,509	34,422	12,247
All Other	10,287,390	342,913	404,383	173,871
<b>GRAND TOTAL</b>	<b>11,142,645</b>	<b>371,422</b>	<b>438,805</b>	<b>186,118</b>
<b>Visits</b>	<b>2,356,848</b>	<b>78,562</b>	<b>93,369</b>	<b>37,840</b>
<b>Unique Users, See Par. 6(b)</b>	<b>1,007,635</b>	<b>61,854</b>	<b>73,267</b>	<b>30,469</b>

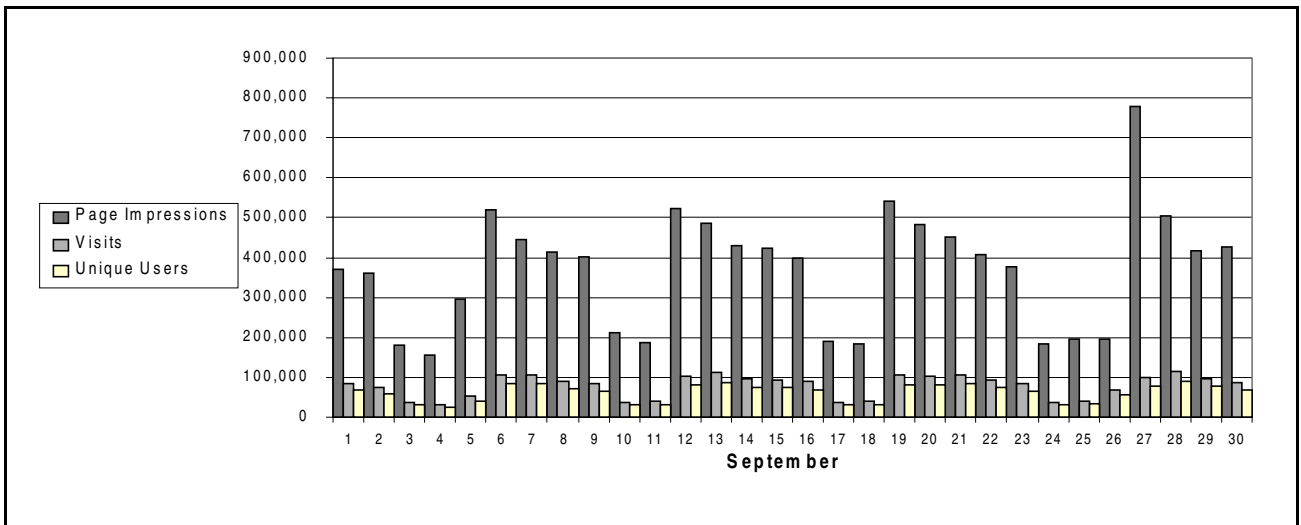
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.1

