

## INTERACTIVE AUDIT REPORT



Audit Bureau  
of Circulations  
**ABCinteractive**

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## AD AGE WEB SITE ACTIVITY

Primary URL:

<http://www.AdAge.com>

Publisher:

**Adage.com**

711 Third Avenue

New York, NY 10017-0111

**Pete Roper, General Manager, Interactive**

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Publisher's Description:

AdAge.com is a constantly updated site publishing news stories about the advertising, marketing and media industries. It is aimed at a national and international audience of marketing professionals, ad agency personnel and media executives. The site includes some features from the weekly Advertising Age print magazine as well as special reports, marketing data and an in-depth archive of past coverage.



### 1. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR THREE MONTHS ENDED JUNE 30, 2010:

APRIL	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	3,330,029	111,001	136,915	39,739
Visits	1,211,174	40,372	50,347	12,943
Unique Users, See Par. 6	667,080	33,874	42,250	10,837

Average Duration per Unique User Visit: 16 minutes 51 seconds.

MAY	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	3,073,025	99,130	128,841	36,736
Visits	1,135,860	36,641	48,088	12,600
Unique Users, See Par. 6	646,849	31,087	40,681	10,938

Average Duration per Unique User Visit: 18 minutes 3 seconds.

JUNE	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	3,155,782	105,192	131,182	33,724
Visits	1,128,623	37,621	47,134	11,459
Unique Users, See Par. 6	629,980	31,792	39,742	9,932

Average Duration per Unique User Visit: 17 minutes 22 seconds.

APRIL-JUNE	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	9,558,836	105,042	132,366	36,733
Visits	3,475,657	38,194	48,274	11,589
Unique Users, See Par. 6	1,744,731	32,238	40,894	10,598

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**2. TOTAL ACTIVITY BY DAY FOR THREE MONTHS ENDED JUNE 30, 2010:****APRIL**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	143,924	41,746	34,380	11	46,127	14,965	12,618	21	126,673	46,755	39,170
2	86,736	30,984	25,993	12	152,975	56,052	46,556	22	143,685	56,932	47,887
3	30,650	10,184	8,227	13	177,540	70,987	61,091	23	144,069	54,283	46,679
4	38,165	10,541	8,484	14	143,670	54,936	46,654	24	38,755	13,732	11,781
5	134,099	49,246	40,811	15	128,312	48,138	39,919	25	51,181	17,025	14,448
6	143,825	50,574	42,027	16	114,767	43,455	36,965	26	156,000	56,688	46,824
7	138,434	51,296	42,962	17	35,464	11,336	9,673	27	149,027	49,932	41,442
8	148,997	55,517	46,217	18	44,634	14,832	12,522	28	144,974	53,425	45,107
9	107,206	39,820	33,589	19	152,936	55,547	46,069	29	128,535	48,324	40,657
10	32,931	10,929	8,946	20	152,034	56,946	48,016	30	93,704	36,047	30,493

