

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.

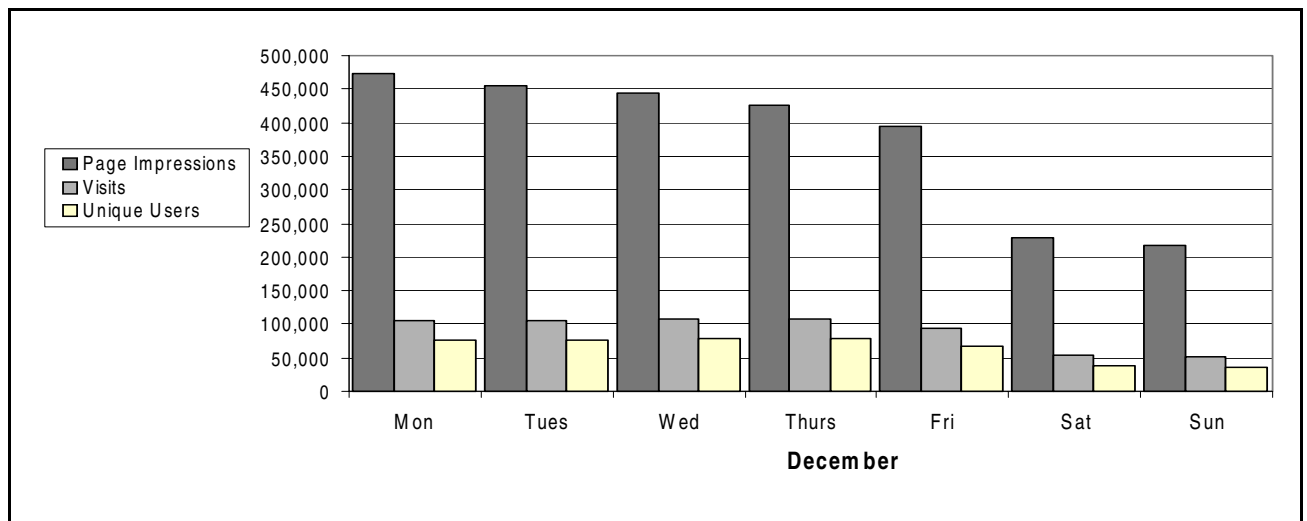
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	753,185	24,296	29,952	12,420
All Other	10,635,040	343,066	406,118	210,656
GRAND TOTAL	11,388,225	367,362	436,070	223,076
Visits	2,706,641	87,311	103,457	53,405
Unique Users, See Par. 6(b)	1,135,944	62,672	74,861	37,073

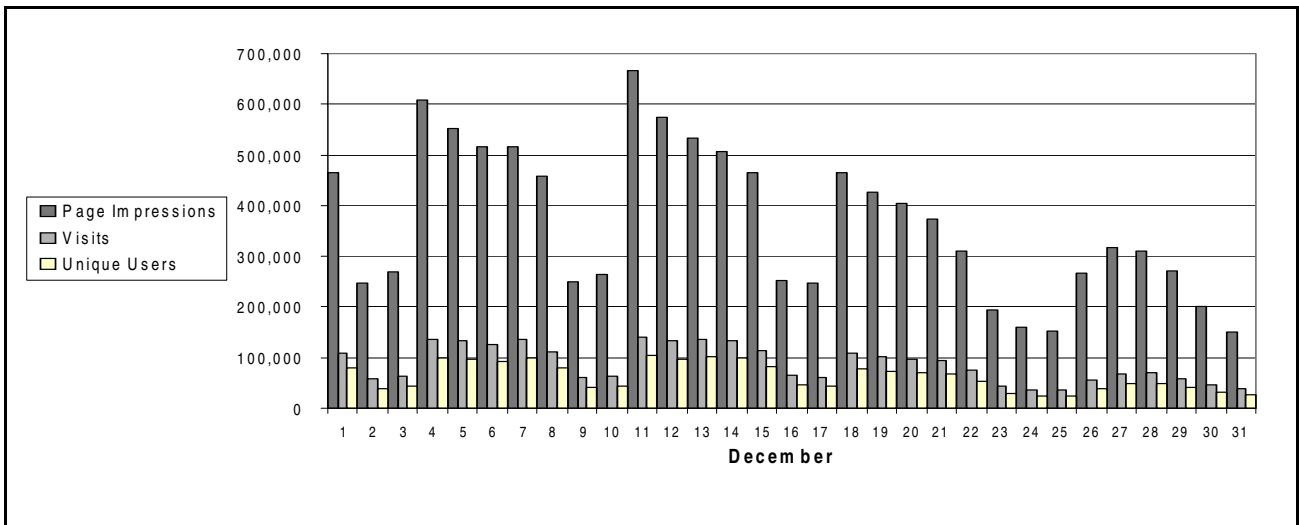
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 10.0

