

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

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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.

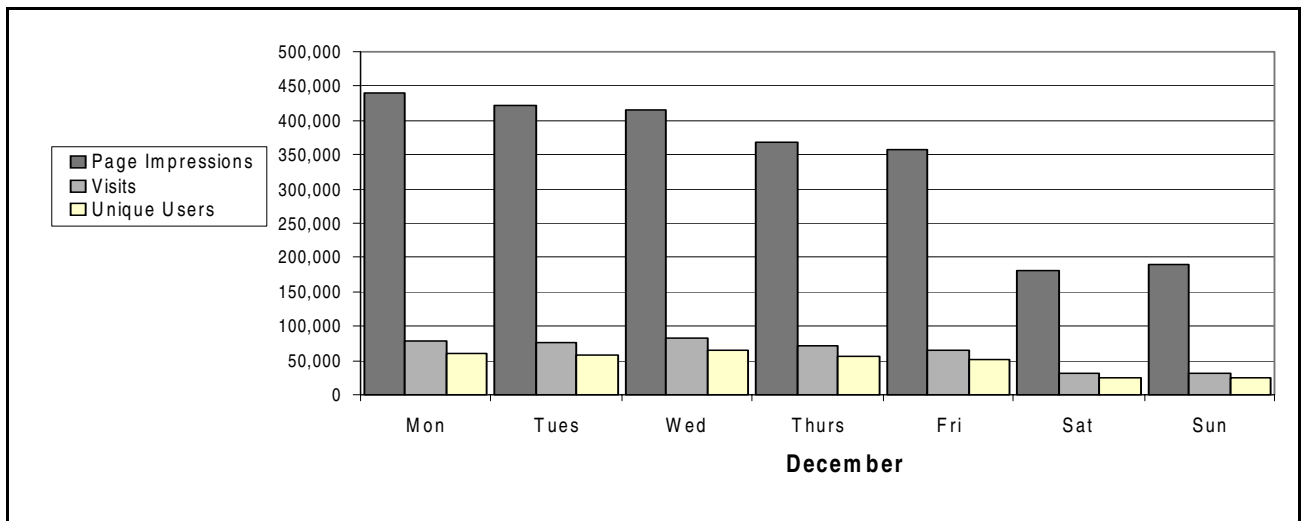
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	734,917	23,707	28,768	11,336
All Other	9,672,668	312,022	368,469	174,038
<b>GRAND TOTAL</b>	<b>10,407,585</b>	<b>335,729</b>	<b>397,237</b>	<b>185,374</b>
<b>Visits</b>	<b>1,911,778</b>	<b>61,670</b>	<b>73,941</b>	<b>31,674</b>
<b>Unique Users, See Par. 6(b)</b>	<b>816,957</b>	<b>47,735</b>	<b>57,258</b>	<b>24,457</b>

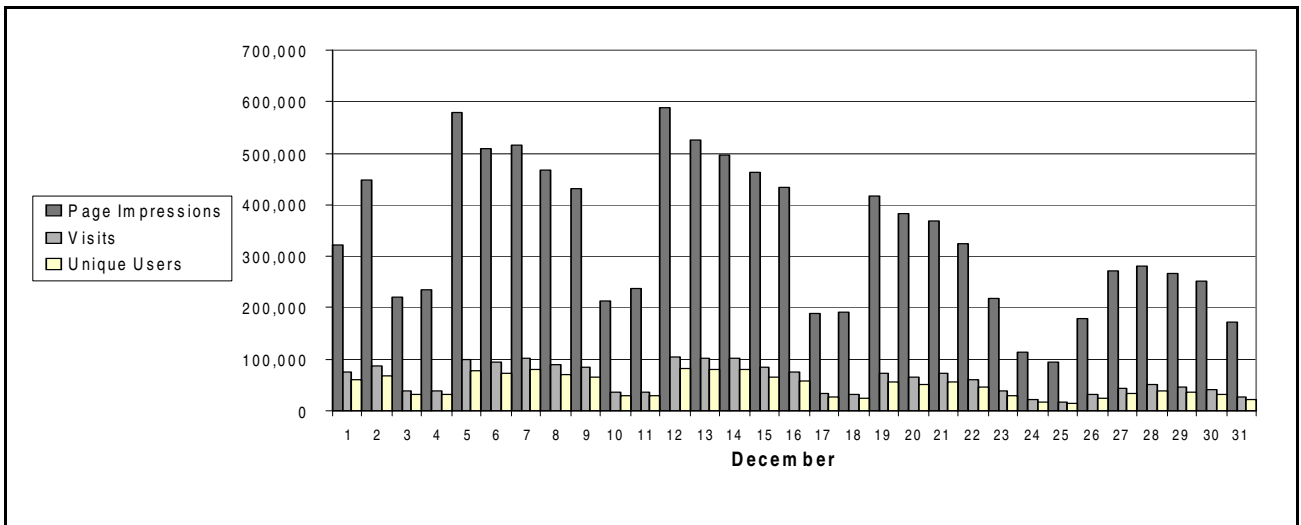
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.7

