

## NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
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**certainty in a virtual world**

### Network Name:

Periodical Publishers Association

### Network Domains/URLs:

[List on page 2](#)

### Period Covered by Certificate:

1 October - 31 October 2007

### Site Content: (Media Owner's Statement)

The website for the magazine and business media industry, it contains news, events and public affairs briefings updated daily, as well as information on all aspects of magazine and business media publishing, from careers to export, and production so subscriptions. It is a useful resource for publishers, advertisers, suppliers to the industry and anyone hoping to work in magazine and business media publishing. With more than 300 publishers' details, including addresses, titles and other products and a tailor-made search engine, it is the portal to UK magazine and business media publishers, as well as a central resource for anyone in publishing.

### Media Owner:

Periodical Publishers Association  
Queens House  
28 Kingsway  
London  
WC2B 6JR

### Contact:

Tel: +44 (0) 207 404 4166  
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## 1. Total qualifying traffic for the certification period 1 October - 31 October 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	1,381	33,747
Visits	1,605	49,767
Page Impressions	4,670	144,762

## 2. Network Domains/URLs

[www.ppa.co.uk](http://www.ppa.co.uk)

[www.pass4press.com](http://www.pass4press.com)

[www.ppamarketing.net](http://www.ppamarketing.net)

[www.professionalmedia.info](http://www.professionalmedia.info)

[www.publishingmedia.org.uk](http://www.publishingmedia.org.uk)

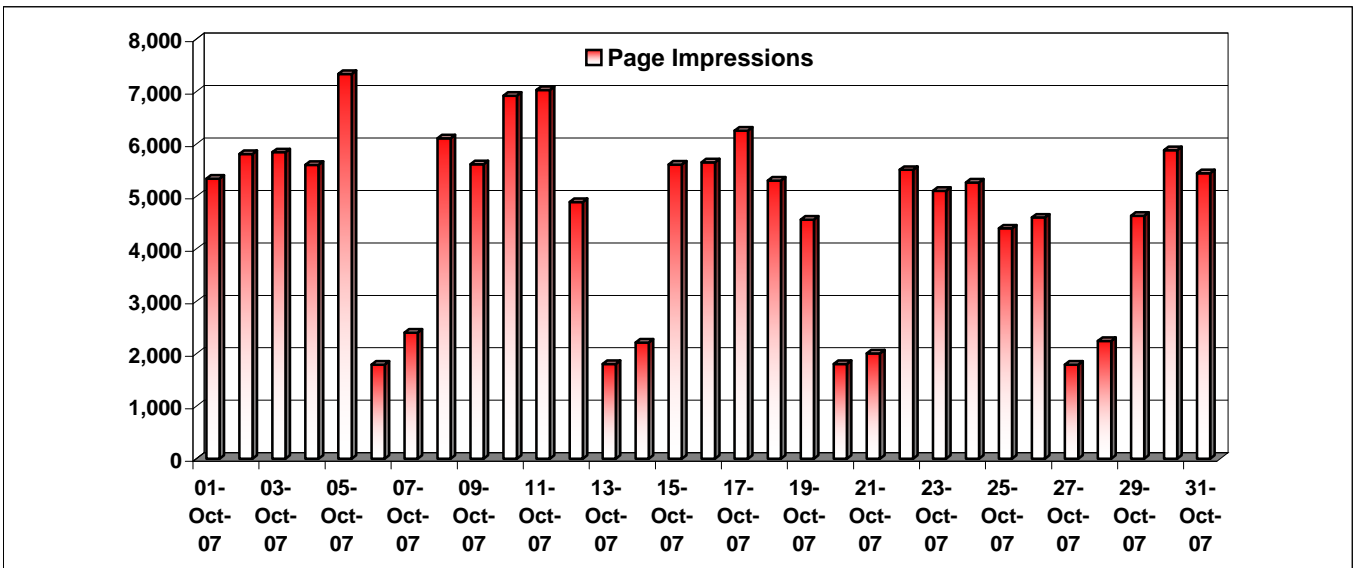
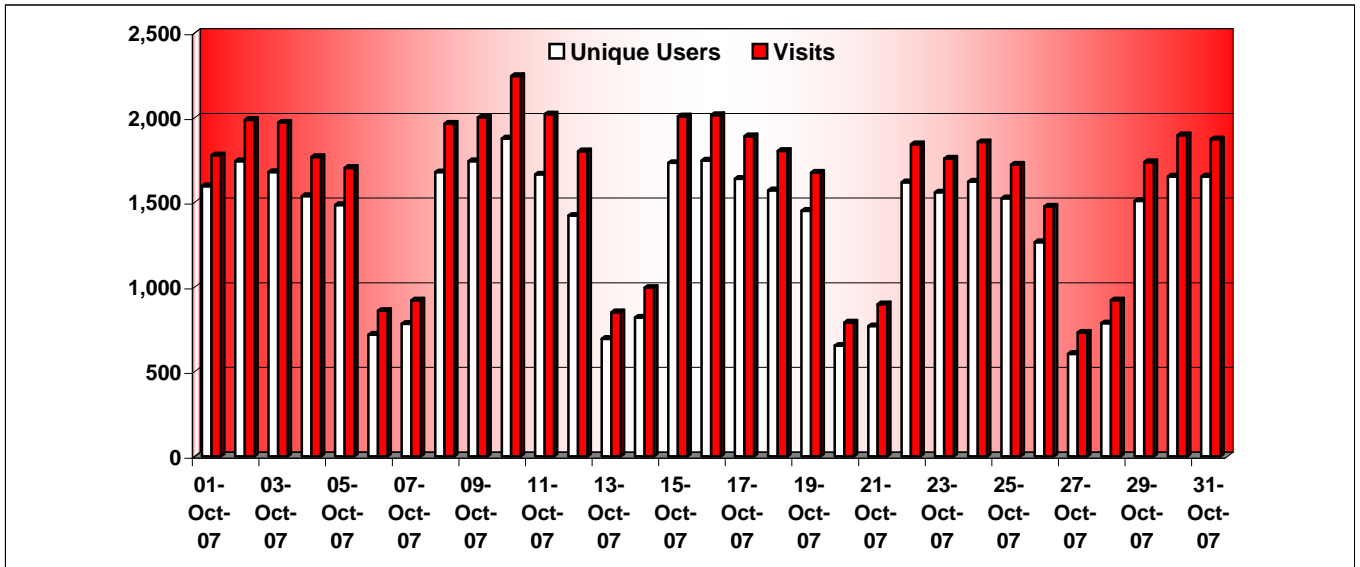
[www.tmap.org.uk](http://www.tmap.org.uk)