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

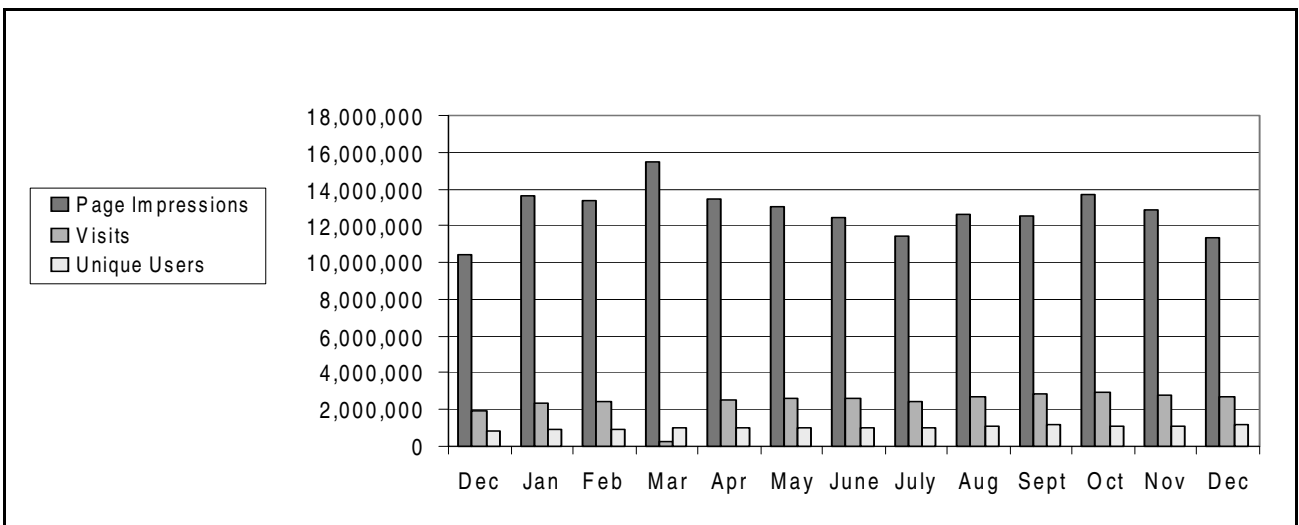


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED DECEMBER 31, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	464,890	110,207	79,737	12	574,748	132,476	96,602	23	193,174	43,758	29,457
2	246,371	56,999	39,881	13	532,788	136,573	101,210	24	160,090	37,044	23,998
3	269,166	62,040	43,461	14	506,585	133,380	99,023	25	153,565	36,240	23,797
4	606,838	136,347	98,676	15	465,083	112,807	82,889	26	265,916	56,515	38,788
5	551,875	132,810	97,420	16	251,914	64,202	46,397	27	317,602	67,673	47,606
6	516,556	125,080	91,032	17	246,621	61,364	43,885	28	309,883	69,873	48,909
7	514,903	135,310	99,270	18	465,122	108,593	76,842	29	272,287	58,614	40,802
8	458,621	111,210	80,144	19	427,424	102,620	73,669	30	200,360	46,887	32,028
9	248,895	60,266	41,938	20	404,756	97,241	70,421	31	150,979	38,507	25,691
10	263,187	62,978	43,998	21	373,375	93,349	67,494				
11	664,981	141,234	104,186	22	309,670	74,444	53,568				



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED DECEMBER 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	1,902,549	61,373	16.7
/forums/index.php	FORUMS INDEX	1,205,520	38,888	10.6
/	CHRONICLE HOME PAGE	748,953	24,160	6.6
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	480,660	15,505	4.2
/news/rss.xml	NEWS CONTENT	378,467	12,209	3.3
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	281,926	9,094	2.5
/jobs/	CHRONICLE CAREERS HOME PAGE	224,114	7,229	2.0
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	147,973	4,773	1.3
/wiredcampus/article/1040/dismembering-edonkey	WIRED CAMPUS	129,773	4,186	1.1
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	92,800	2,994	0.8
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	83,484	2,693	0.7
/forums/	CHRONICLE FORUMS	82,150	2,650	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	72,991	2,355	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	63,999	2,064	0.6
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	60,004	1,936	0.5
/news/index.php	NEWS BLOG	55,948	1,805	0.5
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	54,813	1,768	0.5
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	53,912	1,739	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	48,912	1,578	0.4
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	47,556	1,534	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	47,128	1,520	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	46,187	1,490	0.4
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	45,119	1,455	0.4
/news/	NEWS BLOG	44,585	1,438	0.4
/jobs/2006/01/2006012301c.htm	CHRONICLE CAREERS NEWS AND ADVICES	43,164	1,392	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,316,991	11.6
Educational	1,769,291	15.5
Government	34,922	0.3
Military	14,132	0.1
Networks	846,917	7.4
Organizations	104,332	0.9
Other	150,694	1.3
Total	4,237,279	37.1
Unresolved IP Addresses	6,889,995	60.6
Total International	260,951	2.3
GRAND TOTAL	11,388,225	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,368	1.7
Asia	40,713	15.6
Canada	62,409	23.9
Europe	123,183	47.2
Middle America	6,853	2.6
Oceania	19,340	7.4
South America	4,085	1.6
Total International	260,951	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 748,953 pages, and /index.htm 4,232.

(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 - #213286)

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