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**MAY**

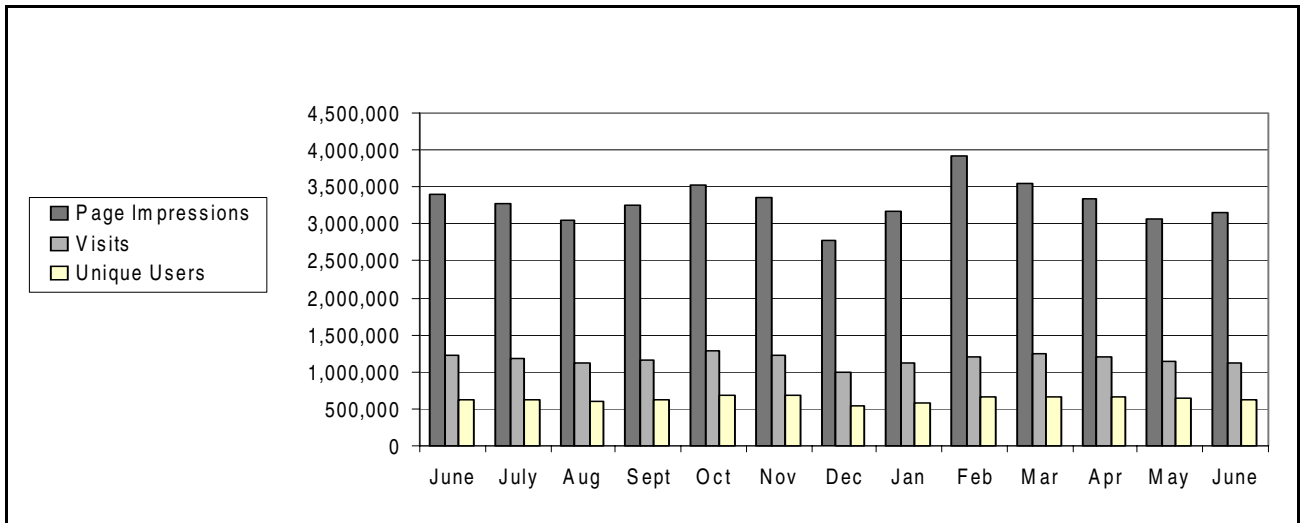
Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	29,885	11,353	9,712	11	161,192	57,221	48,227	21	138,714	55,657	48,187
2	39,294	14,191	12,013	12	128,644	48,153	40,712	22	35,075	12,990	11,509
3	141,710	56,326	47,385	13	132,976	54,121	46,201	23	40,060	14,350	12,487
4	123,319	43,624	36,157	14	101,728	40,130	34,456	24	138,303	50,926	42,609
5	126,159	45,435	38,045	15	36,756	11,429	9,995	25	140,129	52,728	44,800
6	146,803	55,008	46,810	16	38,489	13,801	11,941	26	141,447	47,401	39,753
7	118,533	45,192	38,896	17	140,828	50,280	42,034	27	129,952	50,940	43,512
8	39,293	13,792	12,018	18	136,347	50,234	41,939	28	88,260	33,681	29,206
9	52,237	14,194	12,261	19	133,077	45,489	38,188	29	27,368	9,721	8,605
10	153,588	59,070	49,396	20	136,424	51,616	43,595	30	28,905	10,181	8,838
								31	47,530	16,626	14,196

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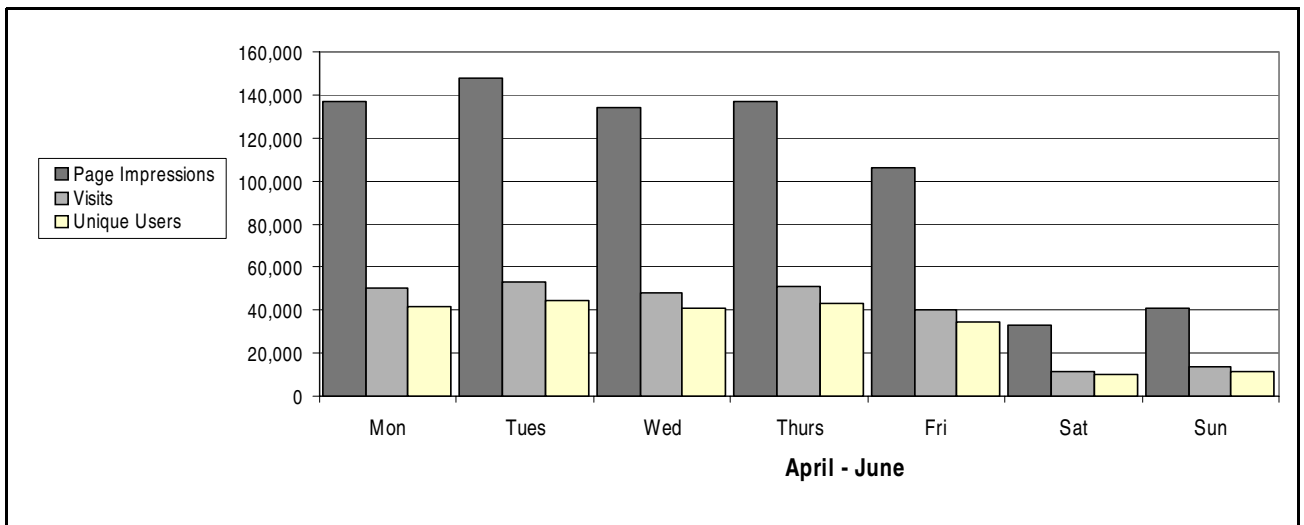
**JUNE**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	148,655	56,548	47,081	11	97,701	35,755	29,999	21	151,883	55,375	45,904
2	116,741	40,520	33,800	12	28,550	9,745	8,424	22	139,772	51,527	43,628
3	121,382	43,561	36,166	13	35,503	11,725	9,987	23	137,583	49,897	42,003
4	99,582	35,760	29,837	14	131,546	44,931	37,148	24	123,061	43,953	36,371
5	31,082	10,138	8,809	15	118,125	41,440	34,783	25	90,396	32,110	27,197
6	40,106	13,425	11,624	16	142,867	54,722	46,919	26	31,649	9,890	8,486
7	148,351	49,271	41,286	17	160,331	67,509	59,092	27	37,871	12,333	10,676
8	158,198	58,368	49,511	18	94,918	38,980	34,257	28	134,098	50,067	42,069
9	132,155	48,538	40,903	19	29,523	11,591	10,280	29	169,921	49,358	41,827
10	133,247	49,322	41,314	20	35,508	12,825	11,172	30	135,477	39,439	33,218

