

# 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>

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**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.

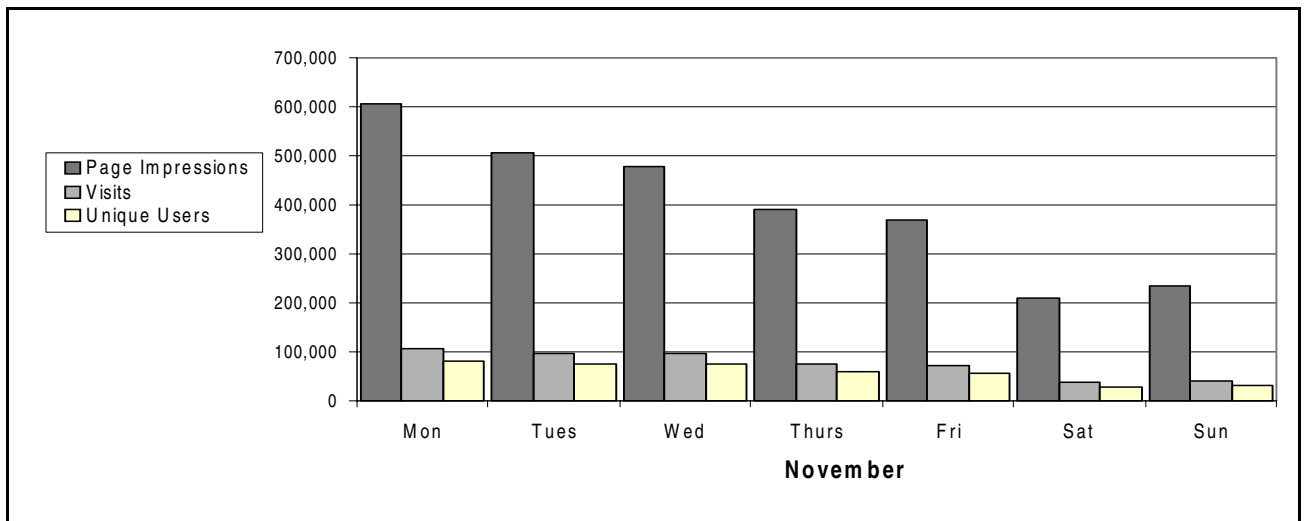
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	879,062	29,302	34,889	13,937
All Other	11,300,367	376,679	437,780	208,651
<b>GRAND TOTAL</b>	<b>12,179,429</b>	<b>405,981</b>	<b>472,669</b>	<b>222,588</b>
<b>Visits</b>	<b>2,287,108</b>	<b>76,237</b>	<b>90,046</b>	<b>38,261</b>
<b>Unique Users, See Par. 6(b)</b>	<b>941,173</b>	<b>59,183</b>	<b>69,762</b>	<b>30,090</b>

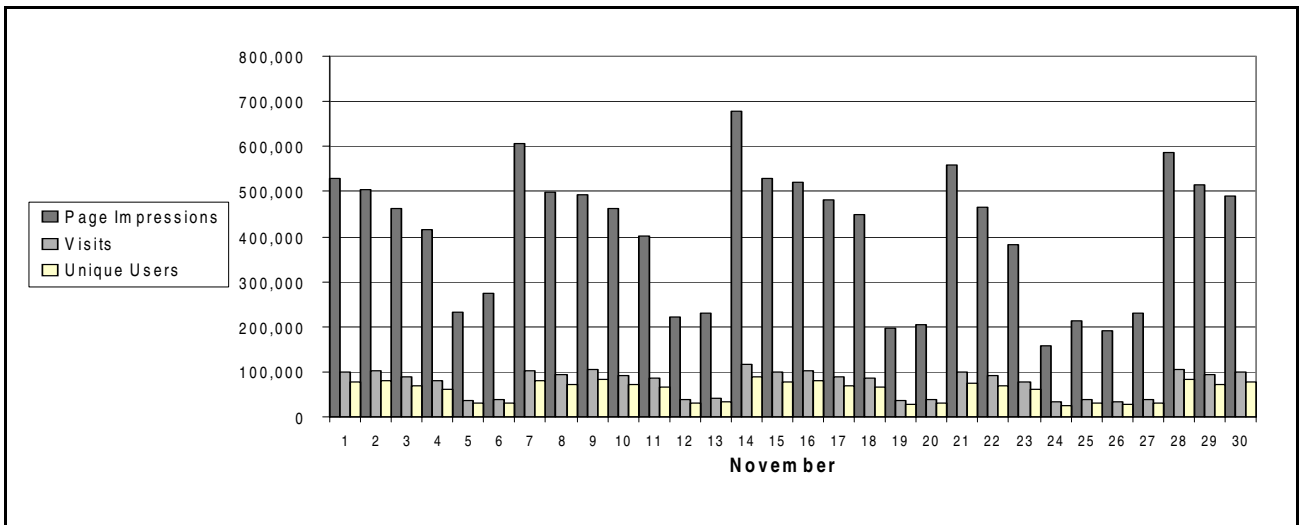
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.9

