

PAID MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau
of Circulations

The Chronicle Of Higher Education

For the six months ended December 31, 2005

Field Served: Business officers, academic officers, information technology officers, senior administrators, and faculty members who run America's colleges and universities.

Published by The Chronicle of Higher Education, Inc.

Frequency: 49 times/year

ABC Member # 04-0193-0

The Chronicle Of Higher Education

Paid Magazine
Publisher's Statement

For 6 months ended December 31, 2005

AVERAGE PAID CIRCULATION

1	Total Average Paid Circulation:		80,966
		% of Total	
	Subscriptions (Individual):	80,936	100.0
	Single Copy Sales:	30	0.0
	Total Paid	80,966	100.0
	Paid Advertising Rate Base/Circulation Guarantee:		None Claimed
	% Above/Below Rate Base (+/-)		

PRICES

2 Prices effective during the six month period ending December 31, 2005

Publisher's Suggested 1 year price	\$82.50
Average Single Copy cover price	\$3.75

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2005

Average subscription price:	Net	Gross
Per Copy	\$1.58	(optional)
Annualized (49 issue frequency)	\$77.42	(optional)

Publisher's Suggested 1 year price in effect for average price period, \$82.50

2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended December 31, 2005 at below 35% of average net price.

Total sales at less than 35% of average net price did not exceed 1% of sales for the period.

This publication also has Web Site Activity audited by ABCi. See Par. 9



December 1 - 31, 2005

Audit Period
(See Separate Report for Details)

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	10,407,585	335,729	397,237	185,374
Unique Users	816,957	47,735	57,258	24,457

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

3 Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2005

<p>A. DURATION</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) One to six months (1 to 24 issues).....</td> <td style="width: 15%; text-align: right;">7,672</td> <td style="width: 10%; text-align: right;">16.2</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Seven to eleven months (25 to 48 issues).....</td> <td style="text-align: right;">2,013</td> <td style="text-align: right;">4.2</td> <td></td> </tr> <tr> <td>(c) Twelve months (49 issues).....</td> <td style="text-align: right;">31,551</td> <td style="text-align: right;">66.8</td> <td></td> </tr> <tr> <td>(d) Thirteen to twenty-four months</td> <td style="text-align: right;">5,614</td> <td style="text-align: right;">11.9</td> <td></td> </tr> <tr> <td>(e) Twenty-five months and more</td> <td style="text-align: right;">412</td> <td style="text-align: right;">0.9</td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">47,262</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table> <p>B. USE OF PREMIUMS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) Ordered without premium.....</td> <td style="width: 15%; text-align: right;">47,262</td> <td style="width: 10%; text-align: right;">100.0</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Ordered with material reprinted from this publication</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(c) Ordered with other premiums.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">47,262</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) One to six months (1 to 24 issues).....	7,672	16.2		(b) Seven to eleven months (25 to 48 issues).....	2,013	4.2		(c) Twelve months (49 issues).....	31,551	66.8		(d) Thirteen to twenty-four months	5,614	11.9		(e) Twenty-five months and more	412	0.9		Total Subscriptions Sold in Period.....	47,262	100.0		(a) Ordered without premium.....	47,262	100.0		(b) Ordered with material reprinted from this publication	None			(c) Ordered with other premiums.....	None			Total Subscriptions Sold in Period.....	47,262	100.0		<p>C. CHANNELS</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)</td> <td style="width: 15%; text-align: right;">43,239</td> <td style="width: 10%; text-align: right;">91.5</td> <td style="width: 15%;"></td> </tr> <tr> <td>(b) Ordered through salespeople:</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="padding-left: 20px;">1. Catalog agencies and individual agents - includes institutional and library subscriptions</td> <td style="text-align: right;">4,019</td> <td style="text-align: right;">8.5</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....</td> <td style="text-align: right;">4</td> <td style="text-align: right;">0.0</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(c) Association members.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">47,262</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)	43,239	91.5		(b) Ordered through salespeople:				1. Catalog agencies and individual agents - includes institutional and library subscriptions	4,019	8.5		2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions.....	4	0.0		3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals	None			(c) Association members.....	None			Total Subscriptions Sold in Period.....	47,262	100.0	
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ANALYSIS OF AVERAGE CIRCULATION

