

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.

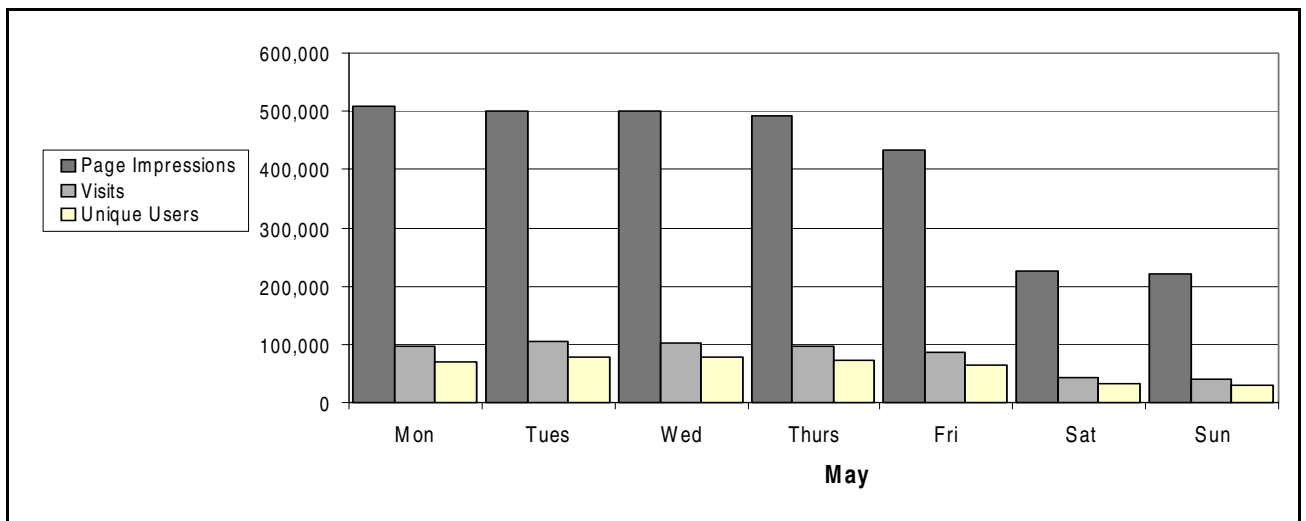
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	886,501	28,597	34,227	12,410
All Other	12,148,487	391,887	454,833	210,915
GRAND TOTAL	13,034,988	420,484	489,060	223,325
Visits				
Unique Users, See Par. 6(b)	2,584,947	83,385	97,846	41,810
	1,010,536	62,057	73,008	30,576

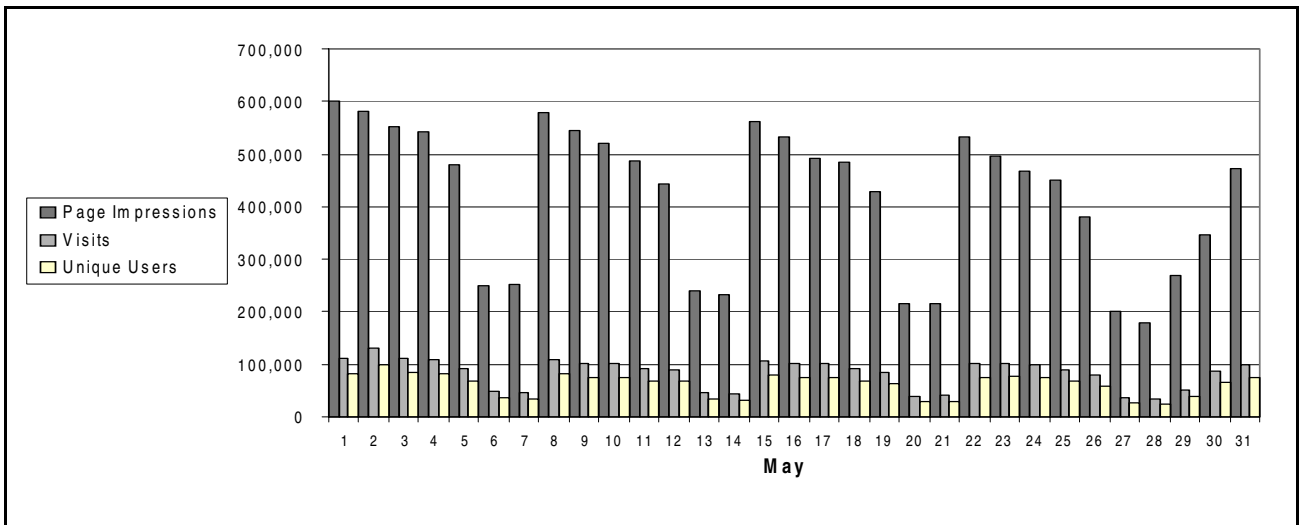
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.9

