

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, IL 60173

Tel 847/605-0909 • Fax 847/605-0483

URL <http://www.abcinteractiveaudits.com>

Client Number: 09-0062-0 / IA

TOLEDO BLADE WEB SITE ACTIVITY

Primary URL:

<http://www.toledoblade.com>

Publisher:

Toledo Blade

541 N. Superior St.

Toledo, OH 43660

Phone: (419) 724-6000

Publisher's Description:

The web site of The Blade newspaper, the premier source of information about northwest Ohio and southeast Michigan.

toledoblade.com[®]

1. AVERAGE NUMBER OF PAGE IMPRESSIONS AND UNIQUE USERS FOR THREE MONTHS ENDED DECEMBER 31, 2005:

OCTOBER	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions				
Home Page	1,095,001	35,323	39,466	26,622
All Other	3,755,704	121,152	124,894	113,293
GRAND TOTAL	4,850,705	156,475	164,360	139,915
Unique Users, See Par. 5(a)	566,040	31,692	32,108	30,817
NOVEMBER	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions				
Home Page	1,131,326	37,711	41,567	27,107
All Other	3,844,634	128,154	135,202	108,775
GRAND TOTAL	4,975,960	165,865	176,769	135,882
Unique Users, See Par. 5(a)	474,420	29,703	32,379	22,344
DECEMBER	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions				
Home Page	1,052,491	33,951	37,910	24,274
All Other	3,684,767	118,863	127,722	97,209
GRAND TOTAL	4,737,258	152,814	165,632	121,483
Unique Users, See Par. 5(a)	486,372	28,644	31,944	20,579
OCTOBER - DECEMBER	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions				
Home Page, See Par. 5(b)	3,278,818	35,639	39,650	25,983
All Other	11,285,105	122,664	129,340	106,593
GRAND TOTAL	14,563,923	158,304	168,990	132,576

2. TOTAL ACTIVITY BY DAY FOR THREE MONTHS ENDED DECEMBER 31, 2005:**OCTOBER**

Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users
1	81,947	15,879	11	150,236	29,327	21	151,069	31,437
2	106,417	17,796	12	141,155	26,149	22	112,562	21,429
3	167,303	28,650	13	142,502	25,914	23	144,390	23,144
4	158,246	28,106	14	122,767	24,788	24	178,470	31,598
5	159,634	27,737	15	222,161	42,094	25	160,789	29,739
6	153,630	27,149	16	236,304	100,821	26	165,873	30,043
7	134,235	28,316	17	241,348	53,504	27	192,353	41,040
8	99,097	19,367	18	177,912	35,366	28	169,528	36,125
9	138,801	22,417	19	157,126	30,874	29	109,032	21,990
10	171,825	34,187	20	170,757	37,896	30	148,435	23,229
						31	184,801	36,329

