

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.

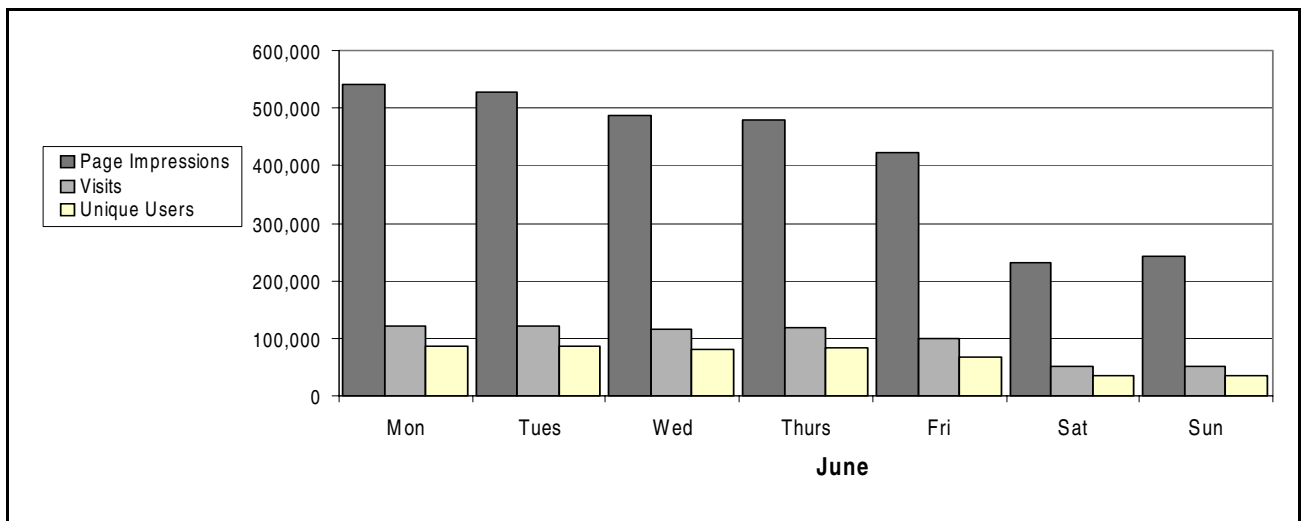
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	829,717	27,657	34,268	12,231
All Other	11,548,178	384,939	453,884	224,067
GRAND TOTAL	12,377,895	412,596	488,152	236,298
Visits	2,865,490	95,516	114,119	52,109
Unique Users, See Par. 6(b)	1,044,797	66,175	80,057	33,784

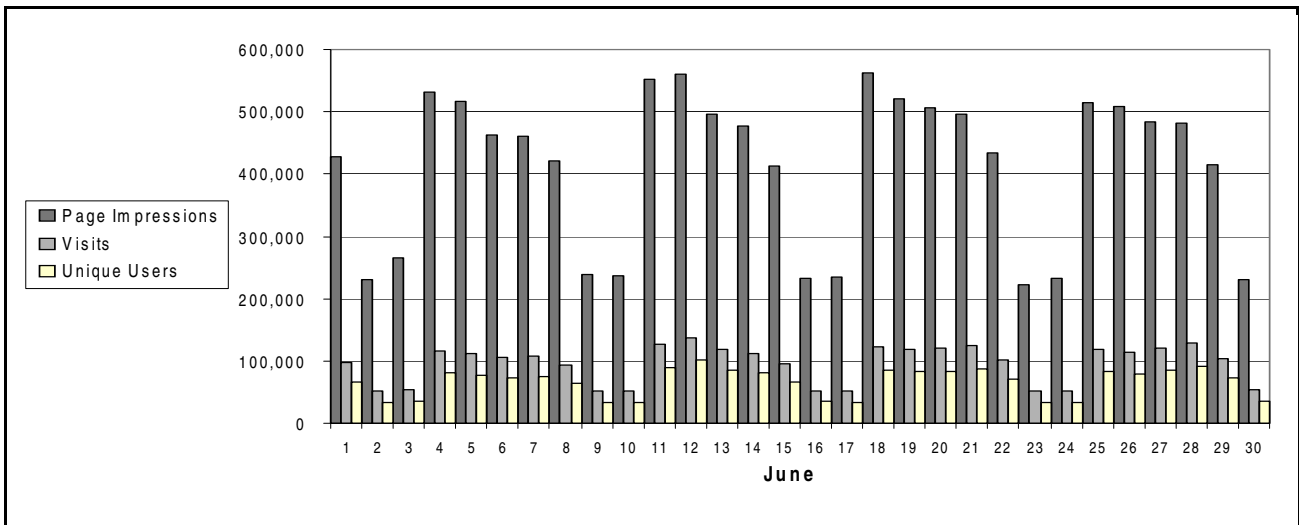
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.8

