

# 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.

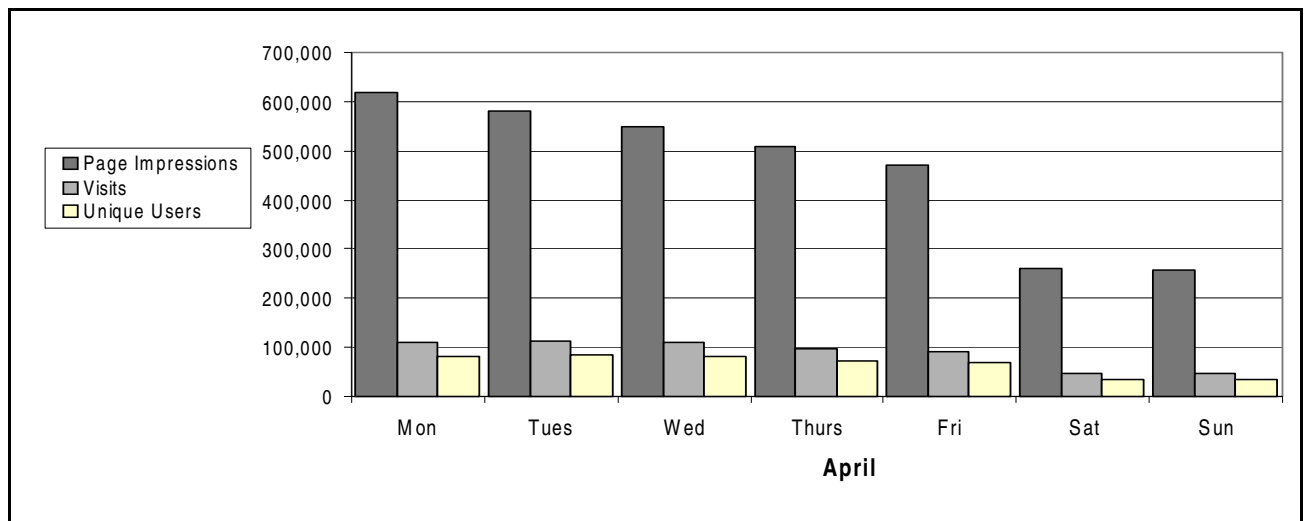
## THE CHRONICLE OF HIGHER EDUCATION

### 1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED APRIL 30, 2006

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	905,175	30,173	38,130	14,257
All Other	12,589,999	419,667	507,379	244,242
<b>GRAND TOTAL</b>	<b>13,495,174</b>	<b>449,840</b>	<b>545,509</b>	<b>258,499</b>
<b>Visits</b>	<b>2,549,469</b>	<b>84,982</b>	<b>104,439</b>	<b>46,069</b>
<b>Unique Users, See Par. 6(b)</b>	<b>994,606</b>	<b>62,737</b>	<b>77,391</b>	<b>33,430</b>

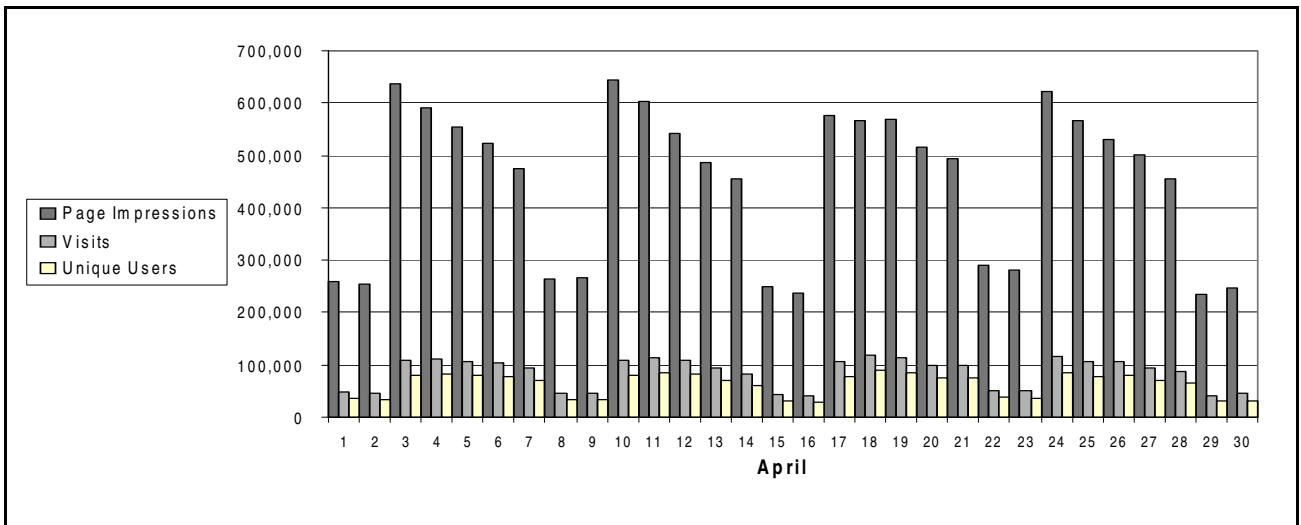
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 13.6

