

**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# The Chronicle Of Higher Education

For the six months ended June 30, 2007

**Field Served:** Business officers, academic officers, information technology officers, senior administrators, and faculty members who run America's colleges and universities.

Published by The Chronicle of Higher Education, Inc.

Frequency: 49 times/year

ABC Member # 04-0193-0

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Be- low)
<b>Paid &amp; Verified Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid					
Print	74,569	97.2			
Digital	2,110	2.8			
Total Paid Subscriptions	76,679	100.0			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>76,679</b>	<b>100.0</b>			
Single Copy Sales	22	0.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>76,701</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.75		
Average Subscription Price Annualized (49 issue frequency)	\$82.50	\$79.87	
Average Subscription Price per Copy		\$1.63	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan. 5	77,504		77,504	17	77,521	Apr. 6	76,924		76,924	3	76,927
12	77,477		77,477	27	77,504	13	76,790		76,790	113	76,903
19	77,366		77,366	1	77,367	20	76,362		76,362	2	76,364
26	77,343		77,343	1	77,344	27	76,103		76,103	10	76,113
Feb. 2	76,740		76,740		76,740	May 4	75,805		75,805	43	75,848
9	76,726		76,726	31	76,757	11	75,632		75,632	185	75,817
16	77,151		77,151		77,151	18	75,734		75,734	14	75,748
23	77,537		77,537	4	77,541	25	75,479		75,479	34	75,513
Mar. 2	77,671		77,671	4	77,675	June 1	76,037		76,037	6	76,043
9	77,867		77,867	2	77,869	8	75,986		75,986	2	75,988
16	77,829		77,829	1	77,830	15	75,864		75,864	52	75,916
23	77,376		77,376	5	77,381	22	75,736		75,736	4	75,740
30	77,030		77,030		77,030	29	75,590		75,590	1	75,591



June 1 - 30, 2007

Audit Period  
(See Separate Report for Details)

This publication also has Web Site Activity audited by ABCi. See Par. 9

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	12,377,895	412,596	488,152	236,298
Unique Users	1,044,797	66,175	80,057	33,784

#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

#### 5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	88,666	100.0	86,607	100.0	84,435	100.0	82,191	100.0	77,313	100.0
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>88,666</b>	<b>100.0</b>	<b>86,607</b>	<b>100.0</b>	<b>84,435</b>	<b>100.0</b>	<b>82,191</b>	<b>100.0</b>	<b>77,313</b>	<b>100.0</b>
Single Copy Sales	N/A		N/A		21	0.0	25	0.0	37	0.0
<b>Total Paid &amp; Verified Circulation</b>	<b>88,666</b>	<b>100.0</b>	<b>86,607</b>	<b>100.0</b>	<b>84,456</b>	<b>100.0</b>	<b>82,216</b>	<b>100.0</b>	<b>77,350</b>	<b>100.0</b>
Year Over Year Percent of Change		-4.9		-2.3		-2.5		-2.7		-5.9
Paid & Verified Rate Base	N/A		N/A		N/A		N/A		N/A	
Avg. Annualized Subscription Price	\$73.99		\$78.89		\$77.68		\$77.42		\$78.40	

#### 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Print Average for Period	Digital Average for Period	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	74,179	2,110	76,289	99.5
Sponsored Sales	390		390	0.5
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>74,569</b>	<b>2,110</b>	<b>76,679</b>	<b>100.0</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>74,569</b>	<b>2,110</b>	<b>76,679</b>	<b>100.0</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	22		22	0.0
<b>TOTAL SINGLE COPY SALES</b>	<b>22</b>		<b>22</b>	<b>0.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>74,591</b>	<b>2,110</b>	<b>76,701</b>	<b>100.0</b>