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

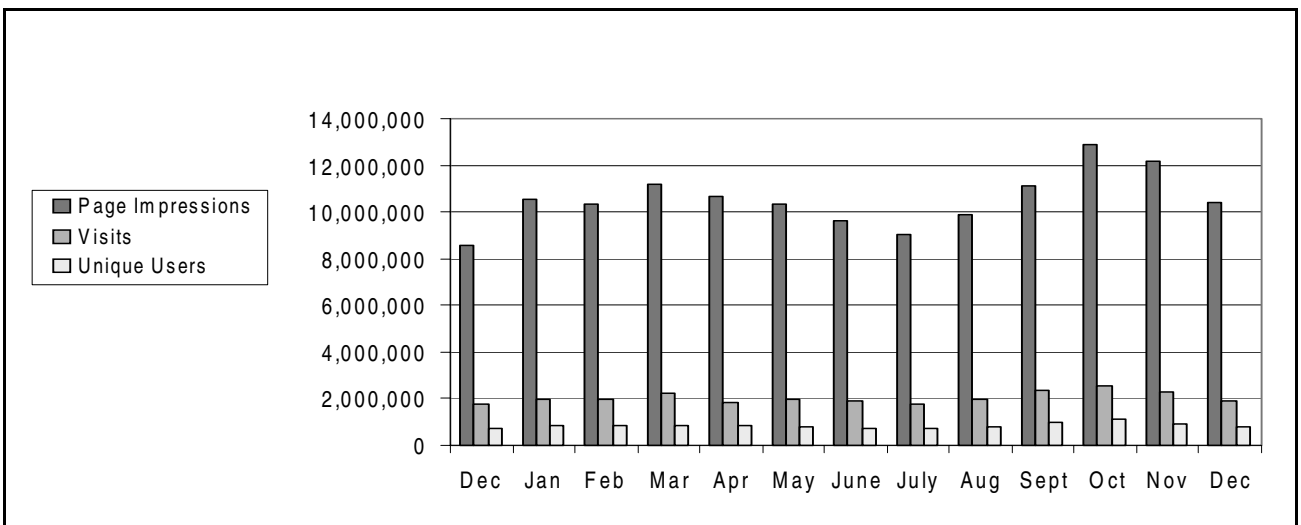


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED DECEMBER 31, 2005:**

Date	Page			Date	Page			Date	Page		
	Impressions	Visits	Unique Users		Impressions	Visits	Unique Users		Impressions	Visits	Unique Users
1	322,640	75,774	61,279	11	238,486	36,806	28,727	21	367,964	72,454	56,588
2	448,551	86,129	67,148	12	588,895	105,317	82,015	22	323,916	60,043	46,080
3	219,209	39,630	30,933	13	524,825	101,971	79,257	23	218,352	39,946	30,256
4	236,131	38,930	30,659	14	496,600	101,036	78,949	24	114,783	21,369	15,872
5	578,952	100,221	77,471	15	463,686	85,294	65,347	25	95,165	17,854	13,364
6	508,050	93,959	72,834	16	434,173	74,843	57,448	26	178,742	31,106	23,759
7	515,746	102,247	80,326	17	188,939	33,966	26,070	27	270,733	44,644	34,243
8	467,978	89,163	69,493	18	191,846	32,336	24,744	28	280,131	50,507	39,179
9	431,430	84,344	65,506	19	416,486	73,394	54,977	29	265,954	46,797	35,797
10	212,123	36,703	28,377	20	383,803	65,985	49,874	30	251,614	41,537	31,858
								31	171,682	27,473	21,366



