

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.

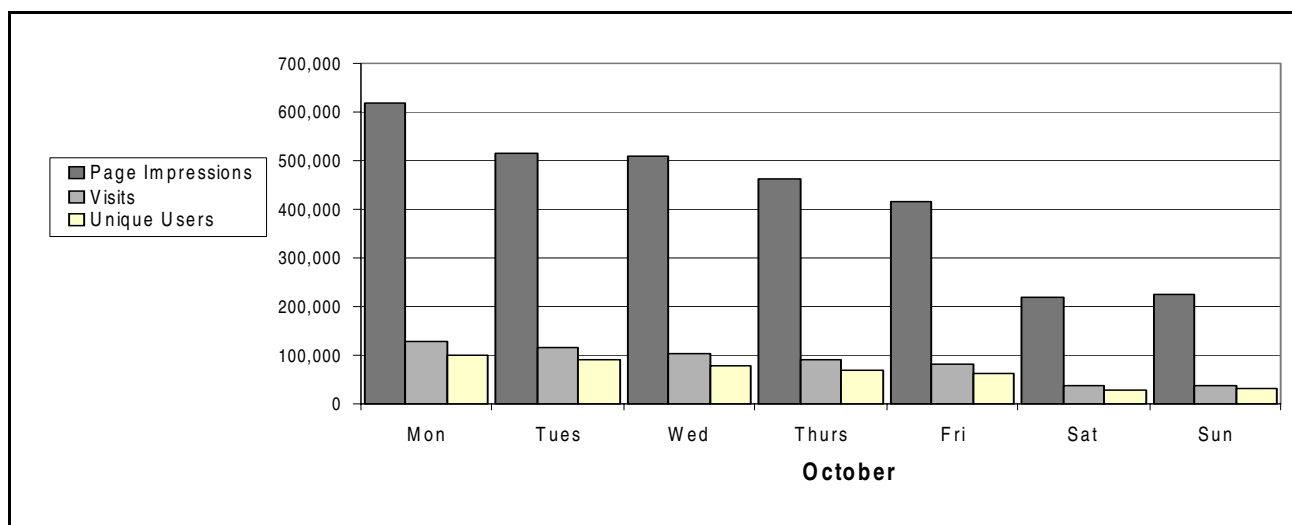
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	889,193	28,684	35,997	13,326
All Other	12,029,524	388,049	474,109	207,324
GRAND TOTAL	12,918,717	416,733	510,106	220,650
Visits	2,569,352	82,882	104,311	37,883
Unique Users, See Par. 6(b)	1,114,455	64,974	81,758	29,727

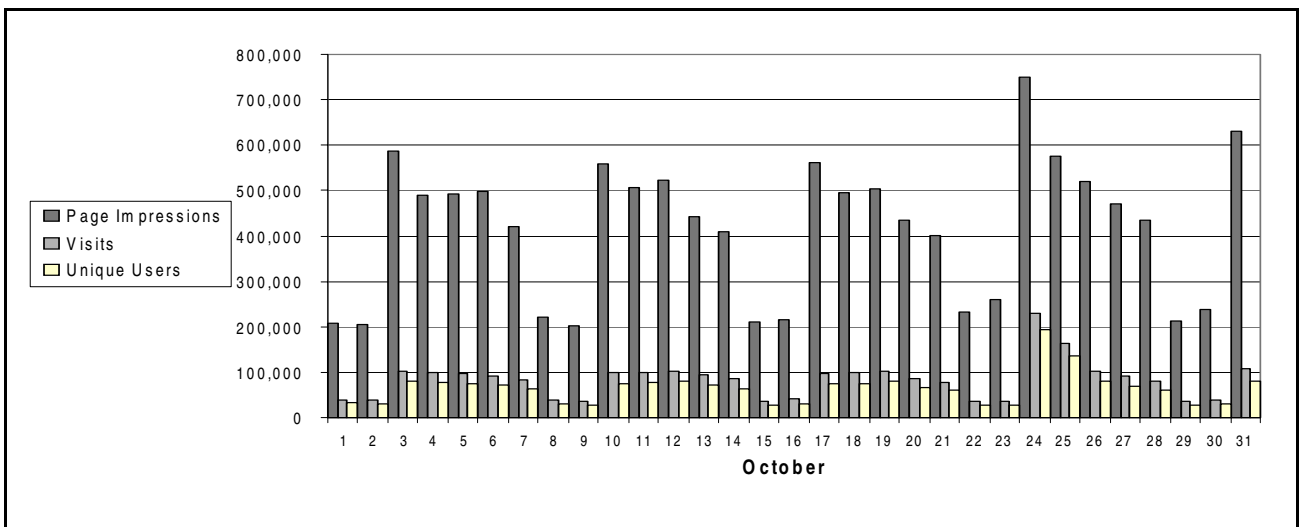
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.6

