

**PAID & VERIFIED
MAGAZINE**

PUBLISHER'S STATEMENT

Subject to Audit

The Chronicle Of Higher Education

For the six months ended December 31, 2006

Field Served: Business officers, academic officers, information technology officers, senior administrators, and faculty members who run America's colleges and universities.

Published by The Chronicle of Higher Education, Inc.

Frequency: 49 times/year

ABC Member # 04-0193-0

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Be- low)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	76,287	99.4			
Digital	384	0.5			
Total Paid Subscriptions	76,671	99.9			
Verified					
Total Paid & Verified Subscriptions	76,671	99.9			
Single Copy Sales	45	0.1			
Total Paid & Verified Circulation	76,716	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.75		
Average Subscription Price Annualized (49 issue frequency)	\$82.50	\$78.40	
Average Subscription Price per Copy		\$1.60	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July	7	75,790	75,790	7	75,797	Oct.	6	77,549	77,549	78	77,627
	14	75,736	75,736	49	75,785		13	77,457	77,457	26	77,483
	21	75,410	75,410	4	75,414		20	77,329	77,329	77	77,406
Aug.	28	75,351	75,351	2	75,353	27	77,289	77,289	26	77,315	
	4	75,235	75,235	8	75,243	Nov.	3	77,171	77,171	28	77,199
	11	75,755	75,755	5	75,760		10	77,121	77,121	18	77,139
25	75,766	75,766	420	76,186	17		77,311	77,311	21	77,332	
Sept.	1	75,829	75,829	42	75,871	24	77,544	77,544	52	77,596	
	8	75,830	75,830	36	75,866	Dec.	1	77,556	77,556	2	77,558
	15	76,198	76,198	5	76,203		8	77,737	77,737		77,737
	22	76,672	76,672	4	76,676		15	78,679	78,679	23	78,702
29	77,126	77,126	97	77,223							

This publication also has Web Site Activity audited by ABCi. See Par. 9



December 1 - 31, 2006

Audit Period
(See Separate Report for Details)

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	11,388,225	367,362	436,070	223,076
Unique Users	1,135,944	62,672	74,861	37,073

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONSNone

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	88,666	100.0	86,607	100.0	84,435	100.0	82,191	100.0	77,313	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	88,666	100.0	86,607	100.0	84,435	100.0	82,191	100.0	77,313	100.0
Single Copy Sales	N/A		N/A		21	0.0	25	0.0	37	0.0
Total Paid & Verified Circulation	88,666	100.0	86,607	100.0	84,456	100.0	82,216	100.0	77,350	100.0
Year Over Year Percent of Change		-4.9		-2.3		-2.5		-2.7		-5.9
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$73.99		\$78.89		\$77.68		\$77.42		\$78.40	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Print Average for Period	Digital Average for Period	Average for Period	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	75,895	384	76,279	99.4
Sponsored Sales	392		392	0.5
TOTAL PAID SUBSCRIPTIONS	76,287	384	76,671	99.9
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	76,287	384	76,671	99.9
SINGLE COPY SALES				
Single Issue Sales	45		45	0.1
TOTAL SINGLE COPY SALES	45		45	0.1
TOTAL PAID & VERIFIED CIRCULATION	76,332	384	76,716	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the November 3, 2006 issue

Total paid & verified circulation of this issue was 0.6% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	901		901		901
Arizona	1,032		1,032		1,032
Arkansas	550		550		550
California	6,144		6,144		6,144
Colorado	1,118		1,118		1,118
Connecticut	1,488		1,488		1,488
Delaware	264		264		264
District of Columbia	1,672		1,672	28	1,700
Florida	2,727		2,727		2,727
Georgia	1,885		1,885		1,885
Idaho	233		233		233
Illinois	3,973		3,973		3,973
Indiana	1,876		1,876		1,876
Iowa	877		877		877
Kansas	668		668		668
Kentucky	895		895		895
Louisiana	624		624		624
Maine	488		488		488
Maryland	2,081		2,081		2,081
Massachusetts	4,041		4,041		4,041
Michigan	2,457		2,457		2,457
Minnesota	1,245		1,245		1,245
Mississippi	488		488		488
Missouri	1,501		1,501		1,501
Montana	193		193		193
Nebraska	510		510		510
Nevada	301		301		301
New Hampshire	536		536		536
New Jersey	2,380		2,380		2,380
New Mexico	404		404		404
New York	7,343		7,343		7,343
North Carolina	2,085		2,085		2,085
North Dakota	210		210		210
Ohio	3,036		3,036		3,036
Oklahoma	593		593		593
Oregon	784		784		784
Pennsylvania	4,693		4,693		4,693
Rhode Island	554		554		554
South Carolina	792		792		792
South Dakota	199		199		199
Tennessee	1,210		1,210		1,210
Texas	3,645		3,645		3,645
Utah	438		438		438
Vermont	371		371		371
Virginia	2,609		2,609		2,609
Washington	1,158		1,158		1,158
West Virginia	407		407		407
Wisconsin	1,300		1,300		1,300
Wyoming	124		124		124
TOTAL 48 CONTER-MINOUS STATES	75,103		75,103	28	75,131
Alaska	144		144		144
Hawaii	256		256		256
TOTAL ALASKA & HAWAII	400		400		400
U.S. Unclassified					
TOTAL UNITED STATES	75,503		75,503	28	75,531
Poss. & Other Areas	153		153		153
U.S. & POSS., etc.	75,656		75,656	28	75,684
Canada	568		568		568
International	859		859		859
Other Unclassified					
Military or Civilian					
Personnel Overseas	88		88		88
GRAND TOTAL	77,171		77,171	28	77,199

ANALYSIS BY ABCD COUNTY SIZE for the November 3, 2006 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2006

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 24 issues)	5,230	12.8	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	40,750	99.8
(b) Seven to eleven months (25 to 48 issues)	2,400	5.9	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	None	
(c) Twelve months (49 issues)	26,646	65.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	6,089	14.9	(d) Subscriptions as part of membership in an organization	82	0.2
(e) Twenty-five months and more	467	1.1	Total Subscriptions Sold in Period	40,832	100.0
Total Subscriptions Sold in Period	40,832	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	40,832	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	40,832	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$140.00; 3 yrs. \$203.00. Canada, 1 yr. \$135.00; 2 yrs. \$245.00; 3 yrs. \$360.00. International, 1 yr. \$295.00; 2 yrs. \$570.00; 3 yrs. \$830.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 6,798 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,008 or 3.9% of average paid subscription circulation.
- (d) Sponsored Subscription Sales: The average of 392 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

ABC Interactive Definitions:

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.

Unique Users:

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. The Daily average represents the number of Unique Users that visited the site each day 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 average but limited to weekdays and weekends respectively.

This publisher also receives a monthly web site activity audit. See separate report for details.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2005; Variation from Publisher's Statements

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-05	None Claimed	82,216	82,216		
12-31-04	None Claimed	84,539	84,457	82	0.1
12-31-03	None Claimed	86,736	86,607	129	0.1
12-31-02	None Claimed	88,522	88,665	-143	-0.2
12-31-01	None Claimed	93,168	93,224	-56	-0.1

^Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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Analyzed Issue Date	11/03/06
Analyzed Issue Text (for double month issue date)	
Average Single Copy Price	3.75
Association Subscription Price	
U.S. Subscription Price	82.50
Canadian Subscription Price	135.00
International Subscription Price	295.00