

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
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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.

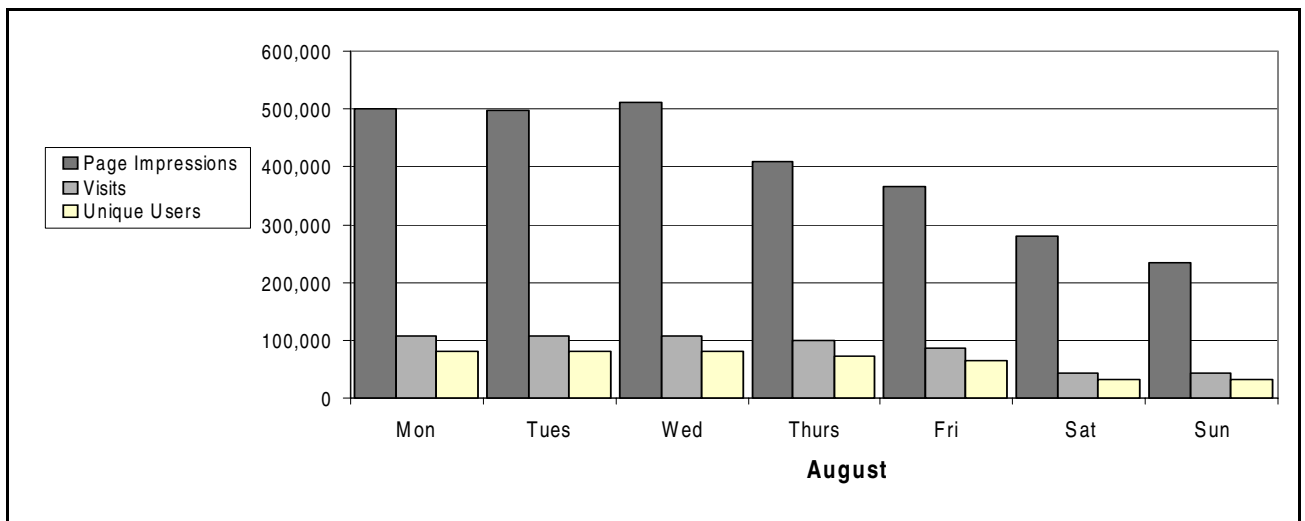
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	945,291	30,493	36,375	13,584
All Other	11,656,688	376,022	422,432	242,594
GRAND TOTAL	12,601,979	406,515	458,807	256,178
Visits	2,693,707	86,894	101,837	43,931
Unique Users, See Par. 6(b)	1,086,645	64,893	76,306	32,080

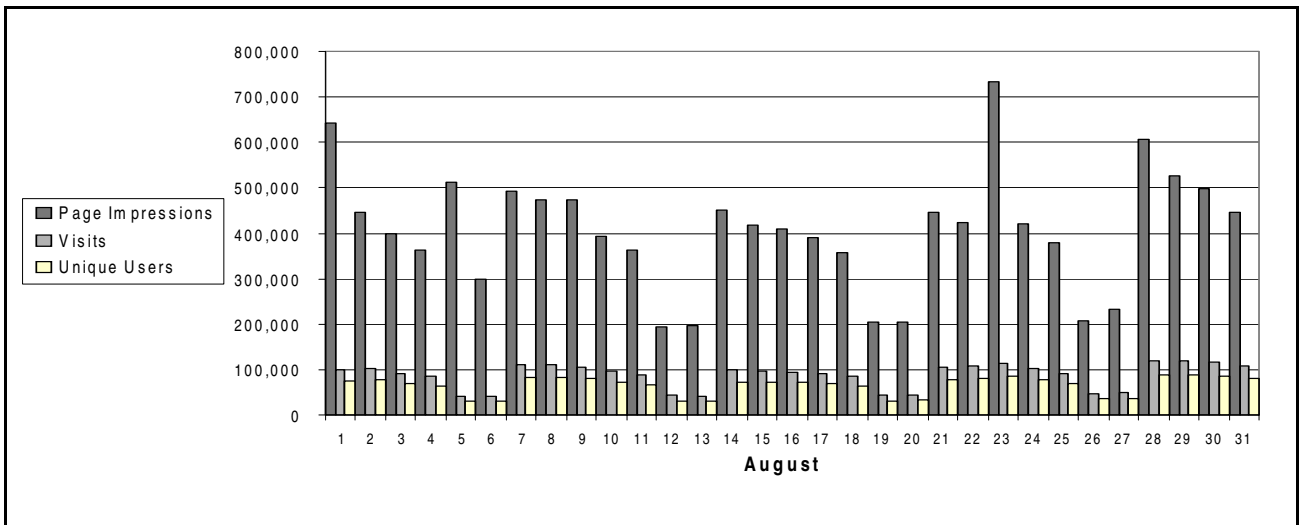
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.6