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

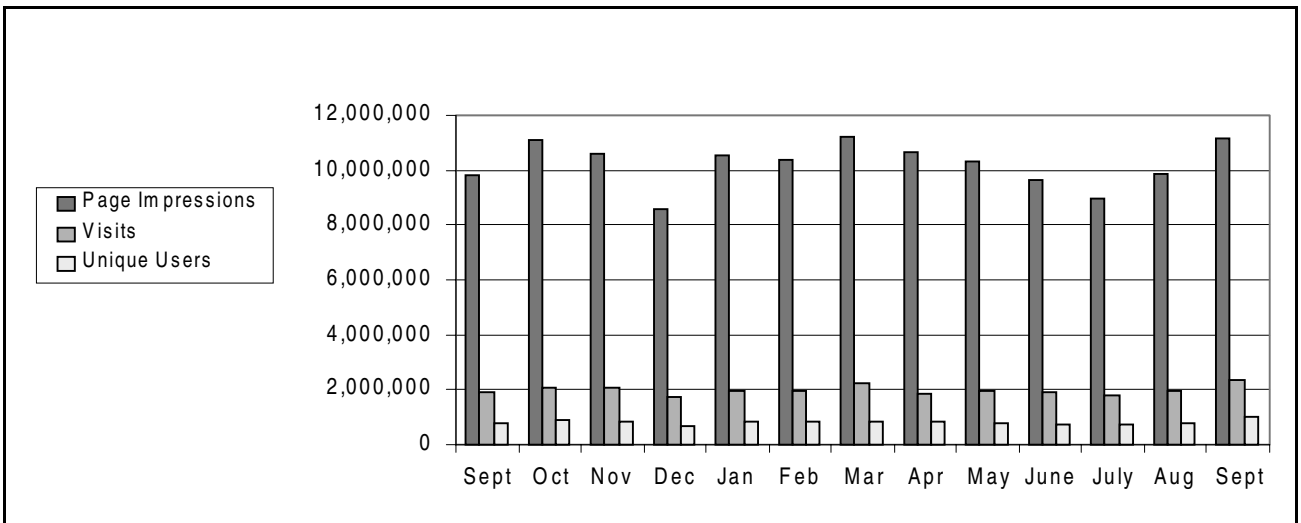


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED SEPTEMBER 30, 2005:**

Date	Page			Date	Page			Date	Page		
	Impressions	Visits	Unique Users		Impressions	Visits	Unique Users		Impressions	Visits	Unique Users
1	371,592	85,489	67,562	11	185,463	38,970	31,562	21	450,847	105,920	83,789
2	361,181	75,714	58,857	12	521,964	102,457	80,267	22	407,891	93,460	73,307
3	181,452	37,818	30,679	13	486,627	111,347	88,440	23	377,489	83,466	64,949
4	155,308	32,149	25,881	14	428,589	96,540	75,531	24	184,483	38,214	30,547
5	296,413	52,267	41,153	15	424,780	93,309	73,313	25	196,283	41,570	33,456
6	520,455	106,362	82,731	16	398,105	89,229	69,389	26	195,015	69,948	56,700
7	446,459	105,104	83,891	17	190,037	37,395	29,872	27	778,241	99,769	77,375
8	414,230	91,675	71,758	18	182,804	39,321	31,611	28	503,916	115,712	90,565
9	403,125	84,765	65,909	19	540,490	104,720	81,422	29	415,979	97,390	76,753
10	213,114	37,283	30,144	20	483,446	101,678	79,664	30	426,867	87,807	68,550



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED SEPTEMBER 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	2,200,580	73,353	19.7
chronicle.com	CHRONICLE HOME PAGE	845,605	28,187	7.6
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	610,670	20,356	5.5
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	522,586	17,420	4.7
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	353,286	11,776	3.2
/jobs/	CHRONICLE CAREERS HOME PAGE	292,336	9,745	2.6
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	199,457	6,649	1.8
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	169,921	5,664	1.5
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS:	137,058	4,569	1.2
/jobs/browse/position/	INDIVIDUAL POSTS BROWSE JOBS BY POSITION TYPE	123,779	4,126	1.1
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	114,770	3,826	1.0
/temp/email.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	99,662	3,322	0.9
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS:	96,036	3,201	0.9
/jobs/email.php	INDIVIDUAL POSTS JOB LISTINGS FORWARDED BY E- MAIL TO OTHERS	92,046	3,068	0.8
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	82,646	2,755	0.7
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	70,196	2,340	0.6
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE JOB LISTINGS FOR	67,257	2,242	0.6
/jobs/300/	ADMINISTRATIVE POSITIONS BROWSE JOBS BY DISCIPLINE/ FIELD	64,186	2,140	0.6
/jobs/browse/field/	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	61,565	2,052	0.6
/jobs/home/login.php	BROWSE JOBS BY LOCATION JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS	58,396	1,947	0.5
/jobs/browse/location/	POSITIONS CHRONICLE CAREERS: APPLY ONLINE	58,085	1,936	0.5
/jobs/100/700/	JOB LISTINGS FOR HUMANITIES ENGLISH / LITERATURE	46,940	1,565	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	46,394	1,546	0.4
/jobs/100/500/2000/	JOB LISTINGS FOR HUMANITIES ENGLISH / LITERATURE	44,962	1,499	0.4
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	43,124	1,437	0.4

---

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

Domain Type	Page Impressions	%
Commercial	1,658,806	14.9
Educational	2,589,888	23.2
Government	59,801	0.5
Military	17,576	0.2
Networks	1,069,367	9.6
Organizations	149,877	1.3
Other	235,871	2.1
Total	5,781,186	51.8
Unresolved IP Addresses	4,963,492	44.6
Total International	397,967	3.6
GRAND TOTAL	11,142,645	100.0

---

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

Domain Type	Page Impressions	%
Africa	7,789	2.0
Asia	52,903	13.3
Canada	80,553	20.2
Europe	213,815	53.7
Middle America	8,587	2.2
Oceania	29,384	7.4
South America	4,936	1.2
Total International	397,967	100.0

---

**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 845,605 pages, and /index.htm 9,650.

(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.**

November, 2005

(Chronicle of Higher Education Web Site, Page #4 - #208592)

09-0101-4

Copyright © 2005 Audit Bureau of Verification Services, Inc. All rights reserved.