4A PAID BY ISSUES

Issue	Subscriptions	Single Copy Sales	Total Paid	Issue	Subscriptions	Single Copy Sales	Total Paid		
July	1	81,921	28	81,949	Oct.	7	81,292	3	81,295
	8	81,391	7	81,398		14	81,305	7	81,312
	15	81,346	6	81,352		21	81,195	21	81,216
	22	81,101	8	81,109		28	81,012	4	81,016
	29	80,966	9	80,975		Nov.	4	80,647	134
Aug.	5	80,935	36	80,971	11		80,552	4	80,556
	12	81,405	5	81,410	18		80,365	112	80,477
	26	81,162	241	81,403	25	80,034	10	80,044	
Sept.	2	80,845	42	80,887	Dec.	2	80,035	8	80,043
	9	81,314	10	81,324		9	79,665	2	79,667
	16	81,061	5	81,066		16	80,525	1	80,526
	23	81,164	4	81,168					
	30	81,232	13	81,245					

4B SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Subscriptions:

Sponsored Sales 1,339

AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5 None

POST EXPIRATION COPIES

6 (a) Average number of copies served on subscriptions not more than three months after expiration. 3,582 4.4%

GEOGRAPHIC DATA for the November 4, 2005 Issue

7A Paid circulation of this issue was 0.2% less than the total average paid circulation.

Analysis by ABCD County

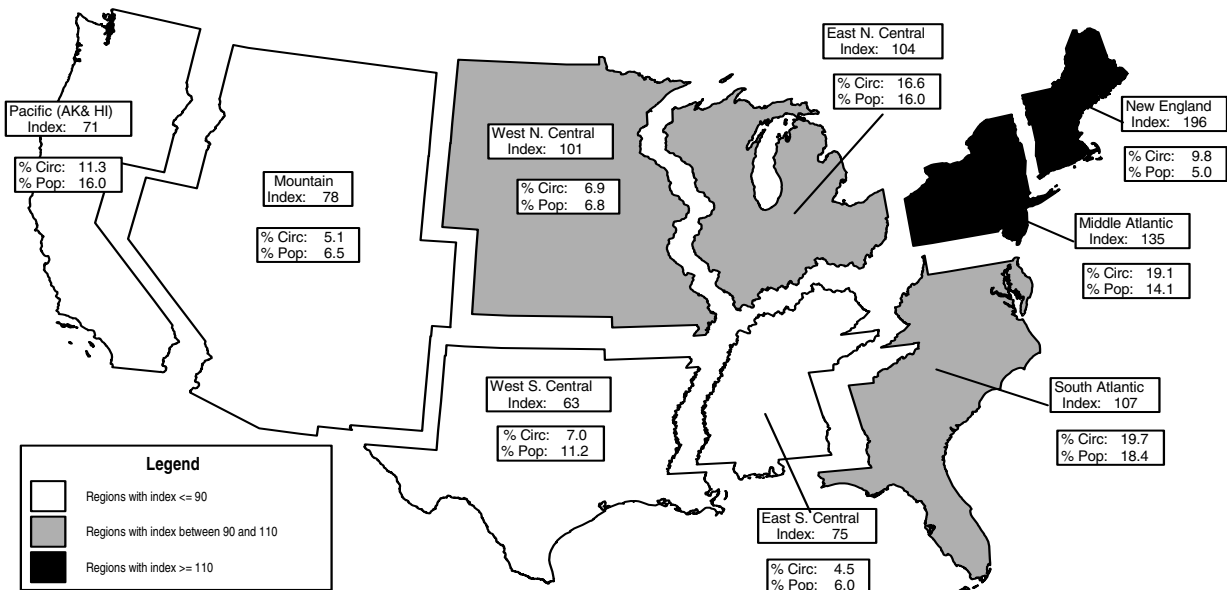
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

Analysis by State/Province

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Maine	515		515	
New Hampshire	541		541	
Vermont	398		398	
Massachusetts.....	4,137		4,137	
Rhode Island.....	571		571	
Connecticut.....	1,564		1,564	
NEW ENGLAND	7,726		7,726	9.8
New York.....	7,719		7,719	
New Jersey	2,605		2,605	
Pennsylvania	4,810		4,810	
MIDDLE ATLANTIC	15,134		15,134	19.1
Ohio	3,246		3,246	
Indiana	1,957		1,957	
Illinois	4,023		4,023	
Michigan	2,534		2,534	
Wisconsin	1,360		1,360	
EAST N. CENTRAL	13,120		13,120	16.6
Minnesota	1,353		1,353	
Iowa	920		920	
Missouri	1,525		1,525	
North Dakota.....	223		223	
South Dakota.....	195		195	
Nebraska	532		532	
Kansas	698		698	
WEST N. CENTRAL	5,446		5,446	6.9
Delaware.....	276		276	
Maryland.....	2,172		2,172	
District of Columbia.....	1,735	134	1,869	
Virginia.....	2,780		2,780	
West Virginia.....	436		436	
North Carolina.....	2,183		2,183	
South Carolina.....	875		875	
Georgia.....	1,981		1,981	
Florida.....	2,994		2,994	
SOUTH ATLANTIC	15,432	134	15,566	19.7

