

INTERACTIVE AUDIT REPORT



Audit Bureau
of Circulations
ABCinteractive

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THE NEWS WEB SITE ACTIVITY

Primary URL:

www.achrnews.com

Publisher:

BNP Media

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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

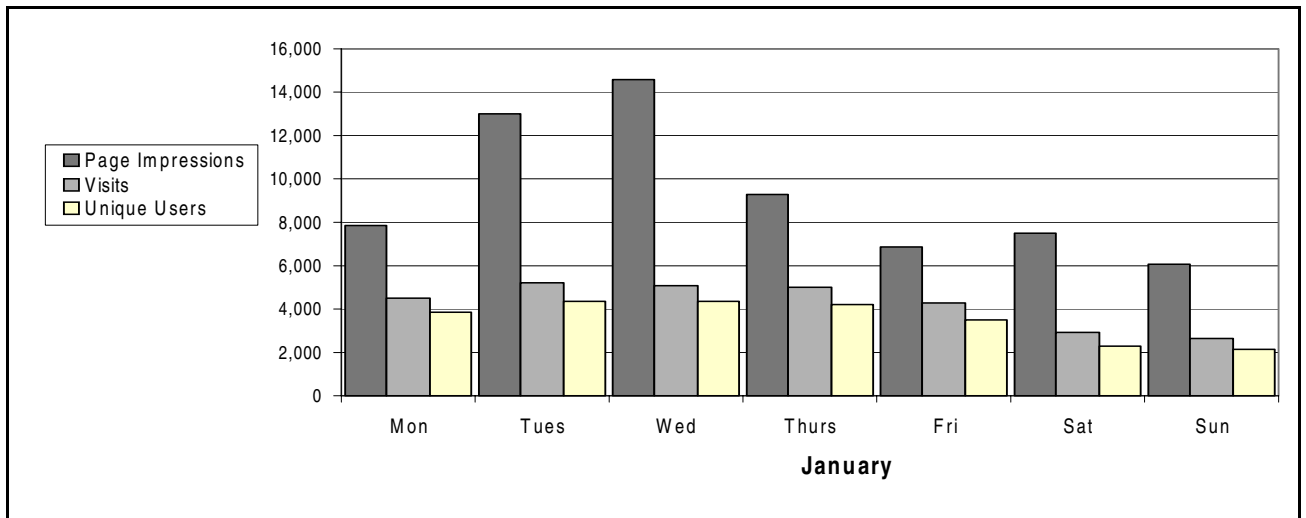
1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JANUARY 31, 2011:

	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Page Impressions				
Home Page	31,717	1,023	1,187	680
All Other	249,759	8,057	8,991	6,095
GRAND TOTAL	281,476	9,080	10,178	6,775
Visits	128,294	4,139	4,782	2,787
Unique Users	96,399	3,455	4,039	2,229

1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER VISITS: 2.2

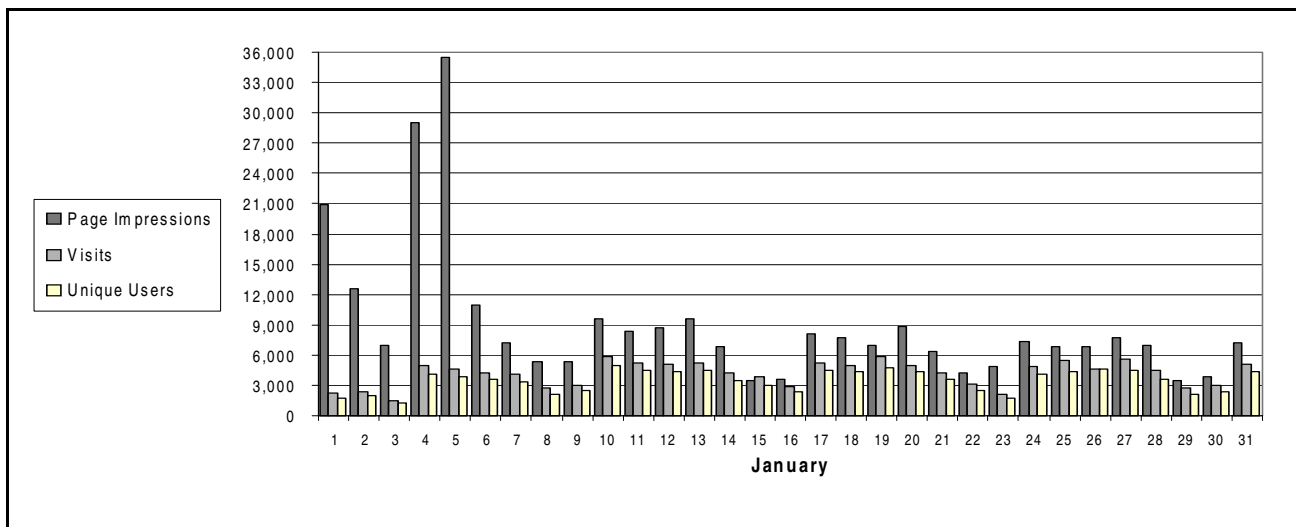
1c. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 2.9

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:



3. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JANUARY 31, 2011:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	20,932	2,225	1,733	11	8,405	5,282	4,501	21	6,364	4,220	3,558
2	12,635	2,400	1,941	12	8,765	5,082	4,334	22	4,176	3,069	2,465
3	6,995	1,481	1,238	13	9,576	5,227	4,425	23	4,839	2,164	1,683
4	29,025	4,978	4,133	14	6,797	4,229	3,520	24	7,297	4,803	4,108
5	35,515	4,635	3,892	15	3,489	3,825	3,012	25	6,823	5,503	4,357
6	10,917	4,215	3,601	16	3,632	2,888	2,355	26	6,886	4,622	4,547
7	7,224	4,060	3,331	17	8,041	5,272	4,523	27	7,780	5,553	4,442
8	5,319	2,686	2,129	18	7,661	4,994	4,308	28	7,024	4,528	3,585
9	5,367	2,969	2,444	19	7,022	5,896	4,779	29	3,441	2,712	2,135
10	9,597	5,809	4,996	20	8,785	4,983	4,335	30	3,913	2,929	2,392
								31	7,234	5,055	4,313



4. EXPLANATORY:

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. 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 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.

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Audit Bureau of Verification Services, Inc.

(The News Web Site, Page #2 - #226491)