

INTERACTIVE AUDIT REPORT



A subsidiary of
Audit Bureau of Circulations

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THE NEWS WEB SITE ACTIVITY

Primary URL:
www.achrnews.com

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Publisher's Description:

Achrnews.com is targeted to the air conditioning, heating and refrigeration industry. The Web site has more breaking news and in-depth content than any other online HVACR information resource. Our entire print issue is posted online every week and visitors can search through editorial archives dating back to 1999. Achrnews.com is a complement to the weekly print publication -- The Air Conditioning, Heating and Refrigeration News."

Air Conditioning | Heating | Refrigeration

the NEWS

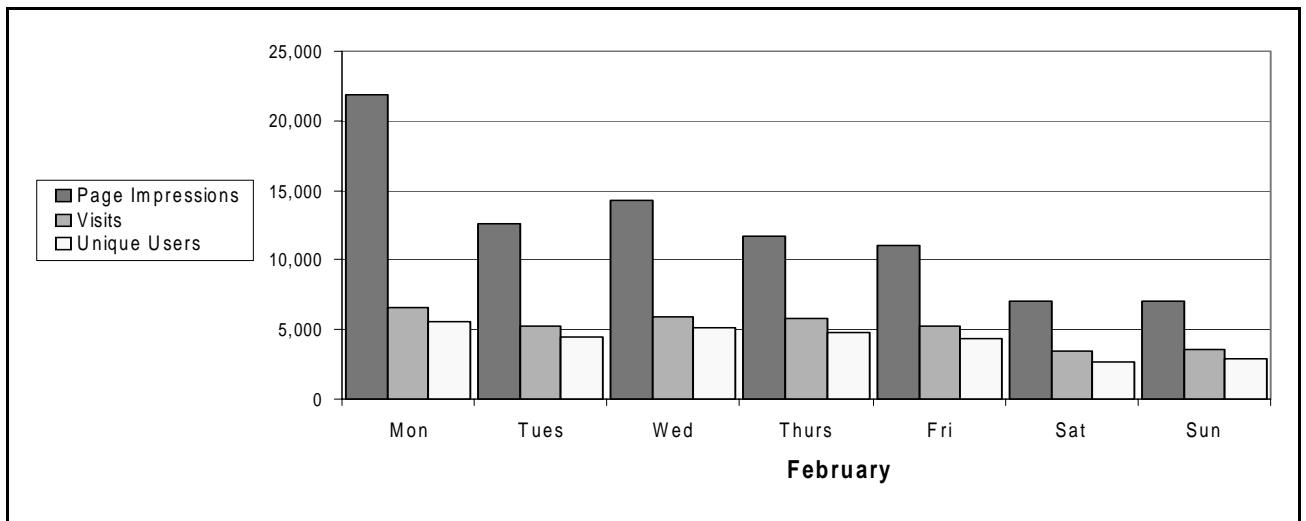
1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED FEBRUARY 29, 2008:

	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions	352,618	12,159	14,128	6,993
Visits	148,909	5,135	5,751	3,517
Unique Users	102,753	4,282	4,847	2,800

1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER VISITS: 2.4

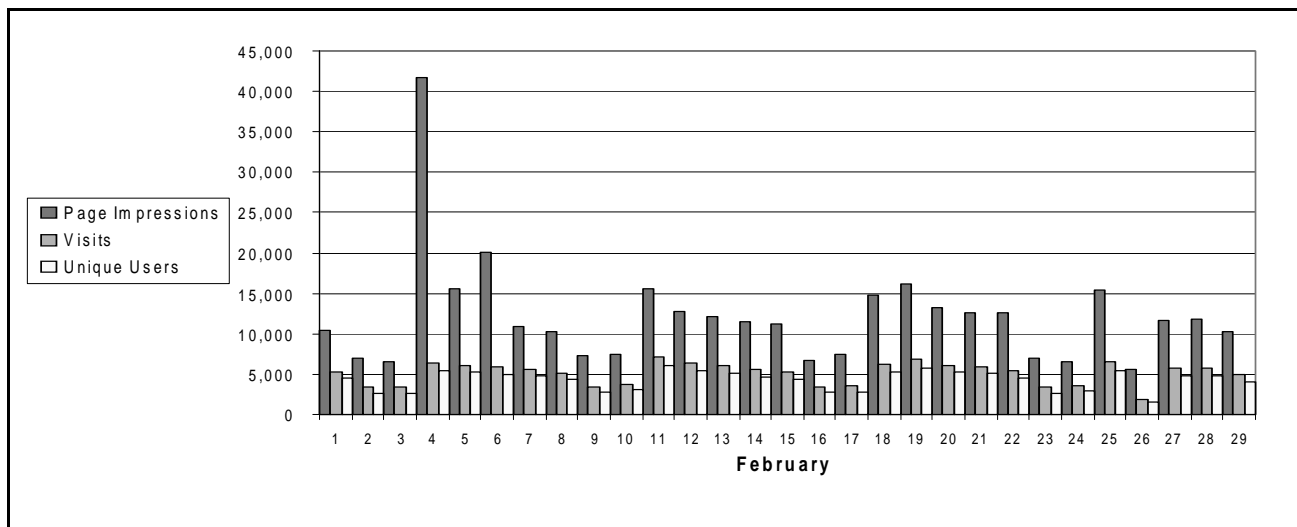
1c. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 3.4

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:



3. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED FEBRUARY 29, 2008:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	10,451	5,356	4,466	11	15,517	7,150	6,114	21	12,645	5,959	5,067
2	6,946	3,434	2,685	12	12,736	6,371	5,437	22	12,638	5,463	4,515
3	6,497	3,378	2,689	13	12,085	6,029	5,137	23	6,967	3,464	2,674
4	41,711	6,426	5,437	14	11,453	5,596	4,664	24	6,512	3,572	2,883
5	15,628	6,141	5,237	15	11,286	5,325	4,394	25	15,377	6,502	5,502
6	20,048	5,929	5,050	16	6,703	3,495	2,777	26	5,662	1,854	1,578
7	10,957	5,670	4,776	17	7,542	3,530	2,831	27	11,726	5,713	4,853
8	10,314	5,180	4,305	18	14,826	6,299	5,239	28	11,776	5,828	4,887
9	7,331	3,476	2,733	19	16,222	6,792	5,704	29	10,310	5,050	4,121
10	7,442	3,785	3,125	20	13,310	6,142	5,295				



4. EXPLANATORY:

This site uses IP and User Agent to determine a Unique User.

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. 3, 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.

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.

(The News Web Site, Page #2 - #000000)