

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.

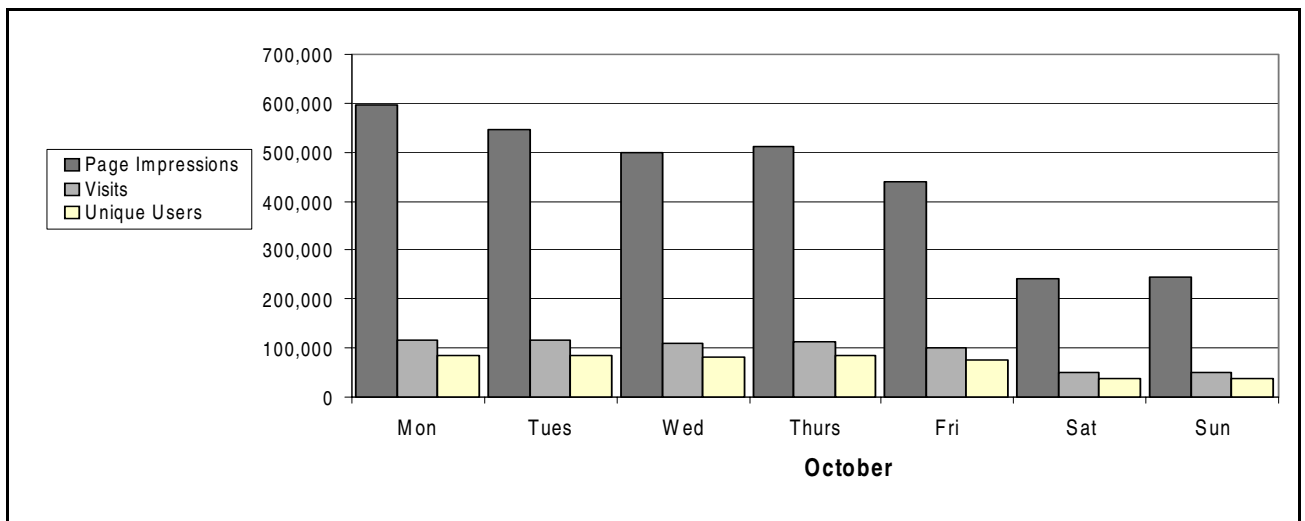
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	999,999	32,258	39,347	14,930
All Other	12,719,864	410,318	484,346	229,362
GRAND TOTAL	13,719,863	442,576	523,693	244,292
Visits	2,912,525	93,952	111,642	50,712
Unique Users, See Par. 6(b)	1,120,846	69,179	82,351	36,980

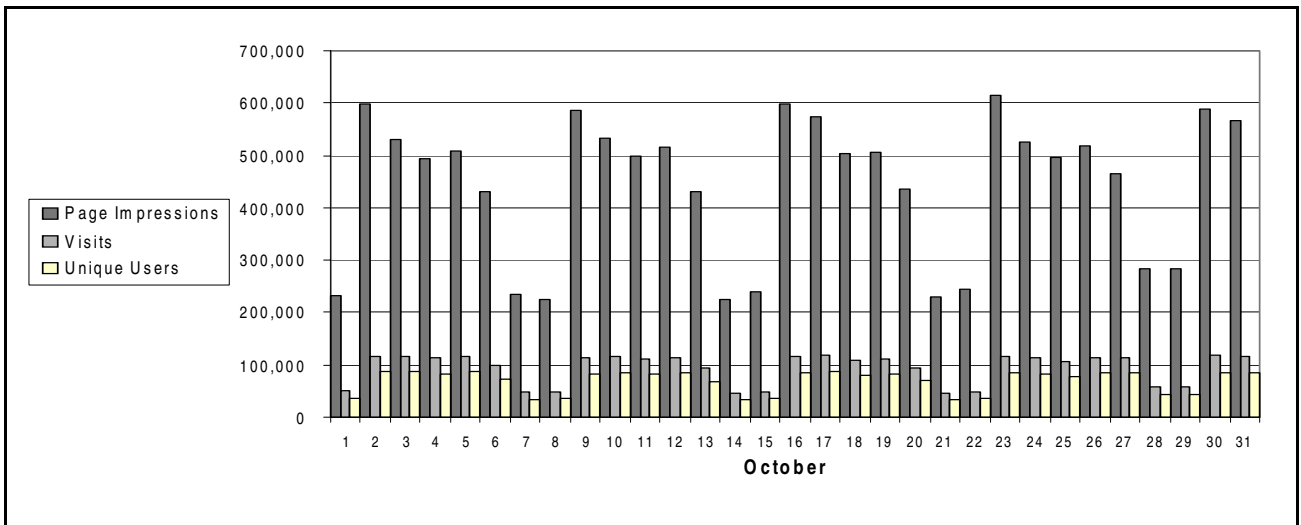
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