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

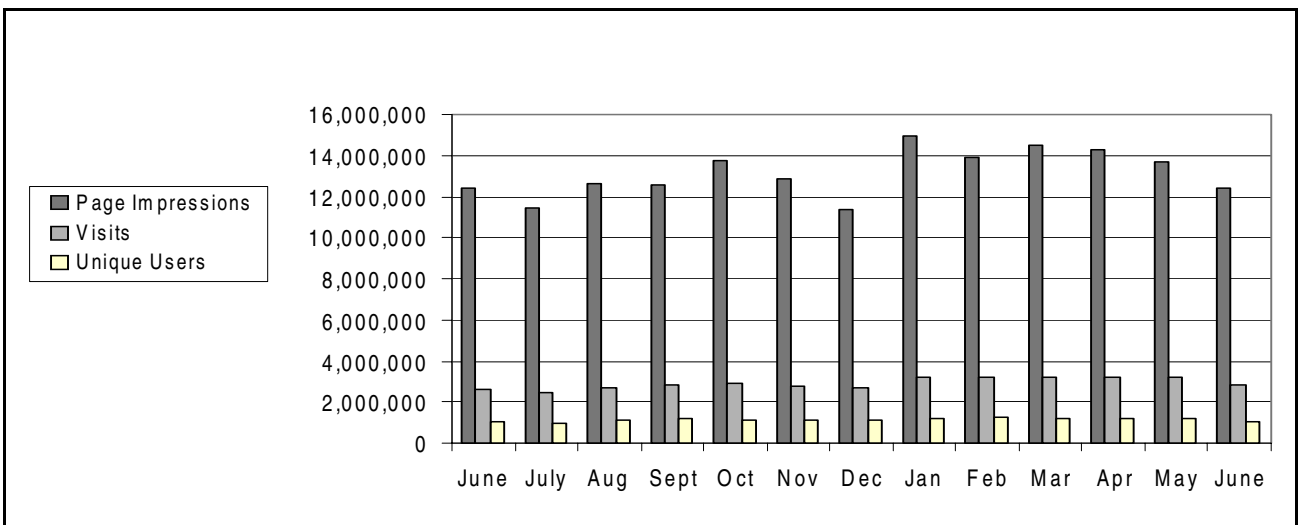


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JUNE 30, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	428,651	97,082	66,956	11	552,517	126,045	89,911	21	495,844	124,377	87,976
2	231,308	50,889	32,349	12	561,569	137,399	101,204	22	433,946	102,443	71,202
3	266,138	54,402	35,411	13	495,260	119,245	85,576	23	222,345	51,433	33,265
4	532,483	115,278	80,486	14	478,401	113,127	79,951	24	232,738	51,888	33,695
5	516,291	111,075	77,257	15	412,522	95,550	65,817	25	514,822	118,394	83,175
6	463,758	105,964	73,282	16	232,418	52,540	34,727	26	508,492	114,054	79,092
7	461,407	107,841	74,998	17	234,981	51,411	32,904	27	484,325	120,252	84,295
8	421,972	93,936	64,785	18	562,271	122,765	85,501	28	482,386	128,254	91,092
9	239,098	51,384	33,293	19	522,101	119,035	82,316	29	415,505	103,600	72,578
10	237,679	51,299	32,620	20	506,686	120,792	83,738	30	229,981	53,736	35,795



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JUNE 30, 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	1,653,593	55,120	13.4
/forums/index.php	FORUMS INDEX	1,418,468	47,282	11.5
/	CHRONICLE HOME PAGE	824,581	27,486	6.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	532,997	17,767	4.3
/news/rss.xml	NEWS CONTENT	415,041	13,835	3.4
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	253,236	8,441	2.0
/jobs/	CHRONICLE CAREERS HOME PAGE	222,559	7,419	1.8
/news/index.php	NEWS BLOG	158,312	5,277	1.3
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	122,827	4,094	1.0
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	92,909	3,097	0.8
/wiredcampus/index.php	THE WIRED CAMPUS	88,155	2,938	0.7
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	87,209	2,907	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	86,721	2,891	0.7
/forums/	CHRONICLE FORUMS	82,095	2,736	0.7
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	75,759	2,525	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	71,170	2,372	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	69,964	2,332	0.6
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	67,931	2,264	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	55,816	1,861	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	54,852	1,828	0.4
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	54,204	1,807	0.4
/services/login	ACCOUNT LOGIN	53,705	1,790	0.4
/news/	NEWS BLOG	49,117	1,637	0.4
/jobs/apply_online.php	APPLY JOBS ONLINE	43,371	1,446	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	43,157	1,439	0.3

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	3,332,402	26.9
Educational	2,161,112	17.5
Government	52,290	0.4
Military	18,480	0.1
Networks	3,076,947	24.9
Organizations	97,017	0.8
Other	2,250,344	18.2
Total	10,988,592	88.8
Unresolved IP Addresses	722	0.0
Total International	1,388,581	11.2
GRAND TOTAL	12,377,895	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	35,014	2.5
Asia	275,138	19.8
Canada	226,205	16.3
Europe	737,300	53.1
Middle America	40,676	2.9
Oceania	48,935	3.5
South America	25,313	1.9
Total International	1,388,581	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 824,581 pages, and /index.htm 5,136.

(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.

August, 2007

(Chronicle of Higher Education Web Site, Page #4 - #214940)

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