INTERACTIVE AUDIT REPORT

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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
(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.
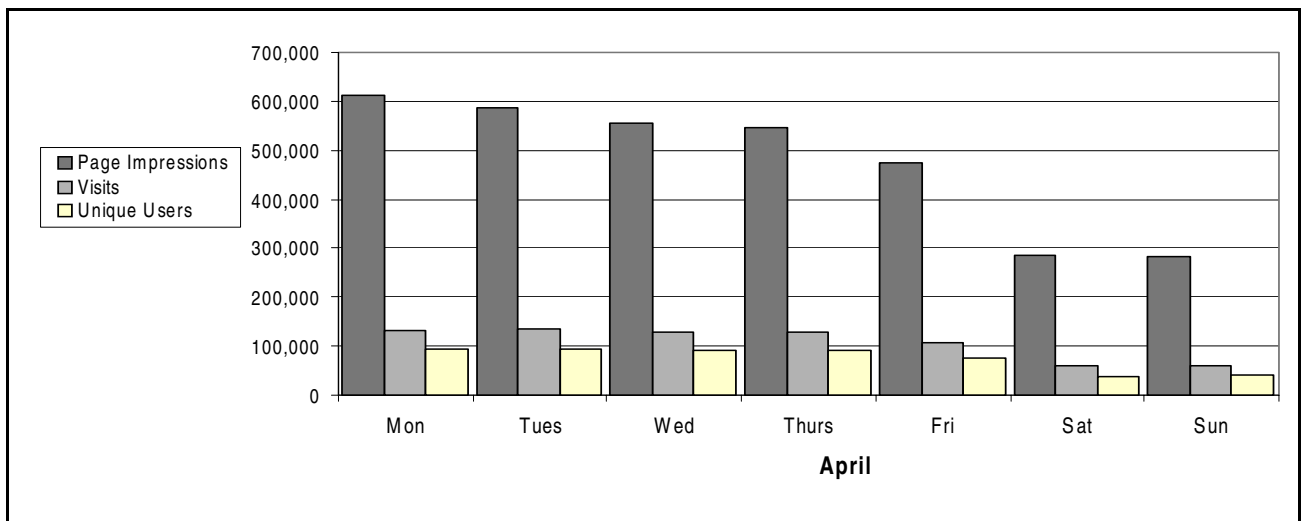
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED APRIL 30, 2007:

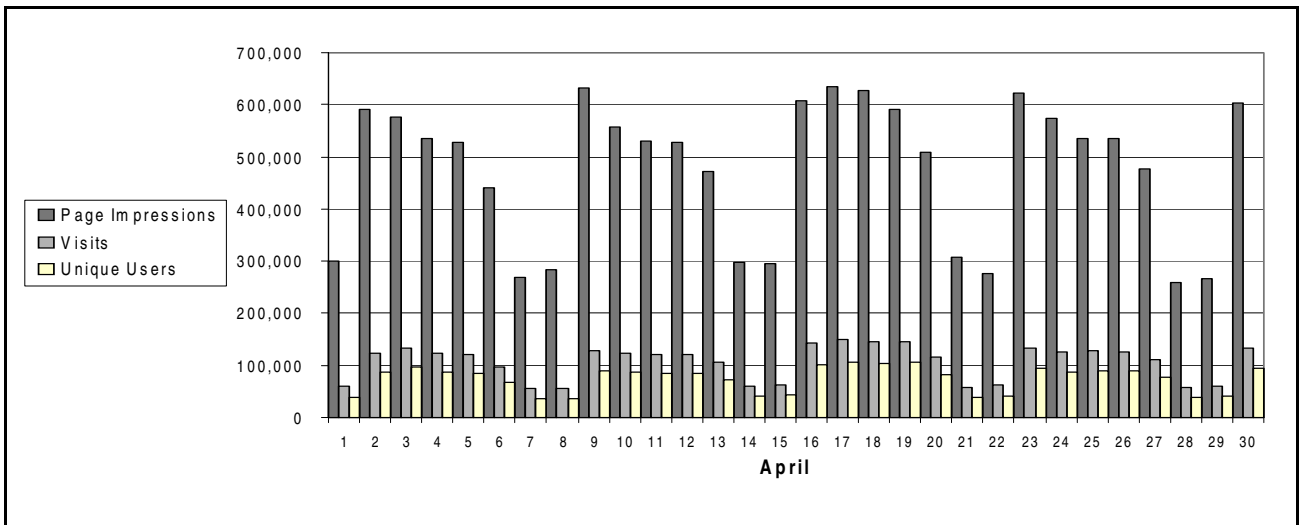|	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	1,011,096	33,703	41,742	14,946
All Other	13,250,878	441,696	515,669	269,093
GRAND TOTAL	14,261,974	475,399	557,411	284,039
Visits	3,186,821	106,227	126,244	59,521
Unique Users, See Par. 6(b)	1,166,230	74,442	89,325	39,715