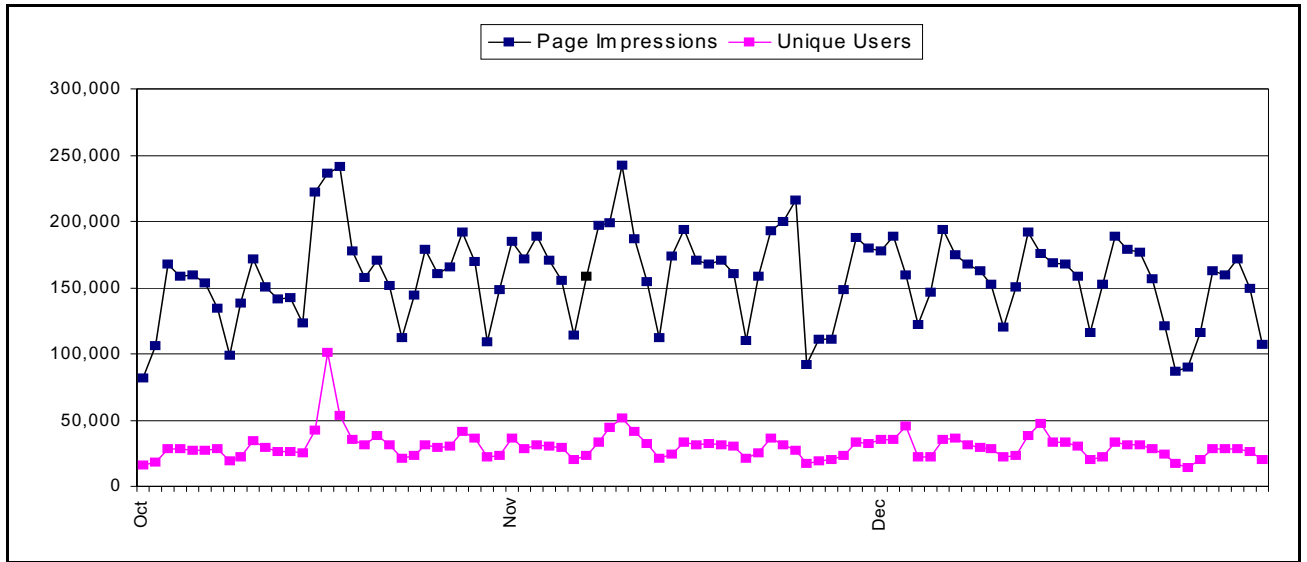
NOVEMBER

Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users
1	171,978	28,042	11	154,291	32,064	21	193,378	36,202
2	188,735	30,834	12	112,444	20,898	22	200,097	31,567
3	170,715	30,577	13	173,752	24,407	23	215,858	27,037
4	155,774	28,885	14	194,084	33,667	24	91,640	17,110
5	114,023	20,317	15	170,261	31,470	25	111,002	19,669
6	158,723	23,636	16	168,003	32,132	26	111,287	19,837
7	197,200	33,692	17	170,811	31,512	27	148,346	23,507
8	199,390	44,151	18	160,988	30,131	28	187,774	33,298
9	242,429	51,200	19	109,828	21,196	29	179,681	32,360
10	186,790	40,914	20	158,652	24,953	30	178,026	35,817

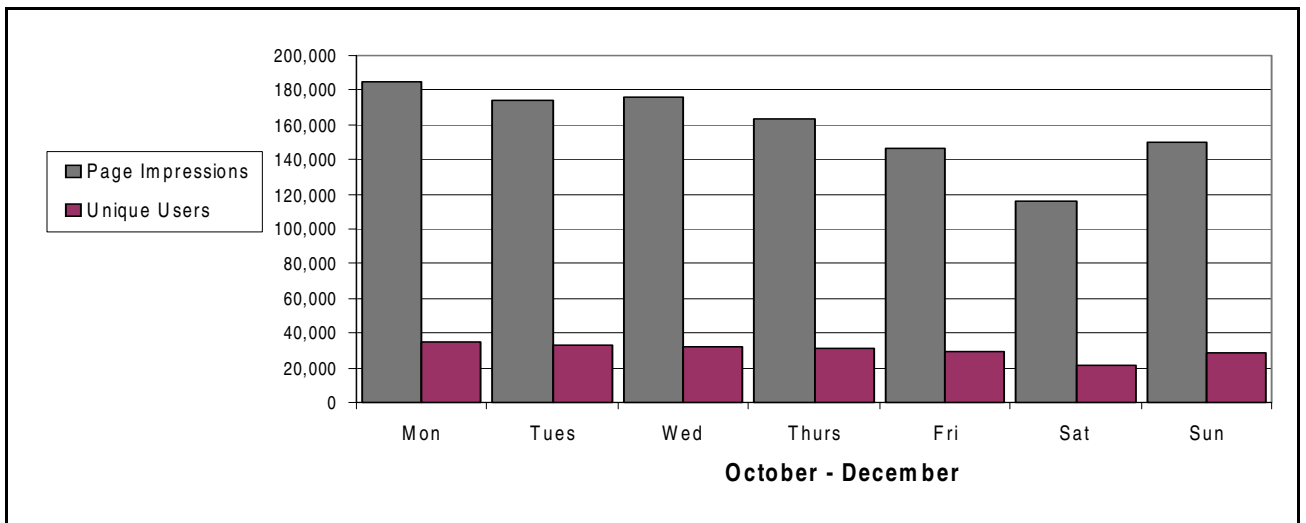
DECEMBER

Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users	Date	Page Impressions	Unique Users
1	188,599	35,326	11	150,720	23,209	21	176,506	30,877
2	159,931	45,190	12	191,851	38,115	22	156,681	28,405
3	122,525	22,435	13	176,173	47,275	23	121,191	23,833
4	146,960	22,671	14	168,814	33,023	24	87,131	17,165
5	194,423	35,202	15	168,151	33,598	25	89,891	14,135
6	174,725	36,513	16	158,266	30,318	26	115,793	20,426
7	167,399	31,169	17	116,494	20,371	27	162,361	28,223
8	162,190	29,114	18	152,226	22,682	28	159,654	28,382
9	152,546	28,587	19	188,640	33,054	29	171,753	28,197
10	120,576	22,017	20	178,437	31,555	30	149,828	26,384
						31	106,823	20,524