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

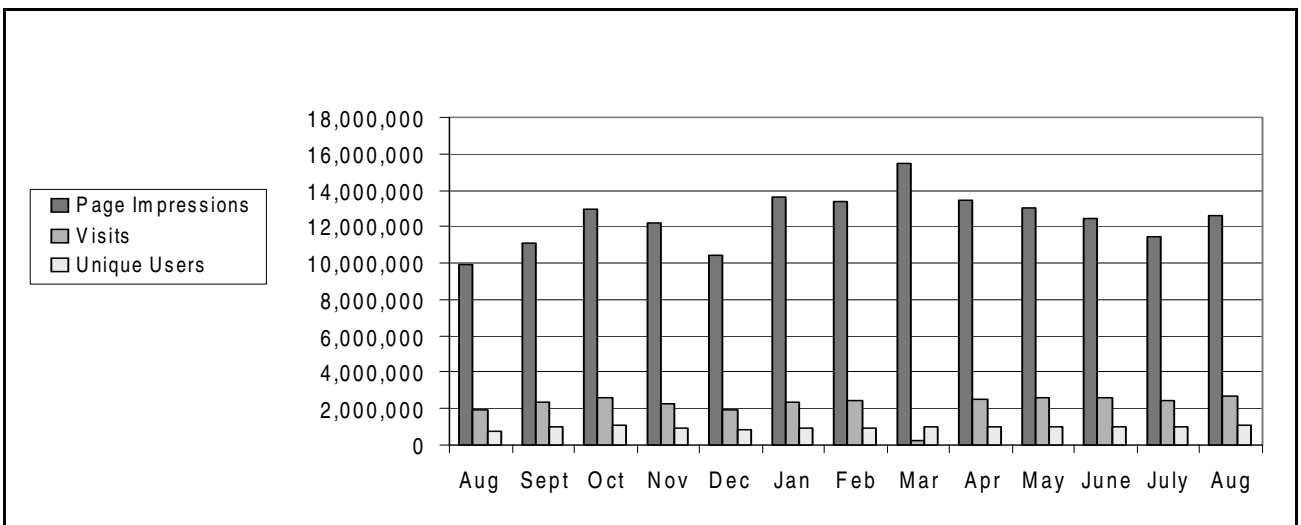


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED AUGUST 31, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	643,050	99,257	73,816	11	363,501	87,201	65,124	21	445,407	103,968	77,377
2	446,497	103,400	77,588	12	193,667	43,072	31,295	22	424,900	106,648	80,321
3	398,572	92,612	69,196	13	196,214	42,584	31,291	23	734,449	113,388	86,987
4	362,727	84,695	63,437	14	452,018	100,376	73,091	24	420,170	103,099	78,277
5	512,117	40,179	29,570	15	417,861	96,952	72,065	25	379,014	91,825	68,950
6	297,581	42,481	30,898	16	409,067	94,933	70,758	26	208,404	47,624	34,643
7	492,662	110,046	82,879	17	389,324	92,004	68,629	27	233,223	48,813	35,798
8	474,213	110,643	83,810	18	356,772	85,582	63,654	28	607,453	119,684	89,115
9	473,027	105,959	80,812	19	203,765	43,064	31,173	29	524,668	119,432	89,564
10	393,175	95,606	71,535	20	204,455	43,634	31,972	30	497,313	115,908	86,953
								31	446,713	109,038	81,090



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED AUGUST 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	2,287,481	73,790	18.2
/forums/index.php	FORUMS INDEX	1,756,582	56,664	13.9
/	CHRONICLE HOME PAGE	940,056	30,324	7.5
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	602,012	19,420	4.8
/jobs/	CHRONICLE CAREERS HOME PAGE	315,583	10,180	2.5
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	290,074	9,357	2.3
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	172,806	5,574	1.4
/forums/	CHRONICLE FORUMS	169,899	5,481	1.3
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	159,510	5,145	1.3
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	142,618	4,601	1.1
/techguide/	TECH GUIDE	130,192	4,200	1.0
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	129,975	4,193	1.0
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	107,373	3,464	0.9
/news/	NEWS BLOG	106,147	3,424	0.8
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	74,605	2,407	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	67,816	2,188	0.5
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	64,711	2,087	0.5
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	62,141	2,005	0.5
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	60,595	1,955	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	58,313	1,881	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	56,199	1,813	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	51,840	1,672	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	51,507	1,662	0.4
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	51,304	1,655	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	48,612	1,568	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,787,250	14.2
Educational	1,812,756	14.4
Government	48,564	0.4
Military	17,090	0.1
Networks	1,281,274	10.2
Organizations	151,823	1.2
Other	164,915	1.3
Total	5,263,672	41.8
Unresolved IP Addresses	7,068,460	56.1
Total International	269,847	2.1
GRAND TOTAL	12,601,979	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	5,205	1.9
Asia	43,102	16.0
Canada	56,149	20.8
Europe	129,034	47.8
Middle America	6,360	2.4
Oceania	23,379	8.7
South America	6,618	2.4
Total International	269,847	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 940,056 pages, and /index.htm 5,235.

(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.

September, 2006

(Chronicle of Higher Education Web Site, Page #4 - #212222)

09-0101-4

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