

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.

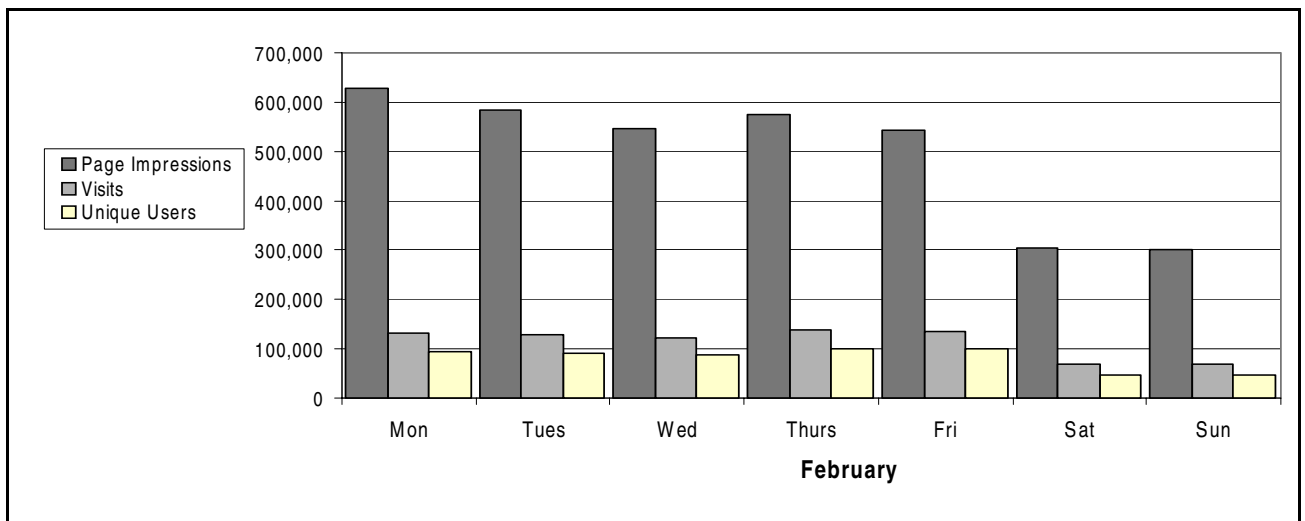
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED FEBRUARY 28, 2007:

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	922,278	32,939	39,634	16,201
All Other	12,992,099	464,004	535,369	285,589
GRAND TOTAL	13,914,377	496,943	575,003	301,790
Visits				
Unique Users, See Par. 6(b)	3,183,345	113,691	131,878	68,223
	1,259,592	81,324	95,075	46,945

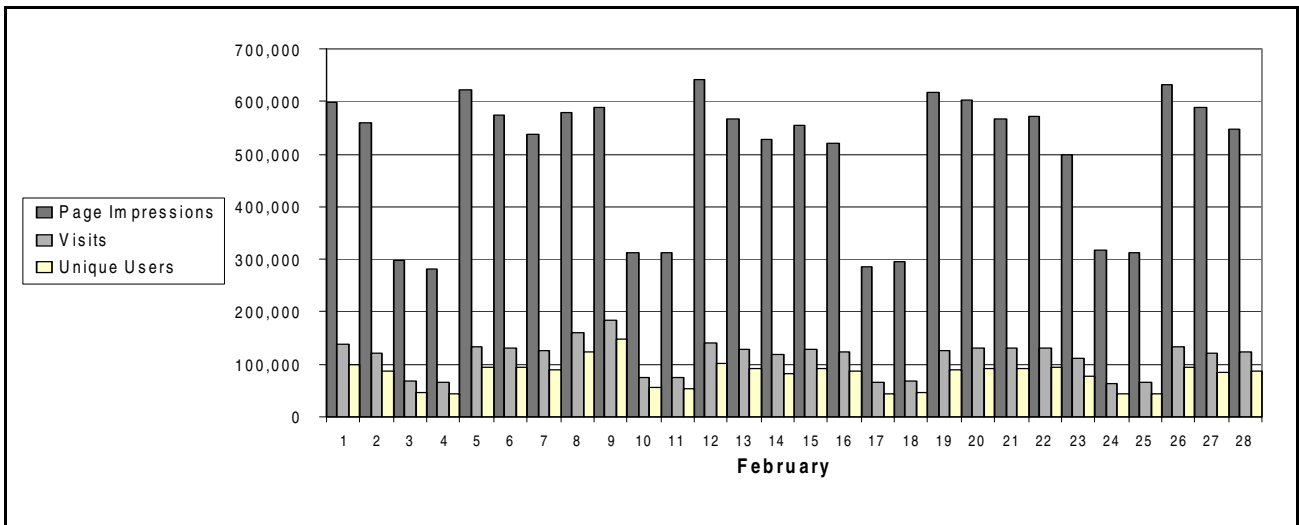
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.0