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED DECEMBER 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	1,848,928	59,643	17.8
/jobs/forums/read.php chronicle.com	CHRONICLE JOB DISCUSSION	1,030,434	33,240	9.9
	FORUMS: INDIVIDUAL POSTS			
	CHRONICLE HOME PAGE			
/jobs/search.php	CHRONICLE CAREERS HOME PAGE	727,689	23,474	7.0
	SEARCHES			
/jobs/forums/list.php	SEARCHES	551,019	17,775	5.3
/cgi2-bin/texis/jobs/search	CHRONICLE CAREERS HOME PAGE	289,170	9,328	2.8
	DISCUSSION FORUMS:			
/jobs/	INDIVIDUAL POSTS	237,786	7,671	2.3
/forums/careernetwork/read.php	CHRONICLE CAREERS	198,247	6,395	1.9
	DISCUSSION FORUMS:			
/forums/careers/read.php	INDIVIDUAL POSTS	177,844	5,737	1.7
/jobs/100/	JOB LISTINGS FOR FACULTY/	149,421	4,820	1.4
	RESEARCH POSITIONS			
/jobs/print.php	JOB LISTINGS FORMATTED TO BE	109,358	3,528	1.1
/jobs/browse/position/	PRINTER FRIENDLY	99,010	3,194	1.0
/temp/reprint.php	CHRONICLE ARTICLES LINKS	90,284	2,912	0.9
	FROM OTHER SITES			
/jobs/email.php	JOB LISTINGS FORWARDED BY E-	72,360	2,334	0.7
/stats/aaup/aaupresults.php	MAIL TO OTHERS	69,661	2,247	0.7
/cgi2-bin/texis/chronicle/search	FACULTY SALARIES DATABASE	64,555	2,082	0.6
	SITE-WIDE ARCHIVE SEARCH			
/forums/colloquy/read.php	RESULTS	58,663	1,892	0.6
	CHRONICLE ONLINE DISCUSSION			
/forums/careers/list.php	FORUMS	57,419	1,852	0.6
	CHRONICLE CAREERS			
/temp/email.php	DISCUSSION FORUMS: TOPICS	53,455	1,724	0.5
	LISTING			
/jobs/home/login.php	ARTICLES FORWARDED BY E-MAIL	52,915	1,707	0.5
/jobs/300/	TO OTHERS	52,066	1,680	0.5
	CHRONICLE FREE CAREERS			
/cgi2-bin/texis/events/searchevents	ACCOUNT LOGIN HOME PAGE	51,151	1,650	0.5
	JOB LISTINGS FOR			
/jobs/browse/field/	ADMINISTRATIVE POSITIONS	48,221	1,556	0.5
/jobs/100/500/	SITE-WIDE SEARCH RESULTS FOR	47,651	1,537	0.5
	EVENTS			
/jobs/browse/location/	BROWSE JOBS BY DISCIPLINE/	46,334	1,495	0.4
	FIELD			
	JOB LISTINGS FOR HUMANITIES			
	POSITIONS			
	BROWSE JOBS BY LOCATION			

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

Domain Type	Page Impressions	%
Commercial	1,607,445	15.4
Educational	1,922,686	18.5
Government	44,194	0.4
Military	16,127	0.2
Networks	1,018,027	9.8
Organizations	108,485	1.0
Other	178,574	1.7
Total	4,895,538	47.0
Unresolved IP Addresses	5,212,974	50.1
Total International	299,073	2.9
GRAND TOTAL	10,407,585	100.0

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

Domain Type	Page Impressions	%
Africa	4,507	1.5
Asia	45,102	15.1
Canada	73,369	24.5
Europe	146,325	48.9
Middle America	6,846	2.3
Oceania	19,827	6.6
South America	3,097	1.1
Total International	299,073	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 727,689 pages, and /index.htm 7,228.

(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.**

February, 2006

(Chronicle of Higher Education Web Site, Page #4 - #209942)

09-0101-4

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