

**INTERACTIVE  
AUDIT REPORT**



Audit Bureau  
of Circulations  
**ABCinteractive**

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**THE NEWS  
WEBSITE ACTIVITY**

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**Publisher's Description:**

Achrnews.com is targeted to the air conditioning, heating and refrigeration industry. The Website 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**

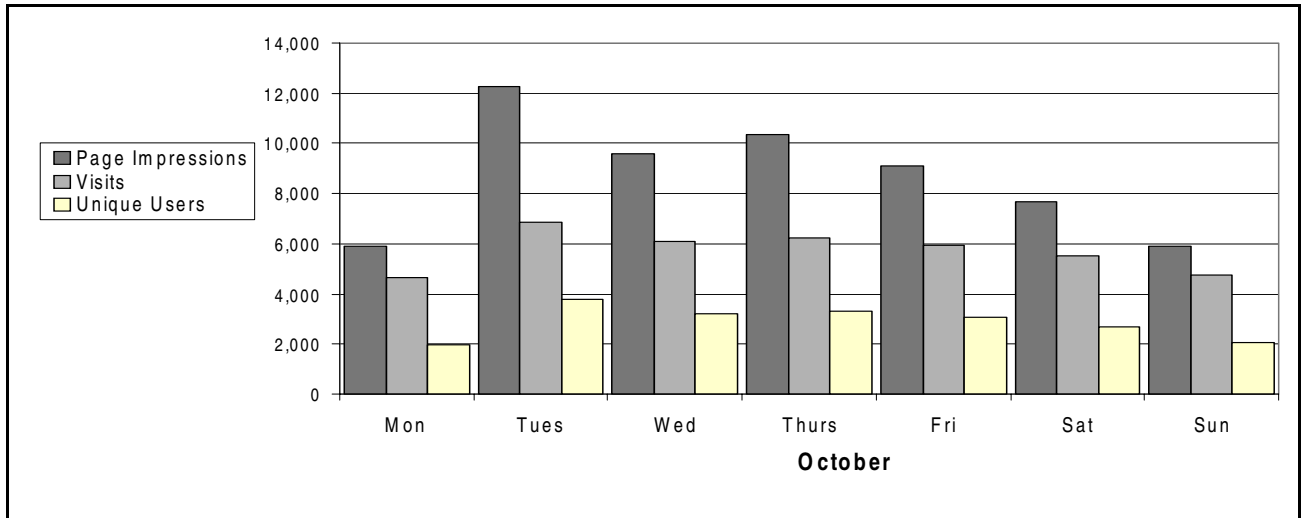
**1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED OCTOBER 31, 2011:**

	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
<b>Page Impressions</b>				
Home Page	27,632	891	977	712
All Other	234,882	7,577	8,290	6,079
<b>GRAND TOTAL</b>	<b>262,514</b>	<b>8,468</b>	<b>9,267</b>	<b>6,791</b>
<b>Visits</b>	<b>175,004</b>	<b>5,645</b>	<b>5,886</b>	<b>5,139</b>
<b>Unique Users</b>	<b>68,828</b>	<b>2,804</b>	<b>3,016</b>	<b>2,358</b>

**1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER VISITS: 1.5**

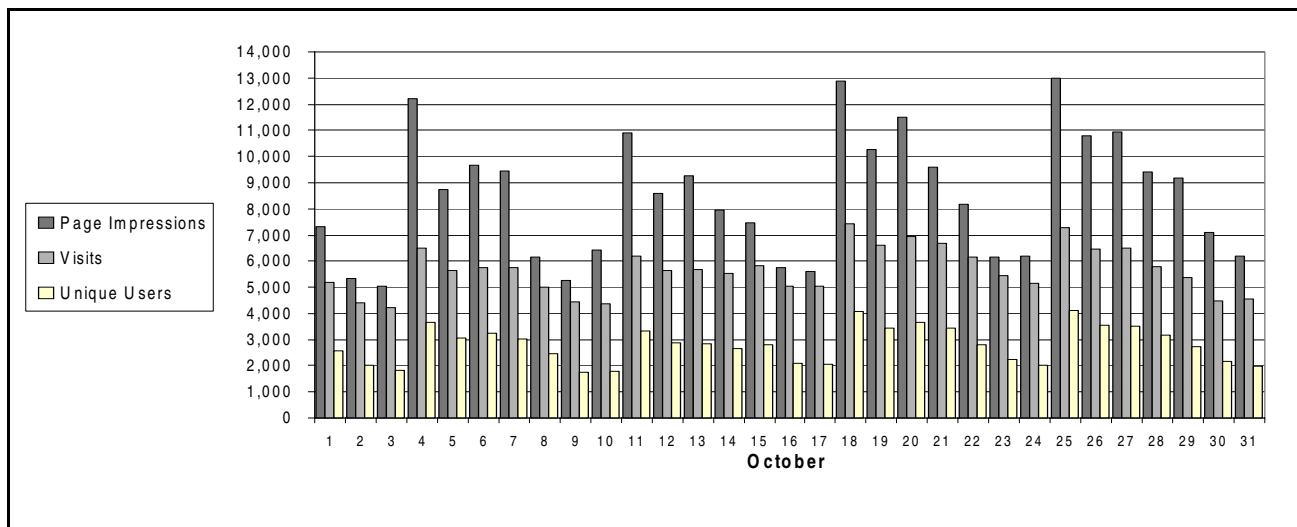
**1c. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 3.8**

**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**



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

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	7,313	5,207	2,582	11	10,903	6,200	3,339	21	9,595	6,677	3,426
2	5,356	4,416	2,016	12	8,596	5,628	2,871	22	8,164	6,155	2,784
3	5,044	4,205	1,845	13	9,251	5,671	2,831	23	6,150	5,464	2,231
4	12,215	6,486	3,650	14	7,944	5,514	2,663	24	6,189	5,154	2,011
5	8,747	5,653	3,044	15	7,485	5,818	2,797	25	12,990	7,277	4,111
6	9,657	5,736	3,241	16	5,739	5,044	2,081	26	10,806	6,455	3,535
7	9,427	5,748	3,030	17	5,607	5,052	2,069	27	10,951	6,500	3,507
8	6,154	4,989	2,450	18	12,892	7,416	4,075	28	9,398	5,801	3,192
9	5,246	4,442	1,762	19	10,263	6,591	3,440	29	9,200	5,369	2,728
10	6,424	4,355	1,790	20	11,517	6,930	3,671	30	7,106	4,486	2,149
								31	6,185	4,565	1,997



**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 Website 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 Website 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.**

(The News Website, Page #2 - #228249)