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

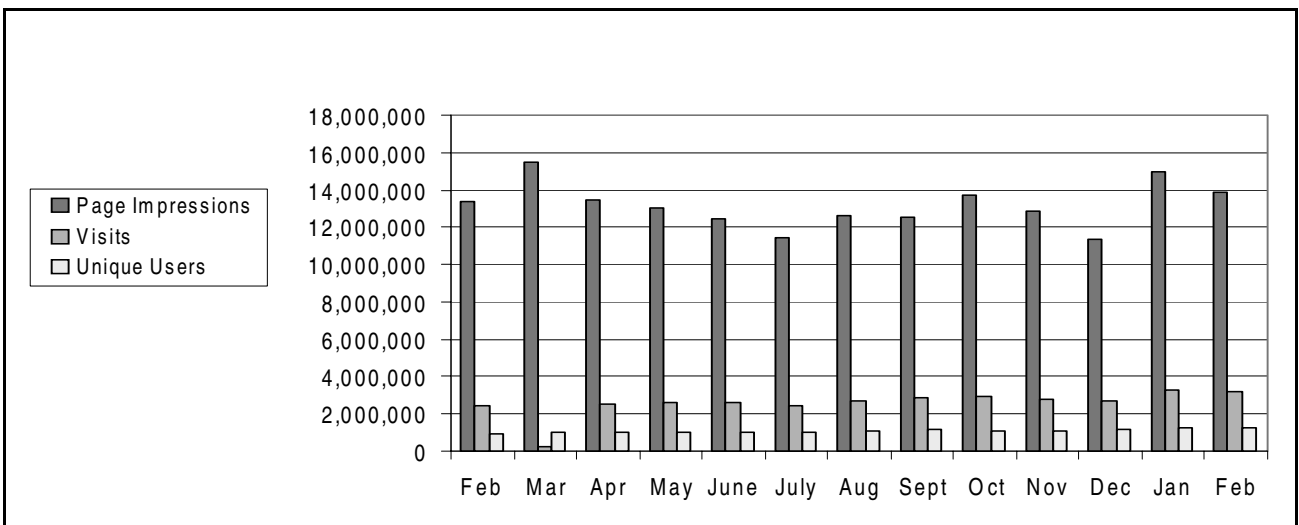


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED FEBRUARY 28, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	597,317	138,963	99,337	12	642,942	139,983	101,834	23	498,043	111,166	78,574
2	558,725	122,066	86,774	13	566,985	129,322	92,773	24	316,942	64,162	43,261
3	298,064	67,317	46,257	14	527,544	118,337	82,926	25	312,307	64,992	43,754
4	281,233	64,214	43,378	15	553,587	127,692	92,009	26	633,071	132,412	93,769
5	622,657	133,880	95,068	16	521,774	123,066	88,016	27	588,700	121,883	84,068
6	574,073	131,265	94,382	17	285,022	66,006	44,247	28	548,195	122,675	86,010
7	537,773	124,757	89,401	18	295,909	68,664	46,078				
8	579,968	159,330	122,680	19	618,321	125,505	88,898				
9	588,830	184,634	148,448	20	603,079	129,602	91,006				
10	312,805	76,185	55,642	21	566,568	129,937	91,756				
11	312,040	74,242	52,943	22	571,903	131,088	93,779				



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED FEBRUARY 28, 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	2,219,306	79,261	15.9
/forums/index.php	FORUMS INDEX	1,599,556	57,127	11.5
/	CHRONICLE HOME PAGE	915,662	32,702	6.6
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	602,683	21,524	4.3
/news/rss.xml	NEWS CONTENT	434,067	15,502	3.1
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	343,236	12,258	2.5
/jobs/	CHRONICLE CAREERS HOME PAGE	278,892	9,960	2.0
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	176,249	6,295	1.3
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	163,909	5,854	1.2
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	115,739	4,134	0.8
/news/index.php	NEWS BLOG	100,758	3,598	0.7
/forums/	CHRONICLE FORUMS	97,052	3,466	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	95,148	3,398	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	91,046	3,252	0.7
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	74,704	2,668	0.5
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	73,214	2,615	0.5
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	70,454	2,516	0.5
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	69,905	2,497	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	62,711	2,240	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	60,082	2,146	0.4
/wiredcampus/index.php	THE WIRED CAMPUS	57,358	2,048	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	56,903	2,032	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	56,263	2,009	0.4
/news/	NEWS BLOG	51,967	1,856	0.4
/forums/index.php/board,26.0.html	JOB SEEKING FORUM	44,903	1,604	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,521,659	10.9
Educational	2,544,051	18.3
Government	40,269	0.3
Military	17,003	0.1
Networks	939,710	6.8
Organizations	137,867	1.0
Other	209,998	1.5
Total	5,410,557	38.9
Unresolved IP Addresses	8,127,712	58.4
Total International	376,108	2.7
GRAND TOTAL	13,914,377	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	5,438	1.4
Asia	55,247	14.7
Canada	76,003	20.2
Europe	199,505	53.0
Middle America	7,284	1.9
Oceania	25,063	6.7
South America	7,568	2.1
Total International	376,108	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 915,662 pages, and /index.htm 6,616.

(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.

March, 2007

(Chronicle of Higher Education Web Site, Page #4 - #213837)

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