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

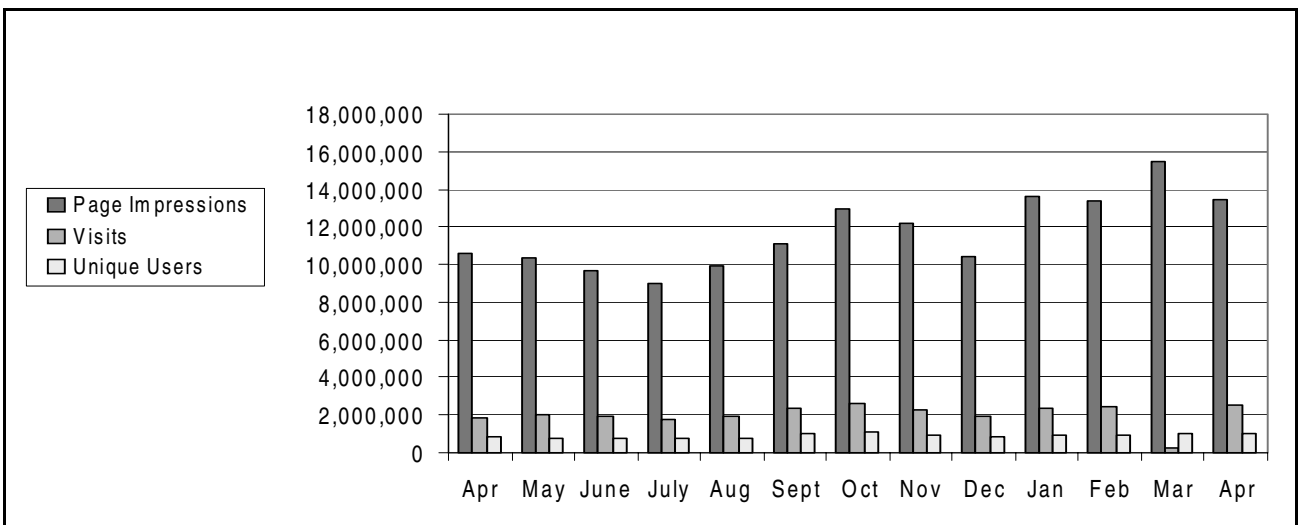


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED APRIL 30, 2006:**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	258,252	48,289	35,729	11	603,386	112,778	84,350	21	493,131	99,486	74,663
2	255,086	45,616	32,848	12	543,582	109,490	82,159	22	289,759	52,031	38,804
3	636,026	110,183	80,926	13	487,742	95,481	70,571	23	281,214	50,858	37,315
4	590,780	110,577	81,560	14	454,669	83,149	61,038	24	622,326	116,274	85,977
5	555,312	106,098	78,794	15	248,802	42,886	30,601	25	565,822	105,812	77,576
6	524,080	105,193	77,781	16	238,031	41,797	29,805	26	531,054	107,677	80,326
7	474,681	94,734	69,907	17	576,464	107,117	78,427	27	501,064	94,567	69,583
8	264,844	45,599	32,920	18	565,955	118,941	89,323	28	455,187	88,216	65,534
9	265,988	46,265	33,182	19	568,754	114,370	85,463	29	235,985	42,270	30,562
10	643,499	109,092	79,860	20	516,677	99,545	74,000	30	247,022	45,078	32,532



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED APRIL 30, 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	1,956,626	65,221	14.5
/jobs/forums/read.php	FORUMS: INDIVIDUAL POSTS	1,526,288	50,876	11.3
chronicle.com	CHRONICLE HOME PAGE	896,807	29,894	6.6
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	677,796	22,593	5.0
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	389,646	12,988	2.9
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	361,281	12,043	2.7
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	349,959	11,665	2.6
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	292,955	9,765	2.2
/jobs/	CHRONICLE CAREERS HOME PAGE	287,890	9,596	2.1
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	216,345	7,212	1.6
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	168,088	5,603	1.2
/jobs/email.php	JOB LISTINGS FORWARDED BY E- MAIL TO OTHERS	131,892	4,396	1.0
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	124,570	4,152	0.9
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	117,734	3,924	0.9
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	95,147	3,172	0.7
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	91,008	3,034	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	90,777	3,026	0.7
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	86,461	2,882	0.6
/forums/careers/list.php	CHRONICLE CAREERS DISCUSSION FORUMS: TOPICS LISTING	82,127	2,738	0.6
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	76,959	2,565	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	74,844	2,495	0.6
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	67,239	2,241	0.5
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	65,370	2,179	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	61,185	2,040	0.5
/forums/colloquy/read.php	CHRONICLE ONLINE DISCUSSION FORUMS	58,888	1,963	0.4

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

Domain Type	Page Impressions	%
Commercial	1,814,061	13.4
Educational	2,698,862	20.0
Government	51,906	0.4
Military	15,361	0.1
Networks	1,123,249	8.3
Organizations	150,837	1.1
Other	239,713	1.8
Total	6,093,989	45.1
Unresolved IP Addresses	7,029,233	52.1
Total International	371,952	2.8
GRAND TOTAL	13,495,174	100.0

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

Domain Type	Page Impressions	%
Africa	6,718	1.8
Asia	57,697	15.5
Canada	98,569	26.5
Europe	174,551	46.9
Middle America	5,472	1.5
Oceania	24,212	6.5
South America	4,733	1.3
Total International	371,952	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page chronicle.com consists of 896,807 pages, and /index.htm 8,368.

(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.**

May, 2006

(Chronicle of Higher Education Web Site, Page #4 - #211187)

09-0101-4

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