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

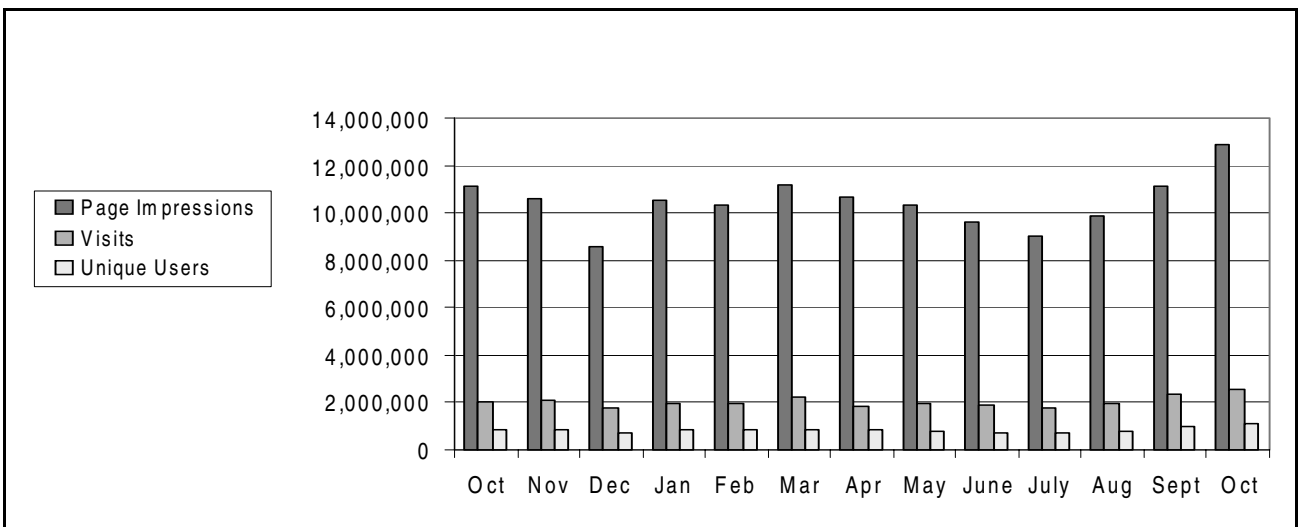


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED OCTOBER 31, 2005:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	208,642	39,862	31,978	11	507,169	100,319	77,694	21	402,192	78,218	60,210
2	203,981	39,414	31,662	12	522,713	103,543	80,653	22	233,907	35,875	28,027
3	587,966	102,767	79,461	13	443,657	94,036	72,521	23	259,289	36,356	28,688
4	489,004	98,973	76,654	14	410,520	84,093	64,665	24	749,855	228,573	195,106
5	491,904	96,774	75,234	15	211,750	35,601	27,779	25	577,009	162,507	134,519
6	499,065	91,231	70,932	16	215,944	41,253	30,996	26	519,281	103,804	81,377
7	422,132	82,523	63,269	17	562,098	97,269	74,530	27	470,383	90,448	70,287
8	220,362	38,224	29,960	18	495,007	99,656	74,685	28	433,428	80,095	61,659
9	202,889	36,612	28,616	19	503,130	103,396	79,486	29	212,002	36,368	28,762
10	560,279	98,616	75,516	20	434,823	86,697	67,362	30	237,733	39,263	30,800
								31	630,603	106,986	81,094