Index = Geographic Distribution of % Circulation ÷ % Population

STATE	PAID CIRCULATION			% OF CIRC.
	SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	
Kentucky.....	919		919	
Tennessee.....	1,270		1,270	
Alabama	909		909	
Mississippi.....	477		477	
EAST S. CENTRAL	3,575		3,575	4.5
Arkansas	549		549	
Louisiana.....	502		502	
Oklahoma.....	613		613	
Texas	3,850		3,850	
WEST S. CENTRAL	5,514		5,514	7.0
Montana	198		198	
Idaho	235		235	
Wyoming	142		142	
Colorado.....	1,142		1,142	
New Mexico.....	435		435	
Arizona	1,115		1,115	
Utah.....	472		472	
Nevada.....	290		290	
MOUNTAIN	4,029		4,029	5.1
Alaska.....	152		152	
Washington.....	1,229		1,229	
Oregon.....	819		819	
California.....	6,504		6,504	
Hawaii.....	266		266	
PACIFIC	8,970		8,970	11.3
U.S. Unclassified.....				
UNITED STATES	78,946	134	79,080	100.0
U.S. Circ. Percent of				
Grand Total.....				97.9
Poss. & Other Areas.....	169		169	0.2
U.S. & POSS., etc.	79,115	134	79,249	98.1
Canada.....	573		573	0.7
International.....	873		873	1.1
Other Unclassified.....				
Military or Civilian				
Personnel Overseas..	86		86	0.1
GRAND TOTAL	80,647	134	80,781	100.0



ANALYSIS OF ANALYZED NON-PAID

8 This publication does not report analyzed non-paid circulation

EXPLANATORY

9 (a) Publisher Suggested Prices: Subscriptions: U.S., 2 yrs. \$140.00; 3 yrs. \$203.00. Canada, 1 yr. \$135.00; 2 yrs. \$245.00; 3 yrs. \$360.00. International, 1 yr. \$275.00; 2 yrs. \$533.50; 3 yrs. \$785.50.

(b) Average non-analyzed non-paid circulation for the 6 month period: 3,122 copies per issue.

ABC Interactive Definitions:

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.

Unique Users:

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. The Daily average represents the number of Unique Users that visited the site each day 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 average but limited to weekdays and weekends respectively.

This publisher also receives a monthly web site activity audit. See separate report for details.

SUPPLEMENTAL ANALYSIS OF AVERAGE PAID CIRCULATION

(d) Sponsored Subscription Sales: The average of 1,339 copies per issue, shown in Par. 4B and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

FIVE YEAR ANNUAL TRENDS

10 Total average paid circulation as reported in June and December Publisher's Statements

	2001	%	2002	%	2003	%	2004	%	2005	%
Subscriptions	93,224	100.0	88,666	100.0	86,607	100.0	84,435	100.0	82,191	100.0
Single Copy Sales	N/A	0.0	N/A	0.0	N/A	0.0	22	0.0	25	0.0
Total Paid Circulation	93,224	100.0	88,666	100.0	86,607	100.0	84,457	100.0	82,216	100.0
Year Over Year Percent of Change		-2.4		-4.9		-2.3		-2.5		-2.7
Paid Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$74.48		\$73.99		\$78.89		\$77.68		\$77.42	

VARIANCE

11 Latest released Audit Report for 12 months ended December 31, 2004; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-04	None Claimed	84,539	84,457	82	0.1
12-31-03	None Claimed	86,736	86,607	129	0.1
12-31-02	None Claimed	88,522	88,665	-143	-0.2
12-31-01	None Claimed	93,168	93,224	-56	-0.1
12-31-00	None Claimed	96,118	95,518	600	0.6

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Chronicle of Higher Education, Inc.

THE CHRONICLE OF HIGHER EDUCATION, published by Chronicle of Higher Education, Inc. • 1255 Twenty-Third Street, N.W. • Washington, DC 20037-1190

ALVIN BROCKWAY

ROBINETTE ROSS

Date Signed: January 30, 2006

Associate Publisher

Publisher

Sales Office: Washington, DC 202-466-1000

P: 202.466.1080 • F: 202.659.2236 • URL: www.chronicle.com

Established: 1966 ABC Member since: 1970

04-0193-0	Analyzed Issue Date	11/04/05
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.75
	Association Subscription Price	
	U.S. Subscription Price	82.50
	Canadian Subscription Price	135.00
	International Subscription Price	275.00