

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.

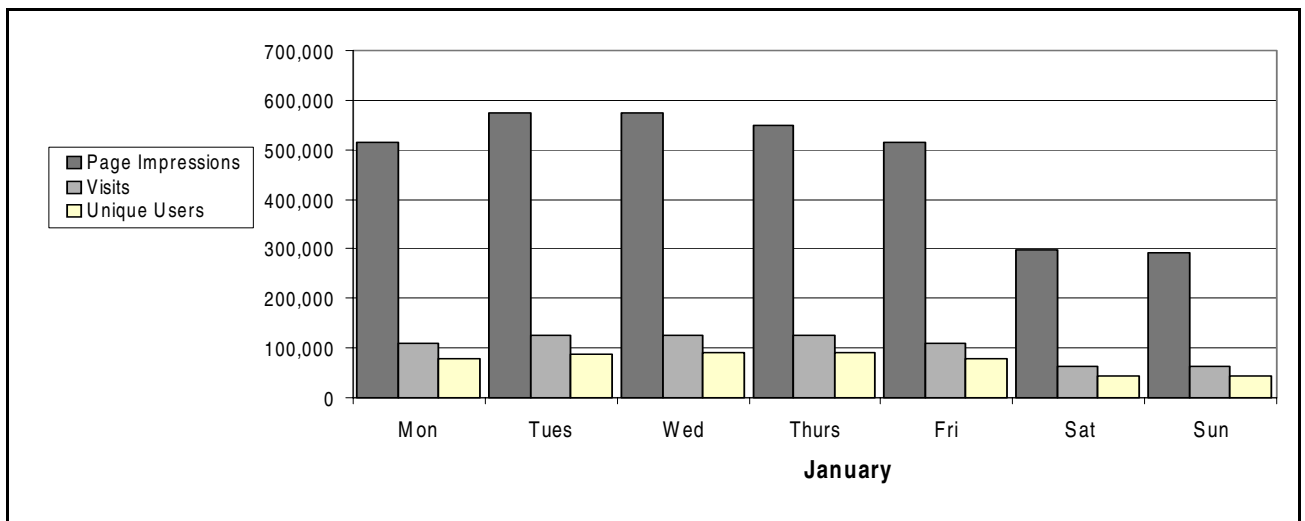
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JANUARY 31, 2007:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	984,847	31,769	37,440	15,467
All Other	13,968,086	450,583	510,067	279,567
GRAND TOTAL	14,952,933	482,352	547,507	295,034
Visits	3,245,780	104,703	119,262	62,843
Unique Users, See Par. 6(b)	1,221,368	74,612	85,459	43,428

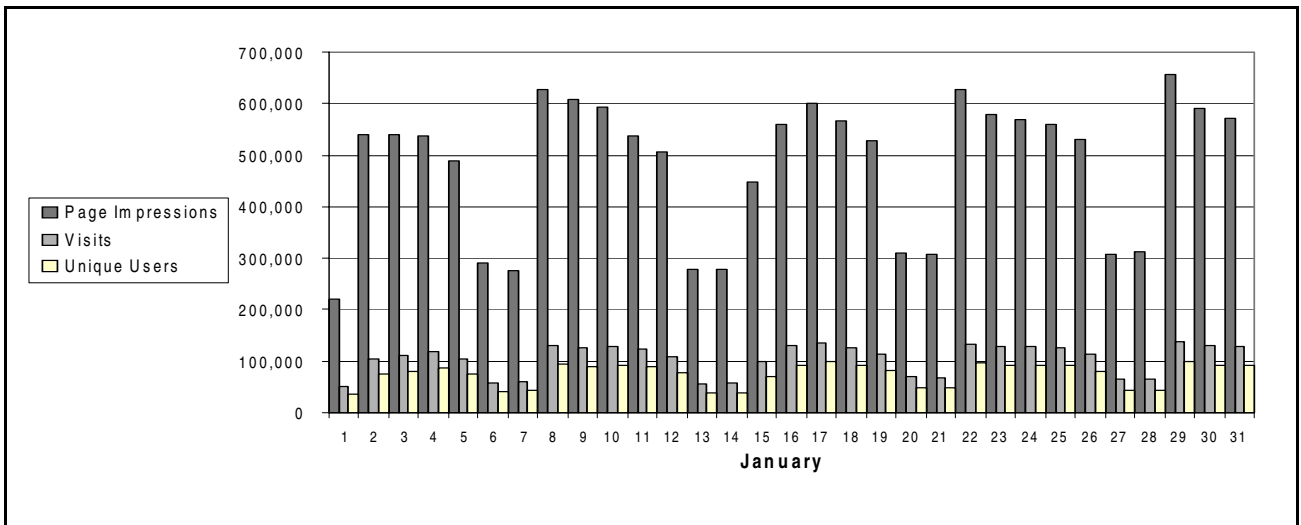
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 12.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

