

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
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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.

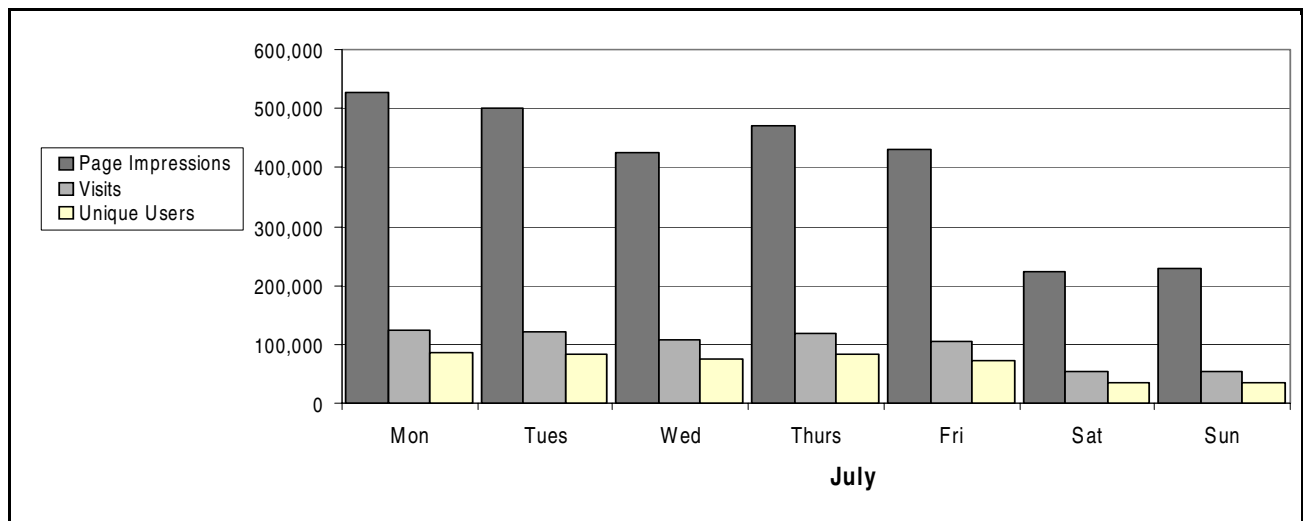
THE CHRONICLE OF HIGHER EDUCATION

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

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	835,663	26,957	32,889	12,457
All Other	11,633,986	375,290	441,471	213,515
GRAND TOTAL	12,469,649	402,247	474,360	225,972
Visits	3,035,363	97,915	116,074	53,525
Unique Users, See Par. 6(b)	1,110,705	67,280	80,586	34,755

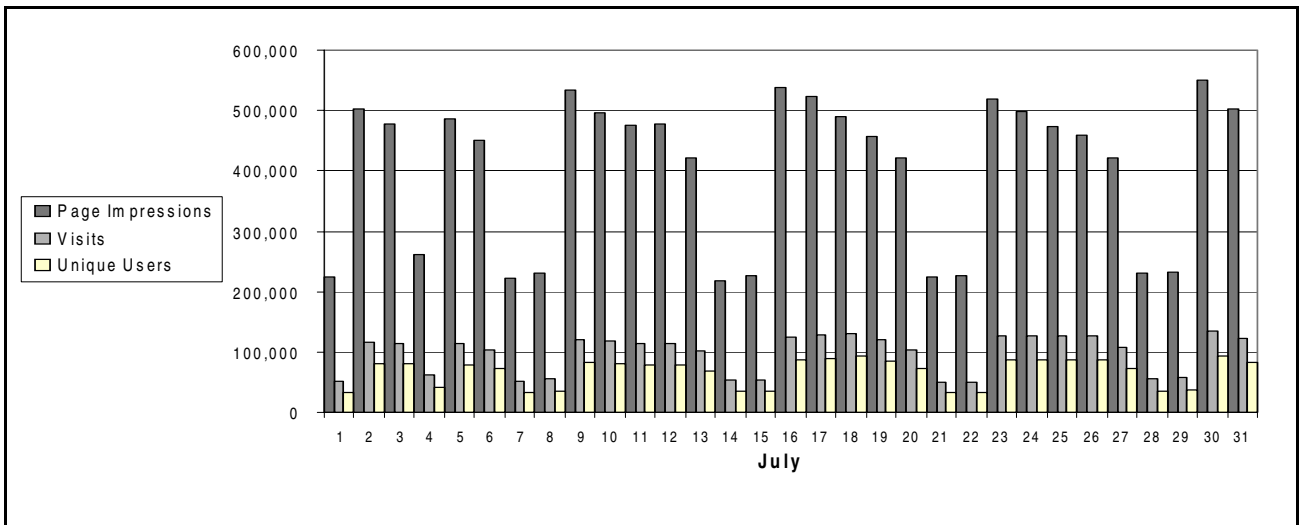
1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.2

