

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.

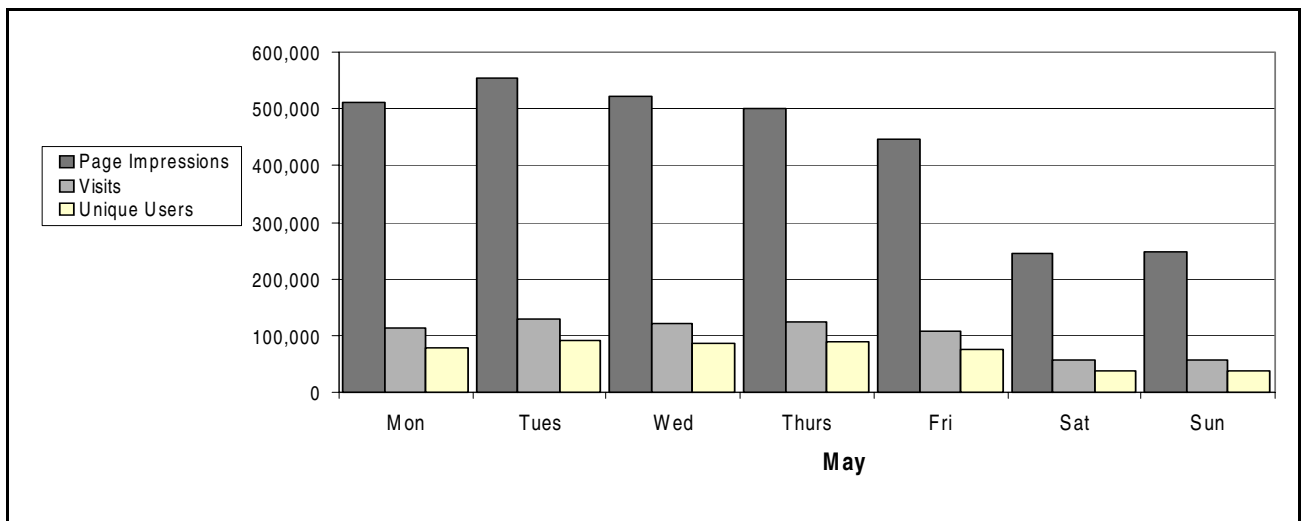
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	922,514	29,759	35,630	12,879
All Other	12,769,387	411,916	473,683	234,334
GRAND TOTAL	13,691,901	441,675	509,313	247,213
Visits				
Unique Users, See Par. 6(b)	3,187,831	102,833	118,950	56,497
	1,172,540	72,247	84,384	37,352

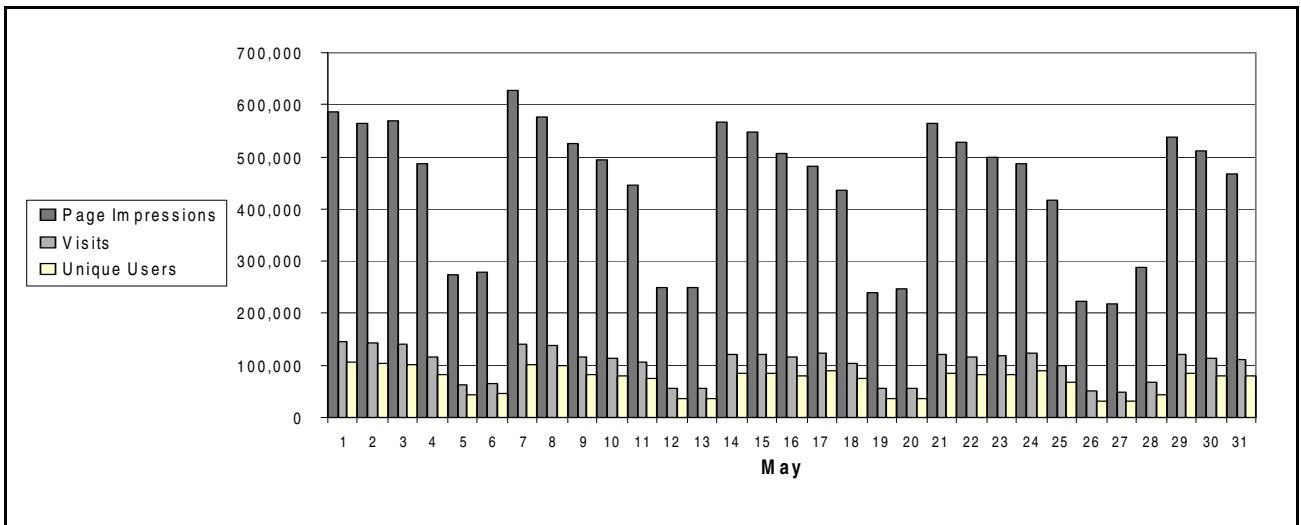
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.7

