

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.

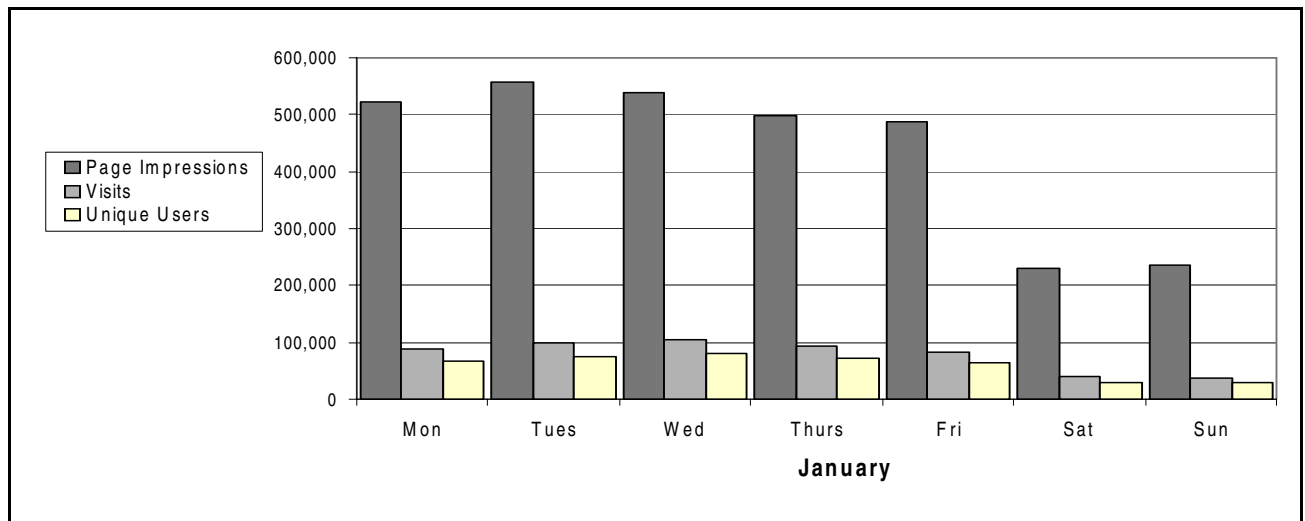
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JANUARY 31, 2006

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	921,378	29,722	36,256	13,749
All Other	12,714,932	410,159	486,775	222,877
GRAND TOTAL	13,636,310	439,881	523,031	236,626
Visits	2,396,335	77,301	93,166	38,521
Unique Users, See Par. 6(b)	958,874	59,499	71,677	29,730

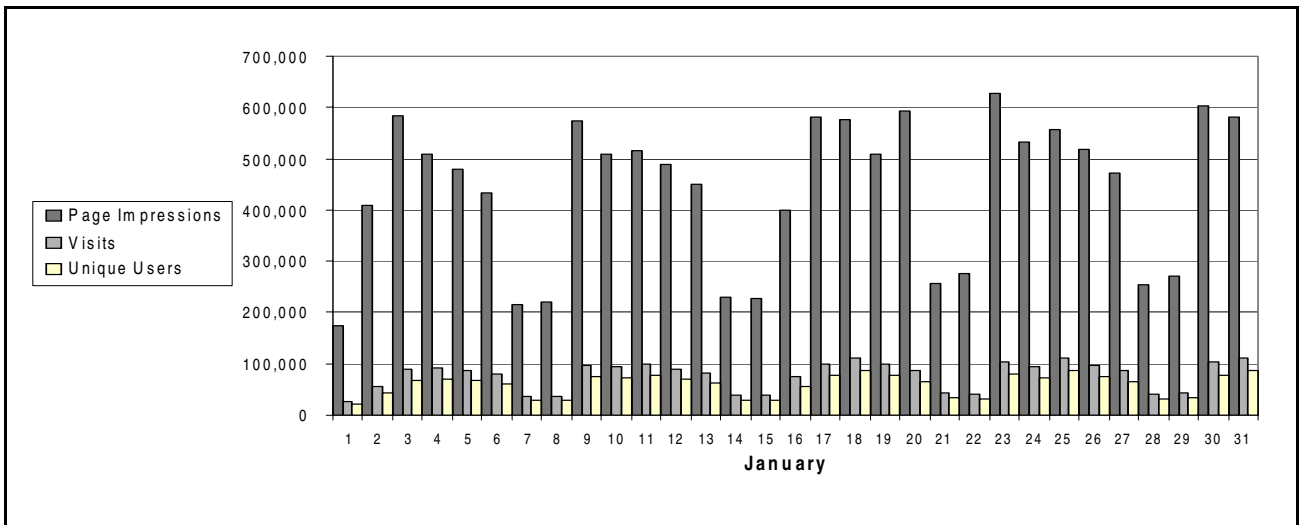
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 14.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