\*Included in Average Price calculation

#### 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

#### 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

## 7. GEOGRAPHIC DATA for the May 4, 2007 issue

Total paid & verified circulation of this issue was 1.1% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	875		875		875
Arizona	980		980		980
Arkansas	539		539		539
California	6,071		6,071		6,071
Colorado	1,095		1,095		1,095
Connecticut	1,465		1,465		1,465
Delaware	280		280		280
District of Columbia	1,658		1,658	43	1,701
Florida	2,711		2,711		2,711
Georgia	1,834		1,834		1,834
Idaho	234		234		234
Illinois	3,774		3,774		3,774
Indiana	1,812		1,812		1,812
Iowa	867		867		867
Kansas	672		672		672
Kentucky	890		890		890
Louisiana	704		704		704
Maine	486		486		486
Maryland	2,009		2,009		2,009
Massachusetts	3,925		3,925		3,925
Michigan	2,379		2,379		2,379
Minnesota	1,270		1,270		1,270
Mississippi	492		492		492
Missouri	1,493		1,493		1,493
Montana	176		176		176
Nebraska	494		494		494
Nevada	302		302		302
New Hampshire	532		532		532
New Jersey	2,296		2,296		2,296
New Mexico	395		395		395
New York	7,281		7,281		7,281
North Carolina	2,036		2,036		2,036
North Dakota	225		225		225

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	2,928		2,928		2,928
Oklahoma	560		560		560
Oregon	773		773		773
Pennsylvania	4,645		4,645		4,645
Rhode Island	534		534		534
South Carolina	782		782		782
South Dakota	178		178		178
Tennessee	1,159		1,159		1,159
Texas	3,583		3,583		3,583
Utah	422		422		422
Vermont	371		371		371
Virginia	2,588		2,588		2,588
Washington	1,106		1,106		1,106
West Virginia	384		384		384
Wisconsin	1,277		1,277		1,277
Wyoming	128		128		128
<b>TOTAL 48 CONTER-MINOUS STATES</b>	<b>73,670</b>		<b>73,670</b>	<b>43</b>	<b>73,713</b>
Alaska	146		146		146
Hawaii	270		270		270
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>416</b>		<b>416</b>		<b>416</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>74,086</b>		<b>74,086</b>	<b>43</b>	<b>74,129</b>
Poss. & Other Areas	156		156		156
<b>U.S. &amp; POSS., etc.</b>	<b>74,242</b>		<b>74,242</b>	<b>43</b>	<b>74,285</b>
Canada	615		615		615
International	878		878		878
Other Unclassified					
Military or Civilian					
Personnel Overseas	70		70		70
<b>GRAND TOTAL</b>	<b>75,805</b>		<b>75,805</b>	<b>43</b>	<b>75,848</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May 4, 2007 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2007

A. DURATION		%
(a) One to six months (1 to 24 issues) .....	5,798	16.0
(b) Seven to eleven months (25 to 48 issues) .....	1,742	4.8
(c) Twelve months (49 issues) .....	22,231	61.5
(d) Thirteen to twenty-four months .....	5,991	16.6
(e) Twenty-five months and more .....	395	1.1
Total Subscriptions Sold in Period .....	36,157	100.0
<b>B. USE OF PREMIUMS</b>		
(a) Ordered without premium .....	36,155	100.0
(b) Ordered with material reprinted from this publication .....	None	
(c) Ordered with other premiums .....	2	0.0
Total Subscriptions Sold in Period .....	36,157	100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers .....	36,011	99.6
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling .....	146	0.4
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations .....	None	
(d) Subscriptions as part of membership in an organization .....	None	
Total Subscriptions Sold in Period .....	36,157	100.0

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$140.00; 3 yrs. \$203.00. Canada, 1 yr. \$135.00; 2 yrs. \$245.00; 3 yrs. \$360.50. International, 1 yr. \$295.00; 2 yrs. \$570.00; 3 yrs. \$830.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 5,648 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 2,584 or 3.4% of average paid subscription circulation.

(d) Sponsored Subscription Sales: The average of 390 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

### ABC Interactive Definitions:

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.

### Unique Users:

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. The Daily average represents the number of Unique Users that visited the site each day 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 average but limited to weekdays and weekends respectively.

This publisher also receives a monthly web site activity audit. See separate report for details.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2006; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-06	None Claimed	77,166	77,349	-183	-0.2
12-31-05	None Claimed	82,216	82,216		
12-31-04	None Claimed	84,539	84,457	82	0.1
12-31-03	None Claimed	86,736	86,607	129	0.1
12-31-02	None Claimed	88,522	88,665	-143	-0.2

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.75
	Association Subscription Price	
	U.S. Subscription Price	82.50
	Canadian Subscription Price	135.00
	International Subscription Price	295.00