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

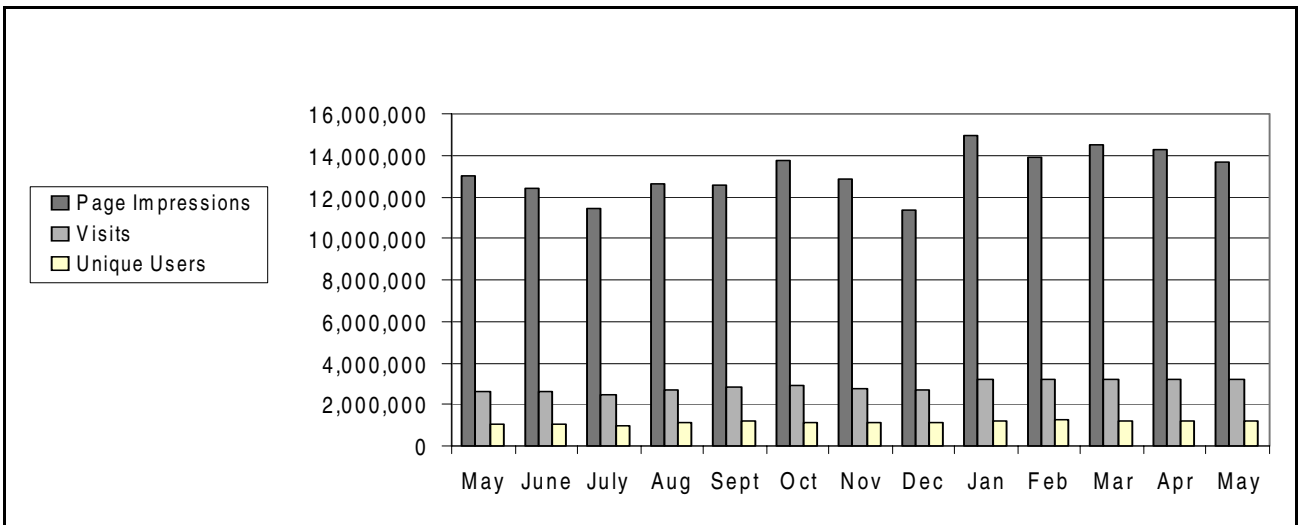


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED MAY 31, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	585,059	146,079	107,617	12	249,872	56,599	37,312	23	498,627	117,477	82,988
2	564,186	143,302	104,527	13	250,155	55,469	36,268	24	486,345	123,674	88,887
3	569,509	139,385	101,753	14	566,548	121,458	85,323	25	415,780	99,210	68,783
4	487,100	116,250	82,840	15	548,132	119,922	84,343	26	222,043	50,776	32,480
5	273,136	63,964	44,268	16	505,475	115,691	80,500	27	217,995	49,272	31,488
6	278,141	65,989	45,447	17	483,086	122,904	88,835	28	287,724	66,665	44,632
7	628,127	139,455	100,879	18	436,336	105,002	74,248	29	537,903	120,755	84,243
8	577,134	137,423	99,541	19	239,522	54,515	35,277	30	510,664	113,053	78,919
9	524,452	117,460	82,360	20	246,839	55,390	36,279	31	468,334	112,414	79,100
10	494,562	115,041	80,747	21	565,344	120,227	84,130				
11	445,570	106,036	74,151	22	528,201	116,974	81,477				



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED MAY 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	2,023,349	65,269	14.8
/forums/index.php	FORUMS INDEX	1,432,096	46,197	10.5
/	CHRONICLE HOME PAGE	916,047	29,550	6.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	588,314	18,978	4.3
/news/rss.xml	NEWS CONTENT	489,781	15,799	3.6
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	294,741	9,508	2.2
/jobs/	CHRONICLE CAREERS HOME PAGE	258,856	8,350	1.9
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	144,482	4,661	1.1
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	118,548	3,824	0.9
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	103,882	3,351	0.8
/news/index.php	NEWS BLOG	99,258	3,202	0.7
/forums/	CHRONICLE FORUMS	90,844	2,930	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	87,155	2,811	0.6
/wiredcampus/index.php	THE WIRED CAMPUS	83,917	2,707	0.6
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	79,641	2,569	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	79,109	2,552	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	70,354	2,269	0.5
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	67,272	2,170	0.5
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	62,507	2,016	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	61,831	1,995	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	60,585	1,954	0.4
/news/	NEWS BLOG	50,251	1,621	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	49,504	1,597	0.4
/services/login	ACCOUNT LOGIN	49,118	1,584	0.4
/jobs/100/500/	JOB LISTINGS FOR HUMANITIES POSITIONS	44,418	1,433	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,390,537	10.2
Educational	2,128,564	15.5
Government	40,447	0.3
Military	20,044	0.1
Networks	854,696	6.2
Organizations	121,173	0.9
Other	194,811	1.4
Total	4,750,272	34.6
Unresolved IP Addresses	8,548,693	62.5
Total International	392,936	2.9
GRAND TOTAL	13,691,901	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	8,133	2.1
Asia	61,437	15.6
Canada	69,825	17.8
Europe	221,567	56.4
Middle America	3,913	1.0
Oceania	24,312	6.2
South America	3,749	0.9
Total International	392,936	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 916,047 pages, and /index.htm 6,467.

(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 - #214602)

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