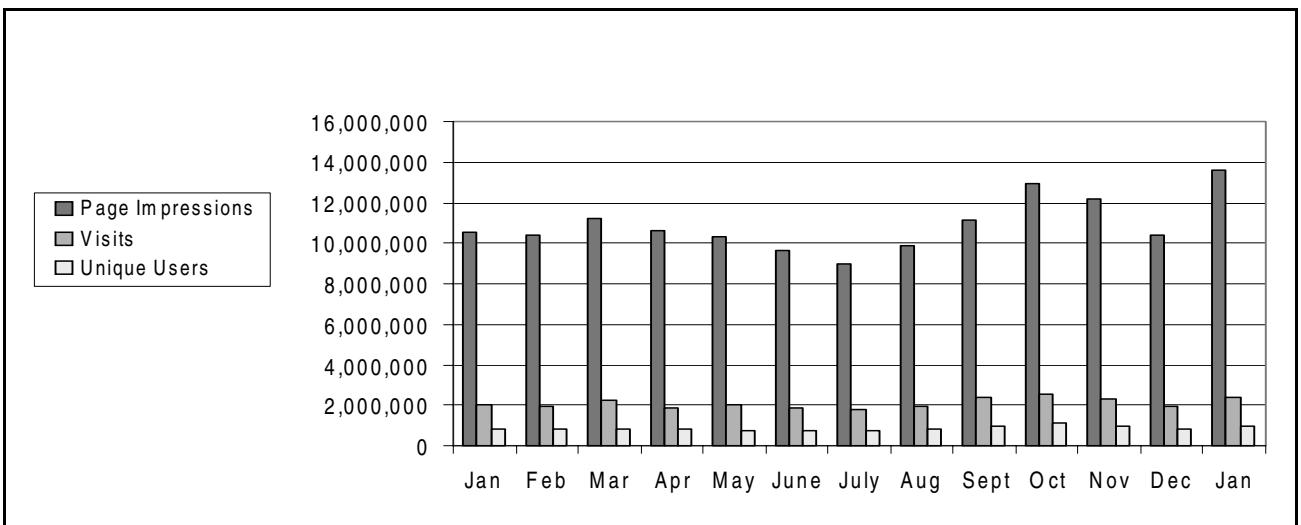


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JANUARY 31, 2006:

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	173,835	27,543	21,402	11	515,168	99,426	77,676	21	257,875	43,183	32,905	
2	408,626	56,910	43,988	12	488,979	90,072	69,597	22	277,117	42,318	32,359	
3	583,086	88,999	67,505	13	449,987	83,245	63,373	23	628,267	104,424	78,784	
4	508,524	91,811	71,094	14	229,755	38,467	29,686	24	532,817	93,566	71,494	
5	480,599	86,725	66,826	15	228,861	38,207	29,221	25	557,026	111,074	86,609	
6	432,392	79,376	61,020	16	400,465	73,915	56,026	26	519,537	98,094	76,141	
7	216,171	36,309	28,434	17	581,197	100,042	76,301	27	473,525	86,507	66,369	
8	220,243	36,994	29,000	18	576,125	111,880	87,064	28	253,801	41,106	31,685	
9	575,188	97,478	74,489	19	508,473	99,369	76,653	29	271,973	42,564	32,881	
10	509,520	94,712	73,431	20	593,657	86,695	65,669	30	603,059	103,006	78,612	
								31	580,462	112,318	88,174	



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JANUARY 31, 2006:



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	2,595,804	83,736	19.0
/jobs/forums/read.php	FORUMS: INDIVIDUAL POSTS	1,349,144	43,521	9.9
chronicle.com	CHRONICLE HOME PAGE	912,651	29,440	6.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	747,915	24,126	5.5
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	391,920	12,643	2.9
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	379,065	12,228	2.8
/jobs/	CHRONICLE CAREERS HOME PAGE	321,906	10,384	2.4
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS:	207,477	6,693	1.5
/forums/careernetwork/read.php	INDIVIDUAL POSTS CHRONICLE CAREERS	204,556	6,599	1.5
/jobs/100/	DISCUSSION FORUMS: INDIVIDUAL POSTS	192,538	6,211	1.4
/jobs/print.php	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	146,016	4,710	1.1
/jobs/browse/position/	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	134,907	4,352	1.0
/jobs/email.php	BROWSE JOBS BY POSITION TYPE JOB LISTINGS FORWARDED BY E-	107,886	3,480	0.8
/stats/aaup/aaupresults.php	MAIL TO OTHERS FACULTY SALARIES DATABASE	89,841	2,898	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	85,397	2,755	0.6
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	74,088	2,390	0.5
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	70,418	2,272	0.5
/forums/careers/list.php	CHRONICLE CAREERS DISCUSSION FORUMS: TOPICS	68,778	2,219	0.5
/forums/colloquy/read.php	LISTING CHRONICLE ONLINE DISCUSSION	68,700	2,216	0.5
/emailer.php	FORUMS EMAIL FORM TO SEND ARTICLES	66,369	2,141	0.5
/jobs/browse/location/	TO OTHERS BROWSE JOBS BY LOCATION	66,267	2,138	0.5
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	65,140	2,101	0.5
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	64,382	2,077	0.5
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	61,054	1,969	0.4
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	57,572	1,857	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	2,022,186	14.8
Educational	2,762,430	20.3
Government	58,215	0.4
Military	18,593	0.1
Networks	1,289,356	9.5
Organizations	156,268	1.1
Other	367,211	2.7
Total	6,674,259	48.9
Unresolved IP Addresses	6,577,625	48.3
Total International	384,426	2.8
GRAND TOTAL	13,636,310	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	5,888	1.5
Asia	52,748	13.7
Canada	104,893	27.3
Europe	185,014	48.1
Middle America	8,685	2.3
Oceania	23,562	6.1
South America	3,636	1.0
Total International	384,426	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 912,651 pages, and /index.htm 8,727.

(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 - #210301)

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