

# 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.

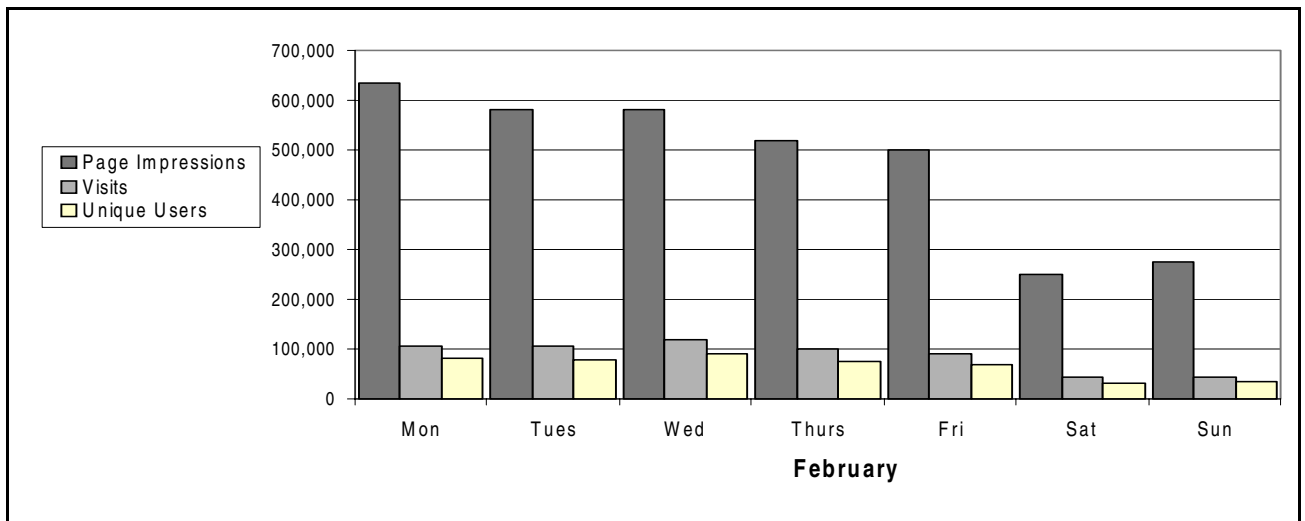
## THE CHRONICLE OF HIGHER EDUCATION

### 1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED FEBRUARY 28, 2006

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	898,173	32,078	38,970	14,847
All Other	12,463,478	445,124	524,240	247,334
<b>GRAND TOTAL</b>	<b>13,361,651</b>	<b>477,202</b>	<b>563,210</b>	<b>262,181</b>
<b>Visits</b>	2,438,693	87,096	104,240	44,237
<b>Unique Users, See Par. 6(b)</b>	958,360	65,632	78,615	33,177

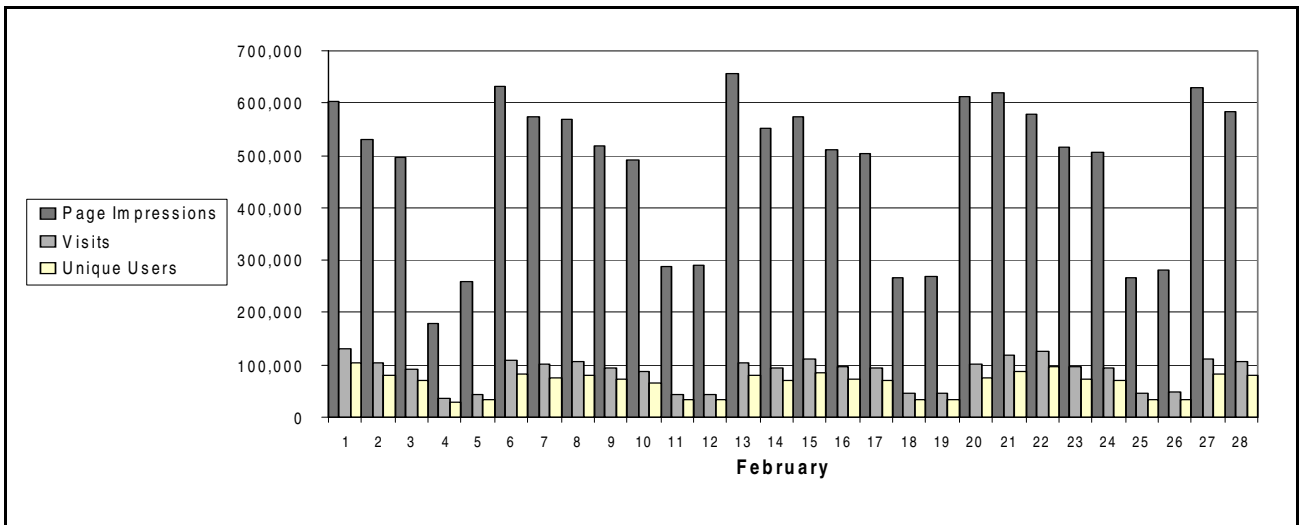
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 13.9