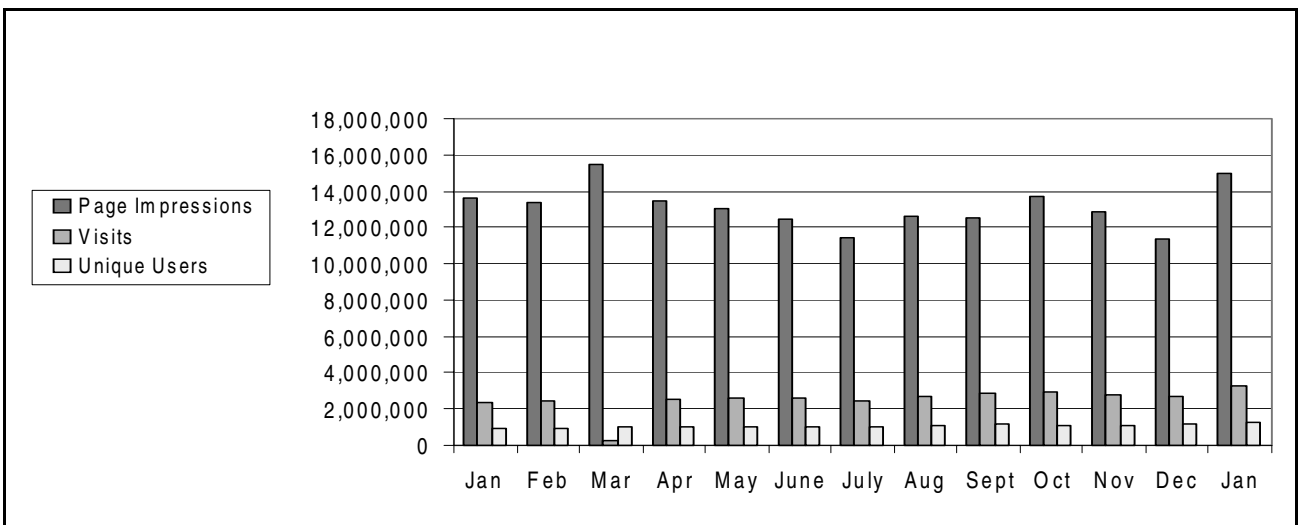


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JANUARY 31, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	219,704	50,849	35,632	12	505,811	108,192	76,677	23	579,446	129,155	93,172
2	541,161	105,175	75,183	13	279,231	56,737	38,794	24	570,242	127,516	91,842
3	539,900	112,094	79,540	14	279,702	57,985	38,927	25	558,478	126,961	91,827
4	538,219	119,847	86,843	15	448,405	100,329	70,230	26	531,157	112,697	80,144
5	490,250	105,267	74,854	16	559,549	130,924	92,219	27	307,182	64,380	44,017
6	291,672	58,959	41,051	17	601,890	135,094	98,260	28	311,318	65,436	44,559
7	275,064	61,227	43,199	18	566,291	126,274	91,078	29	656,702	137,292	98,527
8	626,126	130,720	94,478	19	527,499	114,212	81,388	30	590,719	130,948	93,122
9	608,698	125,242	89,646	20	309,132	69,793	49,285	31	572,827	128,885	92,548
10	593,327	127,257	92,578	21	306,971	68,228	47,590				
11	538,307	124,217	89,767	22	627,953	133,888	96,005				



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JANUARY 31, 2007:



4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	INDIVIDUAL JOB LISTINGS	2,572,808	82,994	17.2
/forums/index.php	FORUMS INDEX	1,430,401	46,142	9.6
/	CHRONICLE HOME PAGE	979,155	31,586	6.5
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	694,131	22,391	4.6
/news/rss.xml	NEWS CONTENT	437,719	14,120	2.9
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	397,112	12,810	2.7
/jobs/	CHRONICLE CAREERS HOME PAGE	318,523	10,275	2.1
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	199,425	6,433	1.3
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	133,659	4,312	0.9
/forums/	CHRONICLE FORUMS	110,416	3,562	0.7
/news/index.php	NEWS BLOG	109,634	3,537	0.7
/stats/productivity/page.php	Faculty Scholarly Productivity Index	103,987	3,354	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	95,840	3,092	0.6
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	94,218	3,039	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	86,835	2,801	0.6
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	84,623	2,730	0.6
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	84,593	2,729	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	75,423	2,433	0.5
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	73,833	2,382	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	73,322	2,365	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	66,909	2,158	0.4
/wiredcampus/index.php	THE WIRED CAMPUS	65,830	2,124	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	65,420	2,110	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	62,616	2,020	0.4
/news/	NEWS BLOG	57,779	1,864	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,771,537	11.8
Educational	2,753,545	18.4
Government	49,021	0.3
Military	17,159	0.1
Networks	1,087,085	7.3
Organizations	157,707	1.1
Other	229,005	1.5
Total	6,065,059	40.5
Unresolved IP Addresses	8,517,689	57.0
Total International	370,185	2.5
GRAND TOTAL	14,952,933	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	4,795	1.3
Asia	63,063	17.0
Canada	86,755	23.4
Europe	179,161	48.4
Middle America	6,486	1.8
Oceania	24,885	6.7
South America	5,040	1.4
Total International	370,185	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 979,155 pages, and /index.htm 5,692.

(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.

February, 2007

(Chronicle of Higher Education Web Site, Page #4 - #213531)

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