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED OCTOBER 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	2,700,653	87,118	20.9
chronicle.com	CHRONICLE HOME PAGE	879,867	28,383	6.8
	CHRONICLE JOB DISCUSSION			
/jobs/forums/read.php	FORUMS: INDIVIDUAL POSTS	744,669	24,022	5.8
	JOB LISTINGS: BY-INSTITUTION			
/jobs/search.php	SEARCHES	645,694	20,829	5.0
	JOB LISTINGS: KEYWORD			
/cgi2-bin/texis/jobs/search	SEARCHES	399,997	12,903	3.1
	CHRONICLE CAREERS HOME			
/jobs/	PAGE	309,669	9,989	2.4
	JOB LISTINGS FOR FACULTY/			
/jobs/100/	RESEARCH POSITIONS	218,223	7,039	1.7
	CHRONICLE JOB DISCUSSION			
/jobs/forums/list.php	FORUMS: TOPICS LISTING	218,105	7,036	1.7
/free/v52/i10/10a01401.htm	RESEARCH AND BOOKS ARTICLE	215,539	6,953	1.7
	CHRONICLE CAREERS			
	DISCUSSION FORUMS:			
/forums/careernetwork/read.php	INDIVIDUAL POSTS	178,546	5,760	1.4
	CHRONICLE CAREERS			
	DISCUSSION FORUMS:			
/forums/careers/read.php	INDIVIDUAL POSTS	155,510	5,016	1.2
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	132,919	4,288	1.0
	JOB LISTINGS FORMATTED TO BE			
/jobs/print.php	PRINTER FRIENDLY	117,668	3,796	0.9
	ARTICLES FORWARDED BY E-MAIL			
/temp/email.php	TO OTHERS	114,002	3,677	0.9
	JOB LISTINGS FORWARDED BY E-			
/jobs/email.php	MAIL TO OTHERS	101,245	3,266	0.8
	SITE-WIDE ARCHIVE SEARCH			
/cgi2-bin/texis/chronicle/search	RESULTS	95,908	3,094	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	87,289	2,816	0.7
	JOB LISTINGS FOR HUMANITIES			
/jobs/100/500/	POSITIONS	69,551	2,244	0.5
	CHRONICLE ARTICLES LINKS			
/temp/reprint.php	FROM OTHER SITES	68,077	2,196	0.5
	CHRONICLE FREE CAREERS			
/jobs/home/login.php	ACCOUNT LOGIN HOME PAGE	67,233	2,169	0.5
	JOB LISTINGS FOR			
/jobs/300/	ADMINISTRATIVE POSITIONS	66,274	2,138	0.5
	BROWSE JOBS BY DISCIPLINE/			
/jobs/browse/field/	FIELD	65,317	2,107	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	61,247	1,976	0.5
/4free/	SPECIAL OFFER	58,657	1,892	0.5
	CHRONICLE CAREERS: APPLY			
/jobs/apply_online.php	ONLINE	52,822	1,704	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,846,895	14.3
Educational	2,880,872	22.3
Government	65,698	0.5
Military	23,437	0.2
Networks	1,231,166	9.5
Organizations	163,786	1.3
Other	265,627	2.1
Total	6,477,481	50.2
Unresolved IP Addresses	6,084,388	47.0
Total International	356,848	2.8
GRAND TOTAL	12,918,717	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	7,634	2.1
Asia	65,326	18.3
Canada	100,775	28.2
Europe	128,552	36.0
Middle America	8,658	2.4
Oceania	37,783	10.6
South America	8,120	2.4
Total International	356,848	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 879,867 pages, and /index.htm 9,326.

(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 - #208970)

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