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

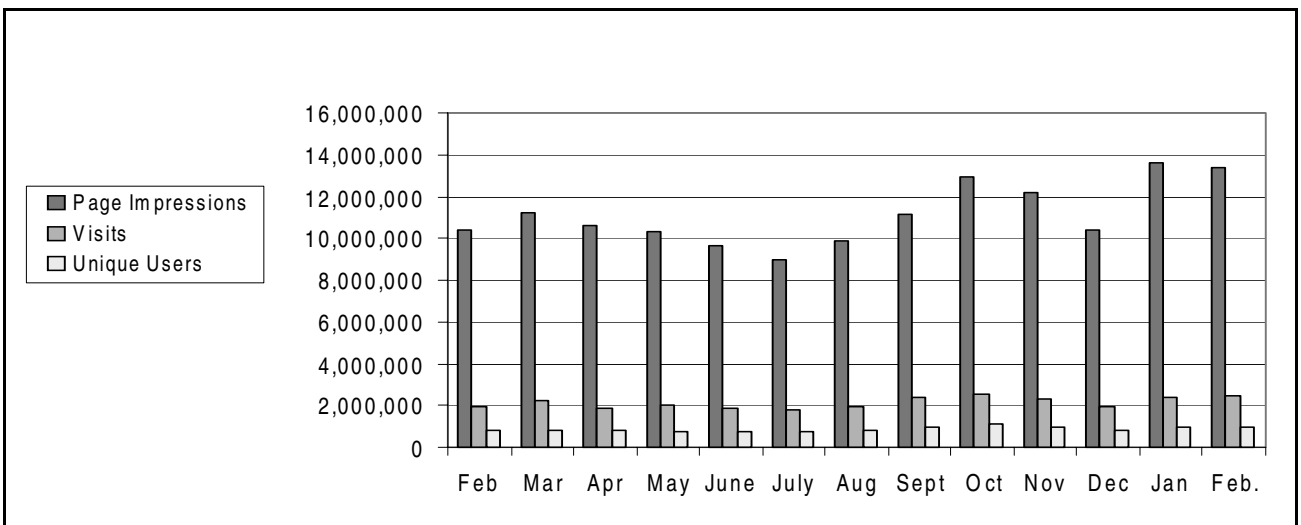


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED FEBRUARY 28, 2006:**

	Page			Unique			Page			Unique		
Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	Date	Impressions	Visits	Users	
1	602,605	130,215	104,260	11	287,668	44,112	33,754	21	618,932	118,754	87,112	
2	529,268	103,996	80,552	12	290,730	44,499	33,776	22	579,965	126,092	97,464	
3	497,282	92,473	71,059	13	657,218	105,067	78,736	23	515,999	98,083	72,911	
4	178,680	37,302	29,314	14	552,768	93,634	70,710	24	507,021	94,180	69,348	
5	258,140	42,641	32,976	15	574,323	111,424	84,031	25	266,698	45,813	33,555	
6	633,169	108,750	82,835	16	511,639	97,751	72,205	26	281,873	47,701	34,866	
7	574,590	101,181	76,215	17	504,812	93,810	69,255	27	630,664	112,415	83,167	
8	568,804	105,499	80,230	18	265,968	45,487	33,204	28	583,826	107,540	79,483	
9	517,299	95,237	72,695	19	267,694	46,343	33,967					
10	491,564	87,557	65,806	20	612,452	101,137	74,223					