### 3. Daily Activity: Unique Users, Visits and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Oct-07	1,596	5,339	1,778	17-Oct-07	1,639	6,253	1,891
02-Oct-07	1,743	5,810	1,987	18-Oct-07	1,571	5,303	1,804
03-Oct-07	1,679	5,842	1,971	19-Oct-07	1,450	4,559	1,675
04-Oct-07	1,537	5,601	1,768	20-Oct-07	654	1,808	791
05-Oct-07	1,484	7,336	1,704	21-Oct-07	769	2,006	899
06-Oct-07	719	1,795	860	22-Oct-07	1,618	5,506	1,843
07-Oct-07	783	2,406	921	23-Oct-07	1,559	5,106	1,758
08-Oct-07	1,678	6,107	1,964	24-Oct-07	1,622	5,265	1,856
09-Oct-07	1,743	5,613	2,001	25-Oct-07	1,524	4,390	1,723
10-Oct-07	1,878	6,919	2,246	26-Oct-07	1,265	4,597	1,476
11-Oct-07	1,665	7,031	2,020	27-Oct-07	605	1,795	731
12-Oct-07	1,421	4,894	1,802	28-Oct-07	786	2,246	922
13-Oct-07	695	1,805	851	29-Oct-07	1,508	4,632	1,737
14-Oct-07	820	2,215	996	30-Oct-07	1,653	5,883	1,896
15-Oct-07	1,733	5,607	2,008	31-Oct-07	1,652	5,442	1,873
16-Oct-07	1,747	5,651	2,015				



## 4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

## 5. Definitions used in this document

**UNIQUE USER:** Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

**VISIT:** Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

**PAGE IMPRESSION:** Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

**SYNDICATED CONTENT:** Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

**INVALID TRAFFIC:** Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see ([www.abce.org.uk](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

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## 6. Counting System

This site used a third party to count the data supporting this certificate.

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## 7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW 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.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABC ELECTRONIC)  
December 2007

