

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.

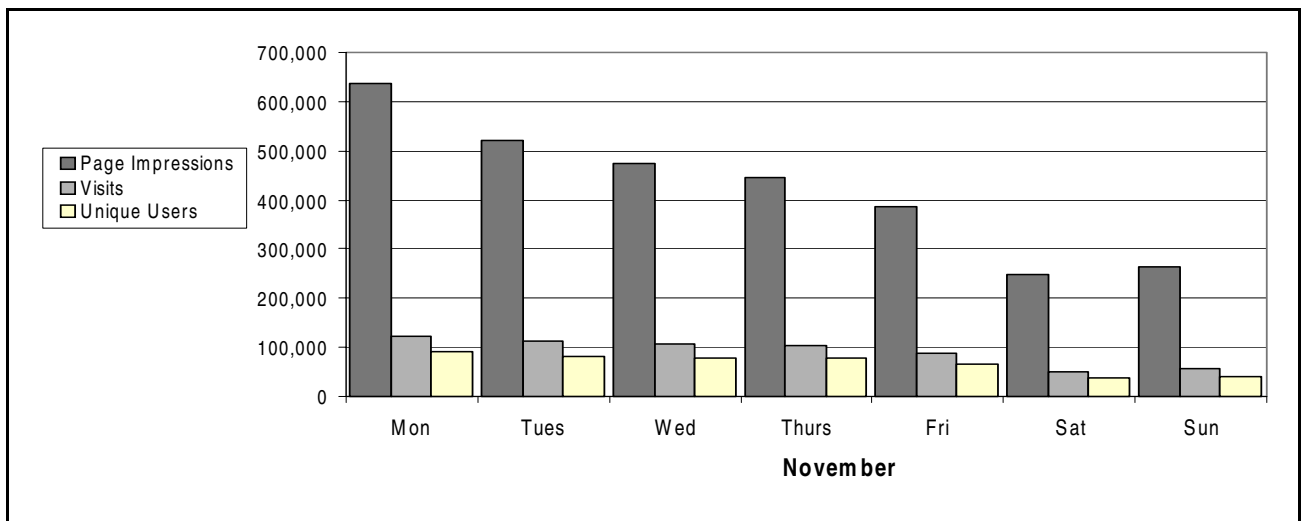
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	930,652	31,022	36,742	15,292
All Other	11,909,015	396,967	453,858	240,518
GRAND TOTAL	12,839,667	427,989	490,600	255,810
Visits				
Unique Users, See Par. 6(b)	2,768,730	92,291	106,653	52,796
	1,115,287	68,406	79,189	38,754

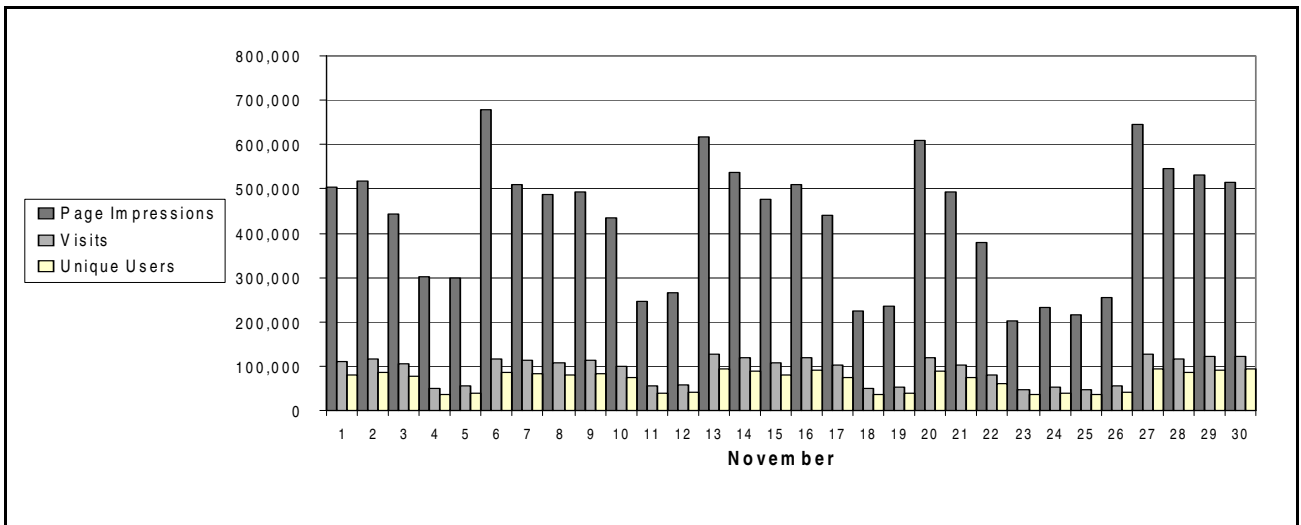
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.5