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED FEBRUARY 28, 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	2,145,187	76,614	16.1
/jobs/forums/read.php chronicle.com	CHRONICLE JOB DISCUSSION	1,586,097	56,646	11.9
	FORUMS: INDIVIDUAL POSTS			
	CHRONICLE HOME PAGE			
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION	717,778	25,635	5.4
	SEARCHES			
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION	387,545	13,841	2.9
	FORUMS: TOPICS LISTING			
/cgi2-bin/tehis/jobs/search	JOB LISTINGS: KEYWORD	355,864	12,709	2.7
	SEARCHES			
/forums/careers/read.php	CHRONICLE CAREERS	306,559	10,949	2.3
	DISCUSSION FORUMS:			
	INDIVIDUAL POSTS			
/jobs/	CHRONICLE CAREERS HOME	294,556	10,520	2.2
	PAGE			
/forums/careernetwork/read.php	CHRONICLE CAREERS	263,164	9,399	2.0
	DISCUSSION FORUMS:			
/jobs/100/	INDIVIDUAL POSTS	179,712	6,418	1.3
	JOB LISTINGS FOR FACULTY/			
/jobs/browse/position/	RESEARCH POSITIONS	122,716	4,383	0.9
	BROWSE JOBS BY POSITION TYPE			
/jobs/print.php	JOB LISTINGS FORMATTED TO BE	120,792	4,314	0.9
	PRINTER FRIENDLY			
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL	95,212	3,400	0.7
	TO OTHERS			
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS	91,943	3,284	0.7
	FEED			
/jobs/email.php	JOB LISTINGS FORWARDED BY E-	91,658	3,274	0.7
	MAIL TO OTHERS			
/cgi2-bin/tehis/chronicle/search	SITE-WIDE ARCHIVE SEARCH	89,023	3,179	0.7
	RESULTS			
/emailer.php	EMAIL FORM TO SEND ARTICLES	87,669	3,131	0.7
	TO OTHERS			
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	85,341	3,048	0.6
	CHRONICLE CAREERS			
/forums/careers/list.php	DISCUSSION FORUMS: TOPICS	79,199	2,829	0.6
	LISTING			
/forums/colloquy/read.php	CHRONICLE ONLINE DISCUSSION	77,022	2,751	0.6
	FORUMS			
/jobs/300/	JOB LISTINGS FOR	69,869	2,495	0.5
	ADMINISTRATIVE POSITIONS			
/jobs/home/login.php	CHRONICLE FREE CAREERS	64,790	2,314	0.5
	ACCOUNT LOGIN HOME PAGE			
/forums/	CHRONICLE FORUMS	61,008	2,179	0.5
	BROWSE JOBS BY LOCATION			
/jobs/browse/location/	SITE-WIDE SEARCH RESULTS FOR	59,613	2,129	0.4
	EVENTS			
/cgi2-bin/tehis/events/ searchevents		59,039	2,109	0.4

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

Domain Type	Page Impressions	%
Commercial	1,844,258	13.8
Educational	2,819,620	21.1
Government	51,357	0.4
Military	15,721	0.1
Networks	1,177,503	8.8
Organizations	157,092	1.2
Other	257,960	1.9
Total	6,323,511	47.3
Unresolved IP Addresses	6,674,226	50.0
Total International	363,914	2.7
GRAND TOTAL	13,361,651	100.0

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

Domain Type	Page Impressions	%
Africa	7,430	2.0
Asia	62,134	17.1
Canada	95,367	26.2
Europe	164,291	45.1
Middle America	7,728	2.1
Oceania	23,560	6.5
South America	3,404	1.0
Total International	363,914	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 890,255 pages, and /index.htm 7,918.

(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.**

March, 2006

(Chronicle of Higher Education Web Site, Page #4 - #210559)

09-0101-4

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