



Audit Bureau
of Circulations

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

The Chronicle Of Higher Education

For the six months ended June 30, 2006

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

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	77,880	100.0			
Verified					
Total Paid & Verified Subscriptions	77,880	100.0			
Single Copy Sales	31	0.0			
Total Paid & Verified Circulation	77,911	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.75		
Average Subscription Price Annualized (49 issue frequency)	\$82.50		
Average Subscription Price per Copy		\$77.91	\$1.59

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2005.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan. 6	79,904		79,904	9	79,913	Apr. 7	78,116		78,116	23	78,139
13	79,544		79,544	135	79,679	14	77,782		77,782	6	77,788
20	79,170		79,170	7	79,177	21	77,412		77,412	42	77,454
27	78,914		78,914	10	78,924	28	77,164		77,164	134	77,298
Feb. 3	78,174		78,174	8	78,182	May 5	76,930		76,930	4	76,934
10	78,291		78,291	3	78,294	12	76,916		76,916	49	76,965
17	78,522		78,522	27	78,549	19	76,992		76,992	1	76,993
24	78,821		78,821	19	78,840	26	76,936		76,936	6	76,942
Mar. 3	79,034		79,034	1	79,035	June 2	76,555		76,555	21	76,576
10	78,940		78,940	15	78,955	9	76,676		76,676	1	76,677
17	78,850		78,850	1	78,851	16	76,354		76,354	69	76,423
24	78,551		78,551	101	78,652	23	76,058		76,058	30	76,088
31	78,405		78,405	63	78,468	30	75,856		75,856	20	75,876



March 1 - 31, 2006

Audit Period
(See Separate Report for Details)

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

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	15,510,724	500,346	563,999	317,343
Unique Users	1,044,414	65,942	77,240	33,459

The Chronicle Of Higher Education

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2001	%	2002	%	2003	%	2004	%	2005	%
Subscriptions:										
Paid	93,224	100.0	88,666	100.0	86,607	100.0	84,435	100.0	82,191	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified 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		N/A		N/A		21	0.0	25	0.0
Total Paid & Verified Circulation	93,224	100.0	88,666	100.0	86,607	100.0	84,456	100.0	82,216	100.0
Year Over Year Percent of Change		-2.4		-4.9		-2.3		-2.5		-2.7
Paid & Verified 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	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

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

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	77,505	99.5
Sponsored Sales	375	0.5
TOTAL PAID SUBSCRIPTIONS	77,880	100.0
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	77,880	100.0
SINGLE COPY SALES		
Single Issue Sales	31	0.0
TOTAL SINGLE COPY SALES	31	0.0
TOTAL PAID & VERIFIED CIRCULATION	77,911	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the May 5, 2006 issue

Total circulation of this issue was 1.3% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	901		901		901
Arizona	1,043		1,043		1,043
Arkansas	534		534		534
California	6,104		6,104		6,104
Colorado	1,106		1,106		1,106
Connecticut	1,509		1,509		1,509
Delaware	254		254		254
District of Columbia	1,649		1,649	4	1,653
Florida	2,763		2,763		2,763
Georgia	1,912		1,912		1,912
Idaho	221		221		221
Illinois	3,863		3,863		3,863
Indiana	1,841		1,841		1,841
Iowa	867		867		867
Kansas	666		666		666
Kentucky	880		880		880
Louisiana	515		515		515
Maine	493		493		493
Maryland	2,095		2,095		2,095
Massachusetts	3,966		3,966		3,966
Michigan	2,417		2,417		2,417
Minnesota	1,256		1,256		1,256
Mississippi	452		452		452
Missouri	1,463		1,463		1,463
Montana	186		186		186
Nebraska	511		511		511
Nevada	293		293		293
New Hampshire	529		529		529
New Jersey	2,468		2,468		2,468
New Mexico	402		402		402
New York	7,422		7,422		7,422
North Carolina	2,079		2,079		2,079
North Dakota	222		222		222
Ohio	3,102		3,102		3,102
Oklahoma	569		569		569
Oregon	789		789		789
Pennsylvania	4,599		4,599		4,599
Rhode Island	559		559		559
South Carolina	813		813		813
South Dakota	191		191		191
Tennessee	1,178		1,178		1,178
Texas	3,676		3,676		3,676
Utah	427		427		427
Vermont	379		379		379
Virginia	2,681		2,681		2,681
Washington	1,143		1,143		1,143
West Virginia	405		405		405
Wisconsin	1,297		1,297		1,297
Wyoming	125		125		125
TOTAL 48 CONTER-MINOUS STATES	74,815		74,815	4	74,819
Alaska	140		140		140
Hawaii	252		252		252
TOTAL ALASKA & HAWAII	392		392		392
U.S. Unclassified					
TOTAL UNITED STATES	75,207		75,207	4	75,211
Poss. & Other Areas	152		152		152
U.S. & POSS., etc.	75,359		75,359	4	75,363
Canada	582		582		582
International	904		904		904
Other Unclassified					
Military or Civilian					
Personnel Overseas	85		85		85
GRAND TOTAL	76,930		76,930	4	76,934

ANALYSIS BY ABCD COUNTY SIZE for the May 5, 2006 issue

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

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2006

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 24 issues)	3,978	10.7	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	36,995	99.8
(b) Seven to eleven months (25 to 48 issues)	2,130	5.8	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	77	0.2
(c) Twelve months (49 issues)	25,349	68.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	5,200	14.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	415	1.1	Total Subscriptions Sold in Period	37,072	100.0
Total Subscriptions Sold in Period	37,072	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	37,072	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	37,072	100.0			

9. EXPLANATORY

(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: 7,485 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,795 or 3.6% of average paid subscription circulation.

(d) Sponsored Subscription Sales: The average of 375 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

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

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2005; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-05	None Claimed	82,216	82,216		
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

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.

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	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