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

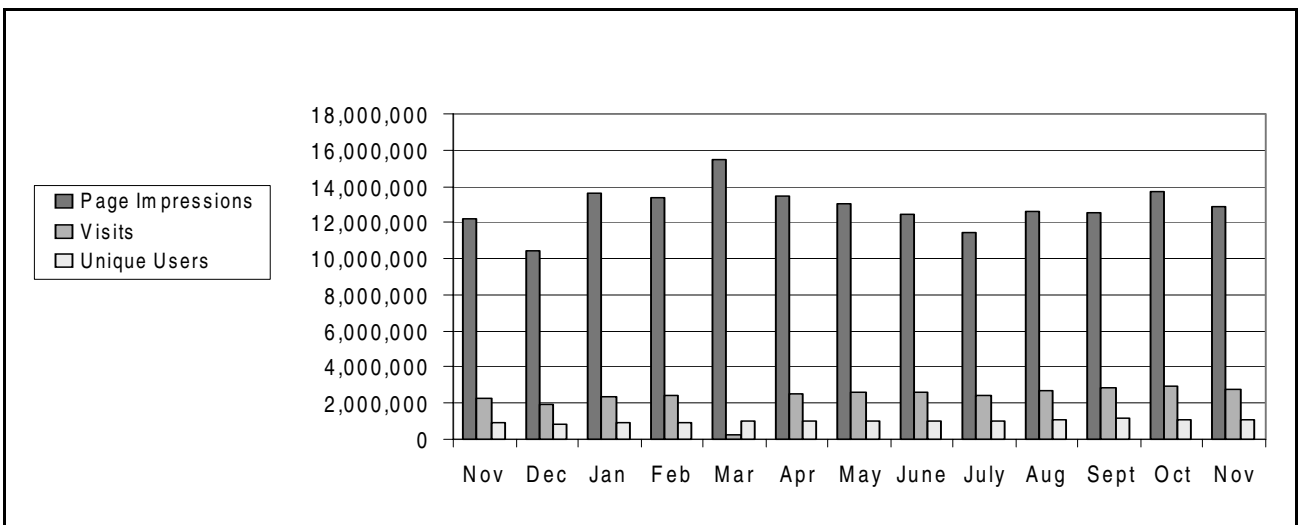


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED NOVEMBER 30, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	503,833	109,720	80,425	11	247,357	54,158	39,439	21	491,792	101,547	74,204
2	517,672	115,687	85,475	12	265,353	57,765	42,422	22	378,804	81,336	59,853
3	443,715	104,126	77,727	13	617,646	128,332	95,255	23	201,333	48,010	35,079
4	301,894	50,489	36,626	14	537,261	118,836	88,796	24	232,761	52,644	38,221
5	299,853	54,440	39,383	15	474,757	108,844	80,282	25	216,825	48,157	35,544
6	679,166	117,288	86,428	16	510,037	119,426	90,638	26	254,431	55,745	41,763
7	508,956	112,518	83,495	17	439,955	101,353	75,585	27	644,893	126,417	94,344
8	487,012	108,064	79,865	18	224,632	48,931	36,066	28	544,162	116,194	85,953
9	492,220	113,092	84,389	19	236,131	52,686	38,789	29	532,245	120,693	90,711
10	433,315	99,485	73,954	20	608,130	119,772	88,641	30	513,526	122,975	92,828



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED NOVEMBER 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	2,419,488	80,650	18.8
/forums/index.php	FORUMS INDEX	1,186,572	39,552	9.2
/	CHRONICLE HOME PAGE	925,160	30,839	7.2
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	568,432	18,948	4.4
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	371,285	12,376	2.9
/jobs/	CHRONICLE CAREERS HOME PAGE	278,610	9,287	2.2
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	190,305	6,343	1.5
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	117,186	3,906	0.9
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	104,610	3,487	0.8
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	96,129	3,204	0.7
/forums/	CHRONICLE FORUMS	92,724	3,091	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	83,444	2,781	0.6
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	82,640	2,755	0.6
/news/	NEWS BLOG	75,575	2,519	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	69,502	2,317	0.5
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	69,210	2,307	0.5
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	67,231	2,241	0.5
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	61,846	2,062	0.5
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	59,443	1,981	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	59,442	1,981	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	55,539	1,851	0.4
/jobs/2006/01/2006012301c.htm	CHRONICLE CAREERS NEWS AND ADVICES	46,648	1,555	0.4
/jobs/100/700/	JOB LISTINGS FOR SCIENCE, TECHNOLOGY, AND MATHEMATICS POSITIONS	44,218	1,474	0.3
/search/jobs/	CHRONICLE CAREERS	42,174	1,406	0.3
/news/index.php	NEWS BLOG	39,918	1,331	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,510,692	11.8
Educational	2,501,216	19.5
Government	44,223	0.3
Military	15,823	0.1
Networks	936,750	7.3
Organizations	133,039	1.0
Other	203,875	1.6
Total	5,345,618	41.6
Unresolved IP Addresses	7,139,837	55.6
Total International	354,212	2.8
GRAND TOTAL	12,839,667	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,322	1.8
Asia	57,417	16.2
Canada	86,667	24.5
Europe	162,976	46.0
Middle America	5,585	1.6
Oceania	29,300	8.3
South America	5,945	1.6
Total International	354,212	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 925,160 pages, and /index.htm 5,492.

(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.

January, 2007

(Chronicle of Higher Education Web Site, Page #4 - #213065)

09-0101-4

Copyright © 2007 Audit Bureau of Verification Services, Inc. All rights reserved.