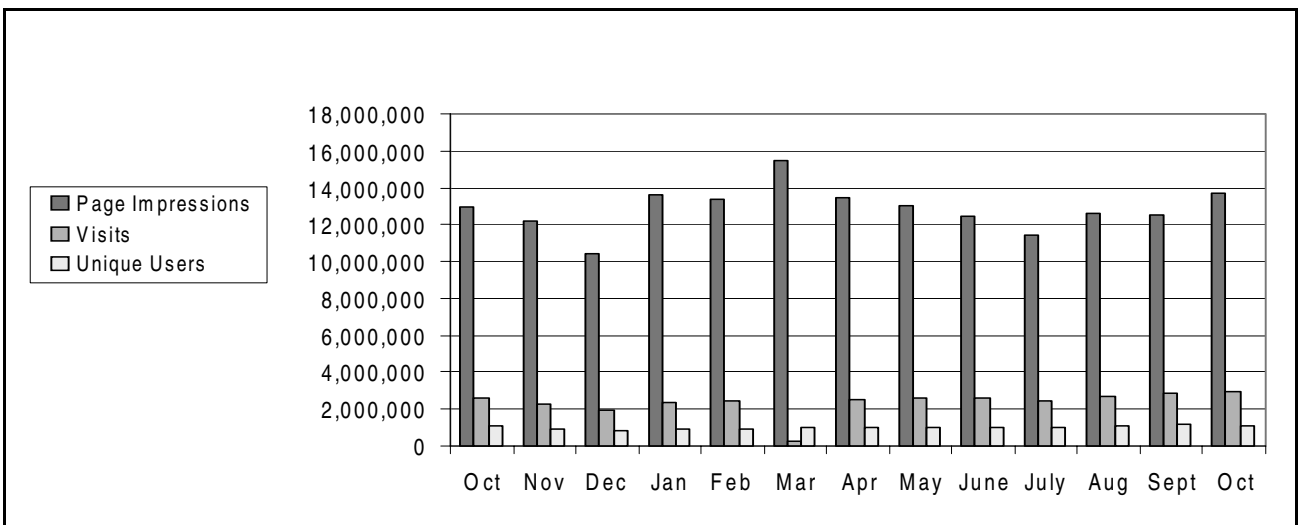


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED OCTOBER 31, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	232,889	50,968	37,335	11	498,250	111,821	82,187	21	229,477	46,870	33,703
2	598,430	116,529	86,257	12	515,387	113,729	84,911	22	244,718	49,535	35,733
3	530,500	117,447	87,067	13	430,571	94,037	68,749	23	614,247	115,325	84,494
4	494,531	112,653	83,257	14	224,881	45,811	33,062	24	525,429	113,289	83,482
5	509,082	115,623	86,261	15	239,785	48,865	35,758	25	495,705	106,584	78,275
6	431,817	99,783	73,764	16	598,497	115,208	84,803	26	518,010	113,459	84,045
7	234,746	47,920	34,478	17	573,093	118,102	87,460	27	464,280	112,842	85,731
8	225,973	49,102	35,421	18	504,302	109,120	80,629	28	282,543	58,076	43,547
9	587,313	112,900	82,829	19	506,435	111,882	83,005	29	283,611	59,263	43,786
10	532,807	115,926	85,216	20	436,607	94,953	69,789	30	589,127	119,180	84,690
								31	566,820	115,723	84,816



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED OCTOBER 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	2,838,671	91,570	20.7
/	CHRONICLE HOME PAGE	993,802	32,058	7.2
/forums/index.php	FORUMS INDEX	814,388	26,271	5.9
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	663,806	21,413	4.8
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	413,813	13,349	3.0
/jobs/	CHRONICLE CAREERS HOME PAGE	314,324	10,139	2.3
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	217,477	7,015	1.6
/forums/	CHRONICLE FORUMS	144,558	4,663	1.1
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	131,936	4,256	1.0
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	121,123	3,907	0.9
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	109,351	3,527	0.8
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	107,758	3,476	0.8
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	105,596	3,406	0.8
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	99,496	3,210	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	97,694	3,151	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	92,427	2,982	0.7
/news/	NEWS BLOG	77,258	2,492	0.6
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	72,479	2,338	0.5
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	68,354	2,205	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	66,580	2,148	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	61,621	1,988	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	50,778	1,638	0.4
/jobs/100/700/	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS POSITIONS	50,129	1,617	0.4
/search/jobs/	CHRONICLE CAREERS	46,655	1,505	0.3
/jobs/2006/01/2006012301c.htm	CHRONICLE CAREERS NEWS AND ADVICES	45,597	1,471	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,647,826	12.0
Educational	2,851,592	20.8
Government	50,029	0.4
Military	17,825	0.1
Networks	1,078,255	7.9
Organizations	152,508	1.1
Other	239,193	1.7
Total	6,037,228	44.0
Unresolved IP Addresses	7,344,885	53.5
Total International	337,750	2.5
GRAND TOTAL	13,719,863	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	7,179	2.1
Asia	54,790	16.2
Canada	89,172	26.4
Europe	140,738	41.7
Middle America	5,992	1.8
Oceania	33,274	9.9
South America	6,605	1.9
Total International	337,750	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 993,802 pages, and /index.htm 6,197.

(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.

December, 2006

(Chronicle of Higher Education Web Site, Page #4 - #212961)

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