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

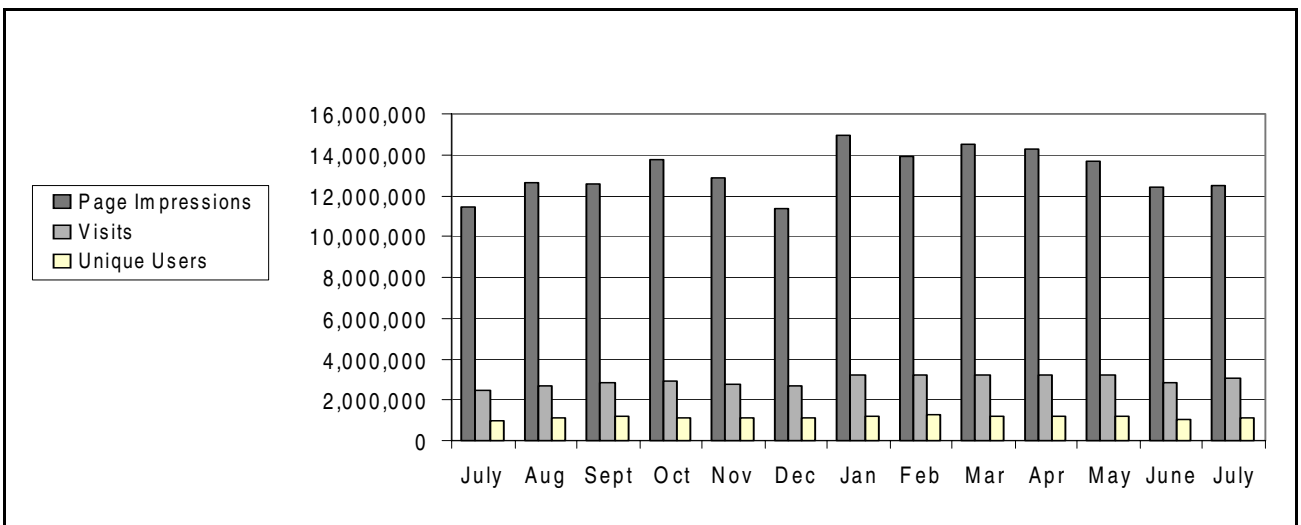


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JULY 31, 2007:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	224,408	52,262	33,861	11	476,154	113,970	79,319	21	223,734	50,795	32,495
2	501,969	115,229	80,290	12	477,812	115,206	79,572	22	226,322	50,411	32,444
3	477,173	114,639	80,810	13	421,673	100,923	69,158	23	518,424	125,813	88,092
4	260,563	61,893	41,271	14	218,646	53,942	35,532	24	498,126	126,549	86,612
5	486,298	113,649	79,148	15	226,240	53,138	34,807	25	473,389	125,786	86,607
6	451,171	104,268	72,232	16	537,029	124,441	86,471	26	459,648	126,539	86,466
7	221,803	52,323	33,847	17	523,718	127,894	89,735	27	422,249	108,097	73,660
8	229,970	55,067	36,266	18	490,554	130,353	93,562	28	230,241	55,096	35,302
9	533,390	120,225	83,890	19	456,904	119,539	84,857	29	232,381	58,693	38,241
10	496,297	117,593	81,977	20	421,844	104,433	73,076	30	549,135	134,697	92,510
								31	502,384	121,900	83,578



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JULY 31, 2007:



4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/forums/index.php	FORUMS INDEX	1,831,847	59,092	14.7
/jobs/id.php	INDIVIDUAL JOB LISTINGS	1,590,867	51,318	12.8
/	CHRONICLE HOME PAGE	830,970	26,805	6.7
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	504,231	16,266	4.0
/news/rss.xml	NEWS CONTENT	393,278	12,686	3.2
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	230,018	7,420	1.8
/jobs/	CHRONICLE CAREERS HOME PAGE	200,108	6,455	1.6
/news/index.php	NEWS BLOG	194,747	6,282	1.6
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	112,225	3,620	0.9
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	102,795	3,316	0.8
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	100,518	3,243	0.8
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	83,713	2,700	0.7
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	81,873	2,641	0.7
/wiredcampus/index.php	THE WIRED CAMPUS	78,635	2,537	0.6
/forums/	CHRONICLE FORUMS	78,278	2,525	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	69,607	2,245	0.6
/temp/reprint.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	67,941	2,192	0.5
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	66,139	2,134	0.5
/blogs/footnoted/index.php	DAILY ACADEMIC BLOG	56,051	1,808	0.4
/government/	GOVERNMENT AND POLITICS	55,916	1,804	0.4
/jobs/apply_online.php	APPLY JOBS ONLINE	53,499	1,726	0.4
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	51,925	1,675	0.4
/jobs/browse/location/	BROWSE JOBS BY LOCATION	51,103	1,648	0.4
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	48,230	1,556	0.4
/news/	NEWS BLOG	43,674	1,409	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	3,582,279	28.7
Educational	1,903,605	15.3
Government	46,849	0.4
Military	16,249	0.1
Networks	2,792,367	22.4
Organizations	83,874	0.7
Other	2,696,030	21.6
Total	11,121,253	89.2
Unresolved IP Addresses	5,670	0.0
Total International	1,342,726	10.8
GRAND TOTAL	12,469,649	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	35,775	2.7
Asia	286,330	21.3
Canada	297,943	22.2
Europe	603,271	44.9
Middle America	40,592	3.0
Oceania	50,622	3.8
South America	28,193	2.1
Total International	1,342,726	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page / consists of 830,970 pages, and /index.htm 4,693.

(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 - #215228)

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