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

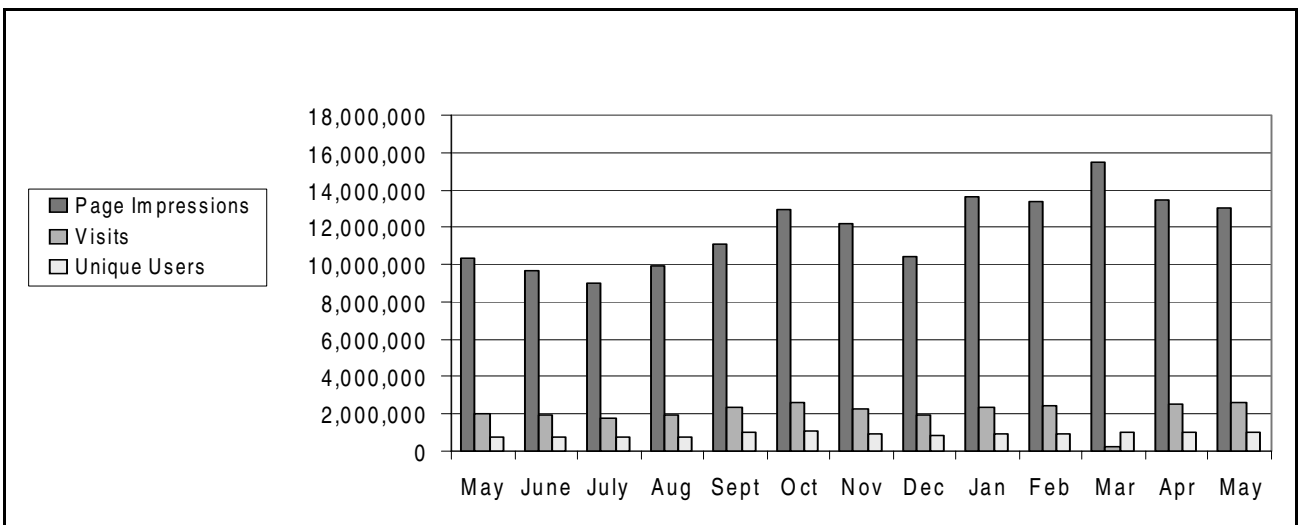


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED MAY 31, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	600,664	110,613	81,874	11	486,235	93,022	68,506	21	214,857	40,303	29,250
2	581,992	129,855	99,490	12	444,240	90,585	67,214	22	532,897	101,538	75,168
3	551,810	112,586	85,326	13	240,492	46,590	34,589	23	497,660	102,396	76,707
4	543,457	109,238	82,435	14	233,484	43,407	31,817	24	468,417	99,950	75,279
5	478,722	92,212	68,773	15	562,010	106,763	79,168	25	451,233	89,921	66,819
6	249,461	47,450	35,533	16	532,532	100,663	74,732	26	380,994	78,751	58,516
7	252,600	47,096	34,763	17	490,680	101,074	75,524	27	201,281	36,049	25,945
8	578,289	109,999	81,575	18	484,716	92,459	68,090	28	179,312	33,749	24,019
9	545,805	102,806	75,969	19	428,597	84,037	62,150	29	268,477	51,695	37,851
10	521,901	102,377	75,802	20	215,116	39,834	28,688	30	345,838	87,473	66,556
								31	471,219	100,456	75,653



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MAY 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	1,848,431	59,627	14.2
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	1,319,317	42,559	10.1
chronicle.com	CHRONICLE HOME PAGE	879,137	28,359	6.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	683,722	22,056	5.2
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	357,018	11,517	2.7
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	339,477	10,951	2.6
/jobs/	CHRONICLE CAREERS HOME PAGE	288,576	9,309	2.2
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	284,980	9,193	2.2
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	276,701	8,926	2.1
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	187,673	6,054	1.4
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	154,954	4,999	1.2
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	120,923	3,901	0.9
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	108,678	3,506	0.8
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	108,560	3,502	0.8
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	105,367	3,399	0.8
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	99,918	3,223	0.8
/forums/careers/list.php	CHRONICLE CAREERS DISCUSSION FORUMS: TOPICS LISTING	82,668	2,667	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	78,227	2,523	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	76,889	2,480	0.6
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	74,843	2,414	0.6
/forums/colloquy/read.php	CHRONICLE ONLINE DISCUSSION FORUMS	74,341	2,398	0.6
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	72,842	2,350	0.6
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	68,786	2,219	0.5
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	66,383	2,141	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	65,163	2,102	0.5

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,667,843	12.8
Educational	2,418,818	18.6
Government	54,984	0.4
Military	16,337	0.1
Networks	1,117,314	8.6
Organizations	140,242	1.1
Other	224,894	1.7
Total	5,640,432	43.3
Unresolved IP Addresses	7,044,100	54.0
Total International	350,456	2.7
GRAND TOTAL	13,034,988	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,968	2.0
Asia	50,444	14.4
Canada	82,247	23.5
Europe	171,194	48.8
Middle America	6,802	1.9
Oceania	28,527	8.1
South America	4,274	1.3
Total International	350,456	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 879,137 pages, and /index.htm 7,364.

(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.