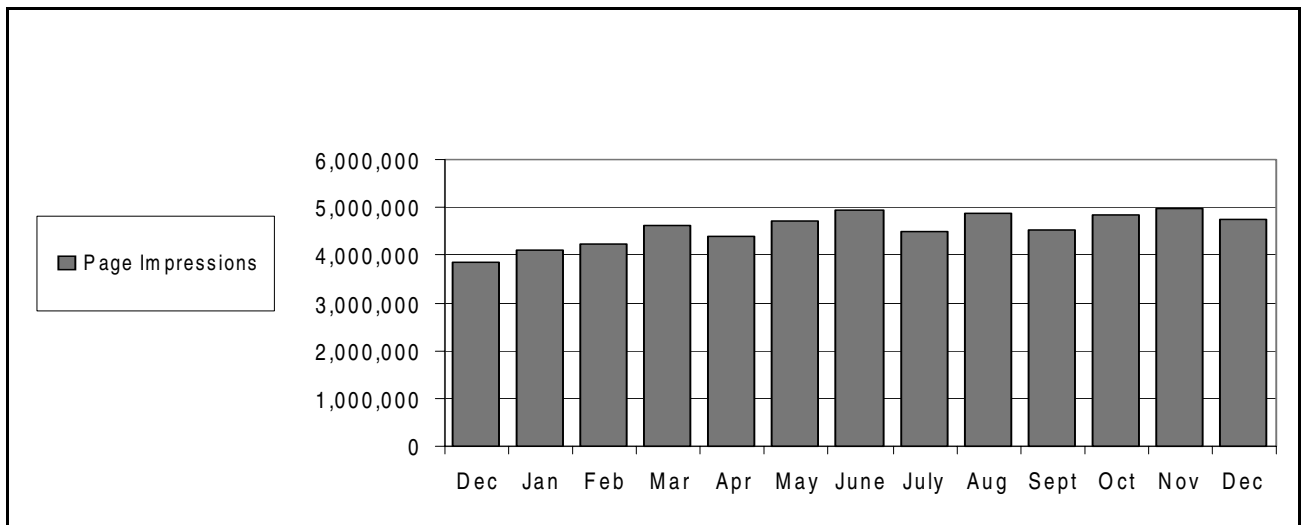
2. TOTAL ACTIVITY BY DAY FOR THREE MONTHS ENDED DECEMBER 31, 2005: (cont.)



3a. AVERAGE DAILY USAGE BY DAY OF THE WEEK:



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED DECEMBER 31, 2005:



4a. PROFILE OF USERS BY U.S. DOMAIN:

Domain Type	Page Impressions	%
Commercial	4,329,718	30.7
Educational	626,140	4.1
Government	36,784	0.3
Military	32,496	0.2
Networks	1,279,122	9.8
Organizations	271,316	2.1
Other	333,404	2.0
Total	6,908,980	49.2
Unresolved IP Addresses	7,560,488	50.2
Total International	94,455	0.6
GRAND TOTAL	14,563,923	100.0

4b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	1,340	1.6
Asia	9,462	13.2
Canada	18,963	24.7
Europe	53,856	39.6
Middle America	3,455	5.5
Oceania	5,810	14.0
South America	1,569	1.4
Total International	94,455	100.0

5. EXPLANATORY:

(a) Par. 1: This site uses the IP address & User-agent in combination based method to measure Unique Users.

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 average but limited to weekdays and weekends respectively.

(b) Par. 1: Home Page /apps/pbcs.dll/frontpage consists of 3,278,818 pages.

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.

(Toledo Blade Web Site, Page #5 - #210098)

January, 2006

09-0062-0

Copyright © 2006 Audit Bureau of Verification Services, Inc. All rights reserved.