

# 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>

Client Number: 09-0101-4 / IA  
**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.

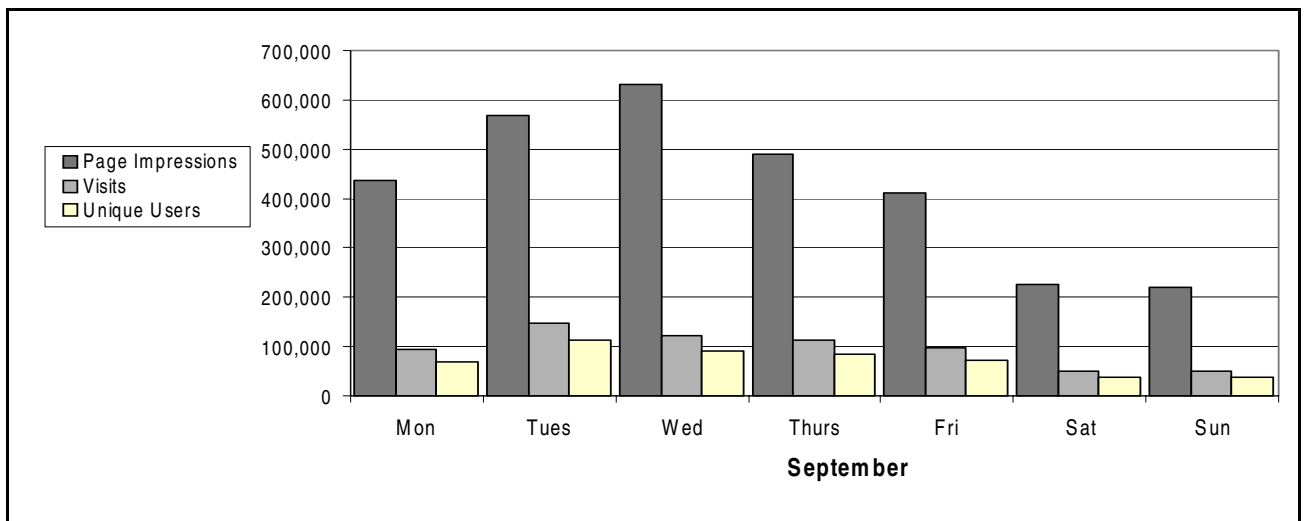
## THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	953,054	31,768	38,583	15,868
All Other	11,619,003	387,300	464,145	207,995
<b>GRAND TOTAL</b>	<b>12,572,057</b>	<b>419,068</b>	<b>502,728</b>	<b>223,863</b>
<b>Visits</b>	<b>2,837,687</b>	<b>94,590</b>	<b>113,693</b>	<b>50,015</b>
<b>Unique Users, See Par. 6(b)</b>	<b>1,192,038</b>	<b>70,995</b>	<b>85,838</b>	<b>36,361</b>

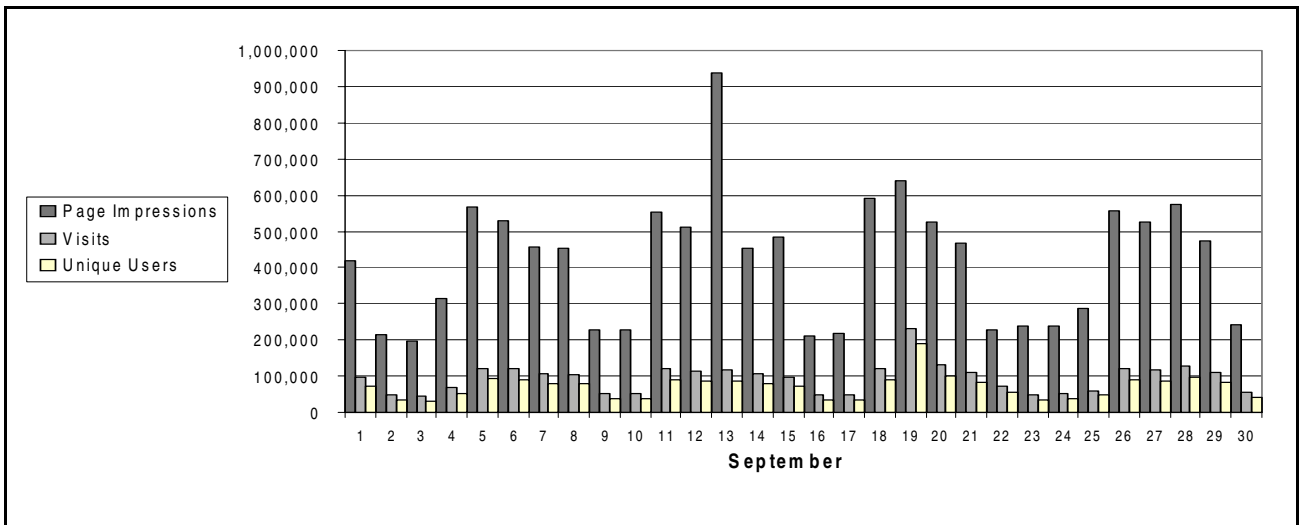
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 10.5