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

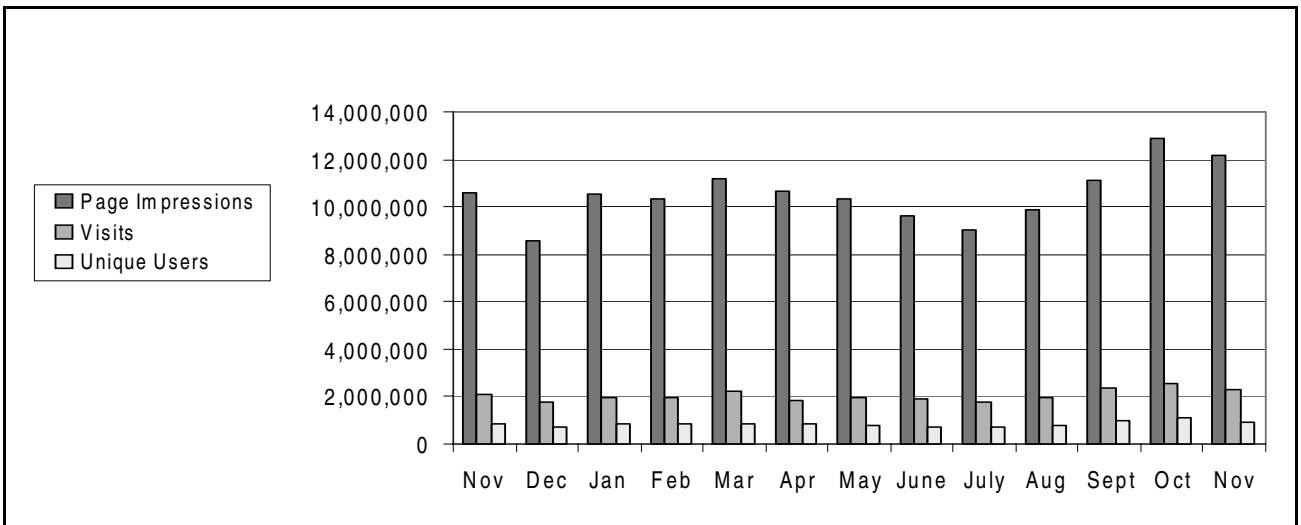


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED NOVEMBER 30, 2005:**

Date	Page			Date	Page			Date	Page		
	Impressions	Visits	Unique Users		Impressions	Visits	Unique Users		Impressions	Visits	Unique Users
1	527,544	100,408	78,075	11	400,653	84,669	66,762	21	559,667	99,138	76,118
2	505,025	101,965	79,002	12	221,315	39,373	31,073	22	465,297	90,026	69,511
3	460,903	88,727	68,535	13	229,785	41,862	33,250	23	382,702	77,078	61,009
4	416,427	79,804	61,241	14	677,364	115,468	89,635	24	157,480	32,300	24,977
5	232,875	37,086	29,078	15	528,054	98,755	76,416	25	212,522	39,919	30,831
6	274,770	40,122	31,666	16	521,616	103,512	80,515	26	190,075	34,111	26,568
7	604,995	103,494	79,708	17	482,694	88,844	69,121	27	230,639	39,399	30,940
8	498,089	92,883	71,315	18	449,628	84,942	65,682	28	586,390	106,494	82,070
9	492,804	106,489	83,443	19	196,371	36,239	28,233	29	515,747	95,209	72,595
10	463,598	92,623	71,409	20	204,876	37,894	29,915	30	489,524	98,275	76,787



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED NOVEMBER 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 CHRONICLE JOB DISCUSSION	2,483,818	82,794	20.4
/jobs/forums/read.php	FORUMS: INDIVIDUAL POSTS	875,089	29,170	7.2
chronicle.com	CHRONICLE HOME PAGE	870,038	29,001	7.1
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	637,237	21,241	5.2
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	383,096	12,770	3.1
/jobs/	CHRONICLE CAREERS HOME PAGE	292,434	9,748	2.4
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	264,044	8,801	2.2
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	195,649	6,522	1.6
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	185,094	6,170	1.5
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	172,495	5,750	1.4
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	135,937	4,531	1.1
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE SITE-WIDE ARCHIVE SEARCH	123,538	4,118	1.0
/cgi2-bin/texis/chronicle/search	RESULTS JOB LISTINGS FORWARDED BY E-	95,695	3,190	0.8
/jobs/email.php	MAIL TO OTHERS	89,109	2,970	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE CHRONICLE ARTICLES LINKS	86,589	2,886	0.7
/temp/reprint.php	FROM OTHER SITES ARTICLES FORWARDED BY E-MAIL	75,408	2,514	0.6
/temp/email.php	TO OTHERS JOB LISTINGS FOR	75,252	2,508	0.6
/jobs/300/	ADMINISTRATIVE POSITIONS JOB LISTINGS FOR HUMANITIES	63,914	2,130	0.5
/jobs/100/500/	POSITIONS CHRONICLE FREE CAREERS	63,512	2,117	0.5
/jobs/home/login.php	ACCOUNT LOGIN HOME PAGE BROWSE JOBS BY DISCIPLINE/	63,351	2,112	0.5
/jobs/browse/field/	FIELD	60,257	2,009	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION SITE-WIDE SEARCH RESULTS FOR	56,746	1,892	0.5
/cgi2-bin/texis/events/searchevents	EVENTS	51,185	1,706	0.4
/premium/stats/990/2005/private/ private_result.php	CHRONICLE PREMIUM ARTICLE CONTENT	50,185	1,673	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	49,009	1,634	0.4

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

Domain Type	Page Impressions	%
Commercial	1,900,968	15.6
Educational	2,763,800	22.7
Government	59,270	0.5
Military	18,848	0.2
Networks	1,160,931	9.5
Organizations	155,010	1.3
Other	250,821	2.1
Total	6,309,648	51.9
Unresolved IP Addresses	5,529,255	45.3
Total International	340,526	2.8
GRAND TOTAL	12,179,429	100.0

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

Domain Type	Page Impressions	%
Africa	6,346	1.9
Asia	61,691	18.1
Canada	102,143	30.0
Europe	128,269	37.7
Middle America	7,040	2.1
Oceania	30,776	9.0
South America	4,261	1.2
Total International	340,526	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 870,038 pages, and /index.htm 9,024.

(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.**

December, 2005

(Chronicle of Higher Education Web Site, Page #4 - #209186)

09-0101-4

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