**3a. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JUNE 30, 2010:**



**3b. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**



**3c. TOTAL ACTIVITY BY WEEK FOR THREE MONTHS ENDED JUNE 30, 2010:**

Week Beginning	Page Impressions	Visits	Unique Users
March 28, 2010	794,032	261,718	180,171
April 4, 2010	743,657	267,923	205,580
April 11, 2010	798,855	299,869	205,484
April 18, 2010	802,786	299,027	185,170
April 25, 2010	753,306	272,794	190,341
May 2, 2010	735,111	273,568	195,996
May 9, 2010	767,121	284,318	192,660
May 16, 2010	758,954	280,067	181,028
May 23, 2010	705,519	259,747	146,919
May 30, 2010	593,877	213,334	179,759
June 6, 2010	738,308	264,424	194,336
June 13, 2010	712,813	270,898	172,864
June 20, 2010	709,852	255,577	161,332
Weekly Averages	739,553	269,482	183,972

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#### 4. MOST POPULAR SECTIONS WITHIN THE SITE:

Description	Page Impressions	Daily Average	% of Grand Total
Home Page	2,563,139	28,166	26.8
Top News of the Day	1,371,492	15,071	14.3
Digital	1,328,835	14,603	13.9
Special Report(s) *	613,491	6,742	6.4
Agency News	587,934	6,461	6.2
Mediaworks	514,010	5,648	5.4
Talent Works	370,876	4,076	3.9
Data Center	236,747	2,602	2.5
Columnists	224,604	2,468	2.3
CMO Strategy	220,913	2,428	2.3
Power 150	176,996	1,945	1.9
Small Agency Diary	176,070	1,935	1.8
Family Trees (Agency, Marketer)	170,047	1,869	1.8
Madison + Vine	167,406	1,840	1.8
Search	134,146	1,474	1.4
Best Ads	132,109	1,452	1.4
Video	128,211	1,409	1.3
AdAges	127,097	1,397	1.3
People and Players	70,678	777	0.7
The Big Tent	65,000	714	0.7
White Papers	62,798	690	0.7
Hispanic Marketing	60,757	668	0.6
Current Issue	42,812	470	0.4
Ad Adge China	30,294	333	0.3
Ad Age Events	20,718	228	0.2

\* Special Reports includes : Digital A-List 2010, Women to Watch - 2010, Digital Conference and Others.

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#### 5. PROFILE OF TOP 75 USERS BY DOMAIN:

Domain	Company	Page Impressions
1 MAJOR ISP's	misc.	4,975,849
2 us-resources.com	Publicis Groupe	54,672
3 Known Educational Establishments (.edu)	Miscellaneous universities and schools	49,081
4 microsoft.com	Microsoft Corporation	27,046
5 mccann.com	McCann World Group	26,595
6 pg.com	Procter & Gamble	24,826
7 yr.com	Young and Rubicam	24,290
8 cbs.com	CBS Broadcasting	22,854
9 yahoo.com	Yahoo!	21,094
10 nbcuni.com	NBC Universal, Inc.	21,086
11 viacom.com	Viacom Inc	20,195
12 disney.com	Disney Corporation	16,141
13 globalmediexchange.com	Carat North America	14,458
14 interpublic.com	Interpublic Group	13,666
15 advancemags.com	Advance Magazine Group	11,724
16 edelman.com	Edelman Public Relations	11,097
17 foxinc.com	Fox Broadcasting	10,825
18 trb.com	Tribune Company	10,443
19 grey.com	Grey Global Group	9,288
20 jnj.com	Johnson & Johnson	8,710
21 unilever.com	Unilever PLC	8,402
22 insidemedias.net	WPP's Group M Worldwide	7,756
23 ford.com	Ford Motor Company	7,701
24 tbwachiat.com	TBWA Chiat Day	7,648
25 gsdm.com	GSD&M	7,263

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**5. PROFILE OF TOP 75 USERS BY DOMAIN: (Continued)**