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

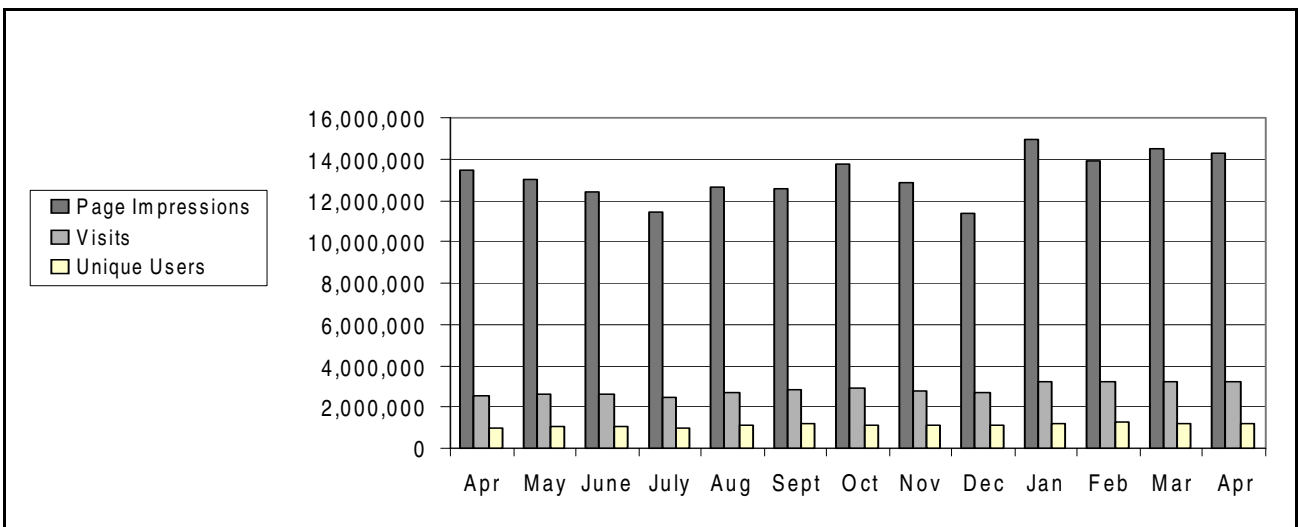**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**

3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED APRIL 30, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	299,302	60,144	39,813	12	528,406	121,326	85,689	23	622,649	132,603	93,842
2	591,292	124,253	86,765	13	473,182	105,991	73,604	24	573,920	125,296	87,478
3	576,561	133,615	95,908	14	297,847	60,504	41,006	25	534,174	127,388	90,253
4	534,305	122,809	87,011	15	295,506	63,091	42,606	26	536,465	125,252	89,049
5	527,308	121,451	85,757	16	607,022	142,281	101,162	27	477,147	110,846	78,144
6	440,559	96,541	66,808	17	634,887	151,291	107,449	28	260,290	57,708	37,990
7	270,023	56,676	37,516	18	627,648	144,430	103,753	29	266,580	60,558	40,619
8	283,086	55,093	36,152	19	591,356	145,234	105,519	30	602,289	132,179	93,892
9	632,663	127,904	89,903	20	507,519	116,623	82,957				
10	556,500	123,518	86,587	21	308,766	58,935	39,458				
11	529,770	120,300	84,305	22	274,952	62,981	42,275				

3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED APRIL 30, 2007:

(Chronicle of Higher Education Web Site, Page #2)

4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	INDIVIDUAL JOB LISTINGS	2,006,365	66,879	14.1
/forums/index.php	FORUMS INDEX	1,463,094	48,770	10.3
/	CHRONICLE HOME PAGE	1,004,568	33,486	7.0
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	639,272	21,309	4.5
/news/rss.xml	NEWS CONTENT	511,838	17,061	3.6
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	316,683	10,556	2.2
/jobs/	CHRONICLE CAREERS HOME PAGE	280,837	9,361	2.0
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	158,433	5,281	1.1
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	112,516	3,751	0.8
/forums/	CHRONICLE FORUMS	102,381	3,413	0.7
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	102,269	3,409	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	98,002	3,267	0.7
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	96,434	3,214	0.7
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	96,215	3,207	0.7
/news/index.php	NEWS BLOG	93,867	3,129	0.7
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	84,478	2,816	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	81,800	2,727	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	78,354	2,612	0.5
/wiredcampus/index.php	THE WIRED CAMPUS	66,931	2,231	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	64,778	2,159	0.5
/services/login	ACCOUNT LOGIN	61,242	2,041	0.4
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	60,395	2,013	0.4
/news/	NEWS BLOG	58,199	1,940	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	54,700	1,823	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	50,683	1,689	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,564,703	11.0
Educational	2,558,153	17.9
Government	40,992	0.3
Military	16,884	0.1
Networks	924,373	6.5
Organizations	137,909	1.0
Other	219,688	1.5
Total	5,462,702	38.3
Unresolved IP Addresses	8,438,335	59.2
Total International	360,937	2.5
GRAND TOTAL	14,261,974	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,613	1.8
Asia	59,820	16.6
Canada	77,515	21.5
Europe	184,507	51.1
Middle America	3,410	0.9
Oceania	25,489	7.1
South America	3,583	1.0
Total International	360,937	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 1,004,568 pages, and /index.htm 6,528.

(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.

June, 2007 (Chronicle of Higher Education Web Site, Page #4 - #214479) 09-0101-4