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

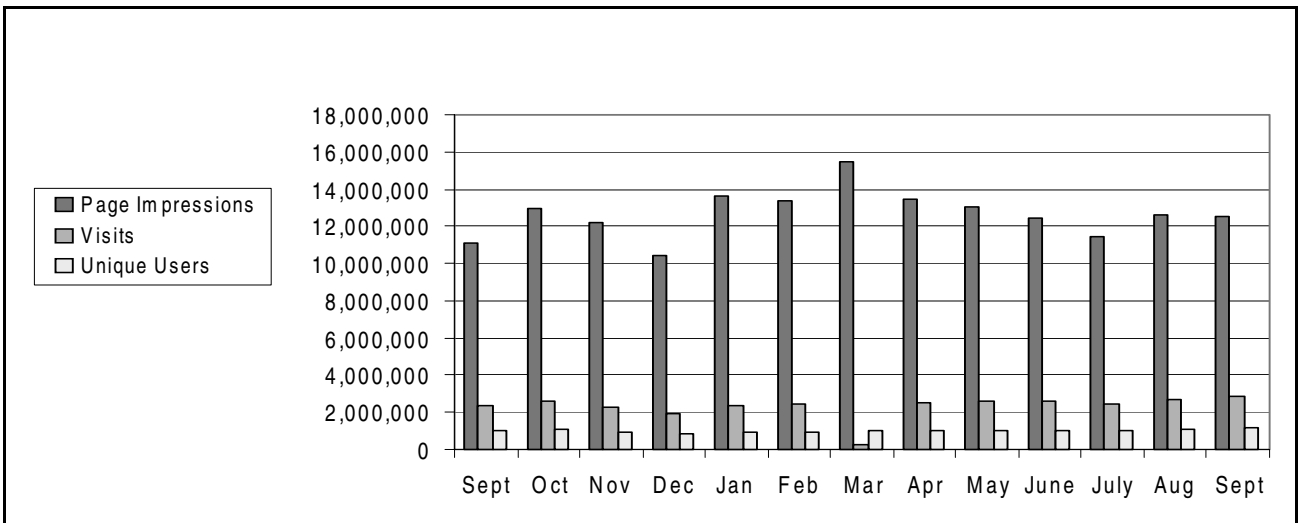


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED SEPTEMBER 30, 2006:**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	418,349	96,982	72,741	11	554,625	120,484	89,201	21	468,809	111,109	82,669
2	212,810	47,612	34,722	12	511,600	115,858	85,216	22	229,035	71,847	55,199
3	196,149	44,741	32,384	13	939,260	117,019	87,281	23	237,286	49,813	35,961
4	313,967	68,620	50,620	14	453,997	106,368	78,577	24	239,157	52,635	38,341
5	568,355	122,433	92,204	15	482,968	98,512	73,040	25	285,644	60,544	49,330
6	529,049	121,244	91,421	16	211,496	47,348	33,904	26	555,805	122,457	90,254
7	456,981	108,891	81,245	17	219,197	49,322	35,756	27	525,323	117,044	86,704
8	454,854	104,634	78,116	18	593,286	121,097	89,345	28	574,557	127,828	96,568
9	228,268	51,095	37,014	19	639,557	233,119	189,626	29	475,353	110,641	83,195
10	227,355	52,967	38,544	20	525,919	130,821	100,051	30	243,046	54,602	40,623



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED SEPTEMBER 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	2,724,924	90,831	21.7
/forums/index.php	FORUMS INDEX	1,401,022	46,701	11.1
/	CHRONICLE HOME PAGE	948,405	31,614	7.5
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	560,073	18,669	4.5
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	307,517	10,251	2.4
/jobs/	CHRONICLE CAREERS HOME PAGE	303,567	10,119	2.4
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	214,665	7,156	1.7
/forums/	CHRONICLE FORUMS	170,346	5,678	1.4
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	168,600	5,620	1.3
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	165,242	5,508	1.3
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	163,389	5,446	1.3
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	126,948	4,232	1.0
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	103,655	3,455	0.8
/weekly/v53/i05/05b01001.htm	IN OUR HALL OF MIRRORS, A QUEEN LOOMS LARGE	99,782	3,326	0.8
/news/	NEWS BLOG	88,780	2,959	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	81,237	2,708	0.6
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	65,911	2,197	0.5
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	60,419	2,014	0.5
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	59,389	1,980	0.5
/techguide/	TECH GUIDE	58,458	1,949	0.5
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	54,861	1,829	0.4
/jobs/browse/location/	BROWSE JOBS BY LOCATION	54,159	1,805	0.4
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	49,006	1,634	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	44,424	1,481	0.4
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	42,953	1,432	0.3

---

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

Domain Type	Page Impressions	%
Commercial	1,689,422	13.4
Educational	2,080,647	16.5
Government	42,425	0.3
Military	15,533	0.1
Networks	924,383	7.4
Organizations	167,235	1.3
Other	173,708	1.4
Total	5,093,353	40.4
Unresolved IP Addresses	7,181,786	57.2
Total International	296,918	2.4
GRAND TOTAL	12,572,057	100.0

---

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

Domain Type	Page Impressions	%
Africa	5,494	1.9
Asia	48,891	16.5
Canada	66,616	22.4
Europe	139,524	47.0
Middle America	5,791	2.0
Oceania	24,217	8.2
South America	6,385	2.0
Total International	296,918	100.0

---

**6. EXPLANATORY:**

(a) Par. 1a: Home Page / consists of 948,405 pages, and /index.htm 4,649.

(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.**

November, 2006

(Chronicle of Higher Education Web Site, Page #4 - #212633)

09-0101-4

Copyright © 2006 Audit Bureau of Verification Services, Inc. All rights reserved.