<b>Domain</b>	<b>Company</b>	<b>Page Impressions</b>
26 campbell-ewald.com	Campbell-Ewald	6,922
27 gannett.com	Gannett Media	6,920
28 google.com	Google	6,565
29 rga.com	R/GA	6,504
30 havasmedia.com	Havas Media	6,254
31 generalmills.com	General Mills	5,660
32 clearchannel.com	Clear Channel Communications	5,566
33 discovery.com	Discovery Communications Inc.	5,272
34 eurorscg.com	Euro RSCG Worldwide	5,184
35 nytimes.com	New York Times	5,135
36 richards.com	The Richards Group	5,104
37 wk.com	Wieden+Kennedy	4,821
38 kcc.com	Kimberly-Clark Corporation	4,596
39 intel.com	Intel Corporation	4,409
40 mullen.com	Mullen	4,128
41 twi.com	Time Warner -Combine with timeinc.com	4,043
42 hp.com	Hewlett-Packard Company	3,914
43 usps.gov	US Postal Service	3,914
44 razorfish.com	Avenue A   Razorfish	3,883
45 maclaren.com	MacLAREN McCANN	3,872
46 cisco.com	Cisco Corporation	3,608
47 nike.com	NIKE, Inc.	3,520
48 sohonet.co.uk	Sohonet Media Network	3,333
49 ogilvy.com	Ogilvy Advertsing	3,331
50 bridgeworldwide.com	Bridge Worldwide	3,234
51 amazon.com	Amazon.com	2,992
52 tedata.net	LOOK UP !!!	2,929
53 triaddigital.com	Triad Digital Media	2,926
54 bloomberg.com	Bloomberg Financial	2,805
55 broadband.corbina.ru	LOOK UP !!!	2,800
56 belo.com	Belo Corporation	2,791
57 pfizer.com	Pfizer Corporation	2,778
58 wal-mart.com	Walmart Corporation	2,734
59 army.mil	US Army	2,640
60 kpn.net	LOOK UP !!!	2,629
61 wells Fargo.com	Wells Fargo Bank	2,588
62 inchord.net	inVentiv Communications	2,580
63 mdp.com	Meredith Corporation	2,566
64 washpost.com	The Washington Post	2,547
65 venablesbell.com	Venables, Bell and Partners	2,467
66 valassis.com	Valassis Communications	2,346
67 cnet.com	CNET Communications	2,236
68 dentsuamerica.com	Dentsu America	2,217
69 limited.com	Limited Brands	2,167
70 fleishman.com	Fleishman-Hillard International Communications	2,145
71 nissan-usa.com	Nissan Motor Co., Ltd.	1,977
72 starbucks.com	Starbucks Corporation	1,911
73 progressive.com	Progressive Casualty Insurance Company	1,906
74 scrippsnetworksinteractive.com	Scripps Networks Interactive Inc	1,898
75 bradv.com	bernstein-rein	1,892

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## 6. EXPLANATORY:

Par. 1: This site uses the Cookie-based method to measure Unique Users. If cookies are not accepted, then the IP address & User-agent in combination based method is used 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. 1.

The Daily average represents the number of Unique Users that visited the site each day as shown in Par. 2, 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.

### APRIL

**Average Duration per Visit:** 9 minutes 18 seconds. This calculation excludes 811,521 visits for which duration could not be measured due to only one request during a particular user's session.

**Average Duration per Unique User Visit:** 16 minutes 51 seconds. This calculation excludes 446,517 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 80,498 Unique Users that were in both categories.

**Total Monthly Duration per Unique User:** 30 minutes 31 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

### MAY

**Average Duration per Visit:** 9 minutes 56 seconds. This calculation excludes 781,687 visits for which duration could not be measured due to only one request during a particular user's session.

**Average Duration per Unique User Visit:** 18 minutes 3 seconds. This calculation excludes 451,911 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 72,730 Unique Users that were in both categories.

**Total Monthly Duration per Unique User:** 32 minutes 48 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

### JUNE

**Average Duration per Visit:** 9 minutes 26 seconds. This calculation excludes 772,966 visits for which duration could not be measured due to only one request during a particular user's session.

**Average Duration per Unique User Visit:** 17 minutes 22 seconds. This calculation excludes 436,757 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration. For the period, there were 72,852 Unique Users that were in both categories.

**Total Monthly Duration per Unique User:** 31 minutes 58 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

## 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 Circulations:

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.

ABC Interactive Services provided by Audit Bureau of Verification Services, Inc., a subsidiary of the Audit Bureau of Circulations.

**Audit Bureau of Verification Services, Inc.**

(Ad Age Web Site, Page #6 - #223892)

August 2010

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