

## WEBSITE ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

**Site Name:** Expressandstar.com

**Website Domain:**

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

**Period Covered by Certificate:**

1 April - 30 April 2007

**Site Content: (Publisher's Statement)**

expressandstar.com is the online presence for the Express & Star newspaper and reaches an audience that includes the Black Country, West Midlands and beyond. The site delivers up to date news, video and sport for the region combined with intuitive search functionality for local and national job vacancies plus property and cars for sale. Additionally, the site offers a secure online shopping channel and a travel channel enabling users to buy goods or book holidays in a safe environment.

**Publisher:**

Express & Star  
51-53 Queen Street  
Wolverhampton  
West Midlands  
WV1 1ES

**Contact:**

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New Media Sales & Marketing Manager  
01902 442300

[w.beavis@expressandstar.co.uk](mailto:w.beavis@expressandstar.co.uk)

# expressandstar.com

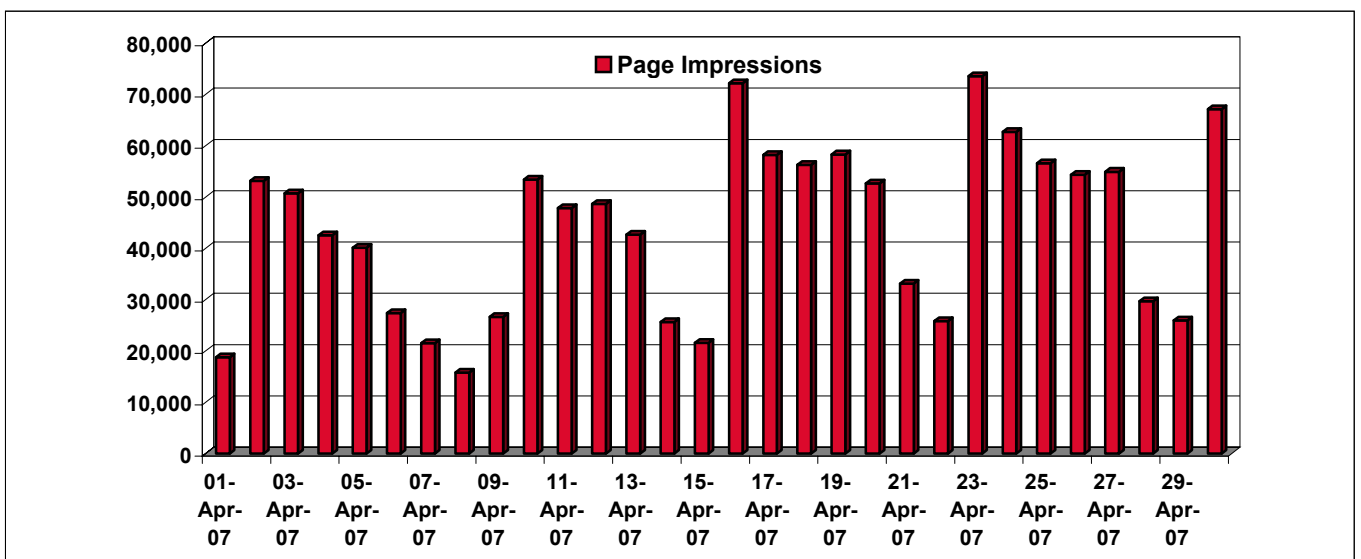
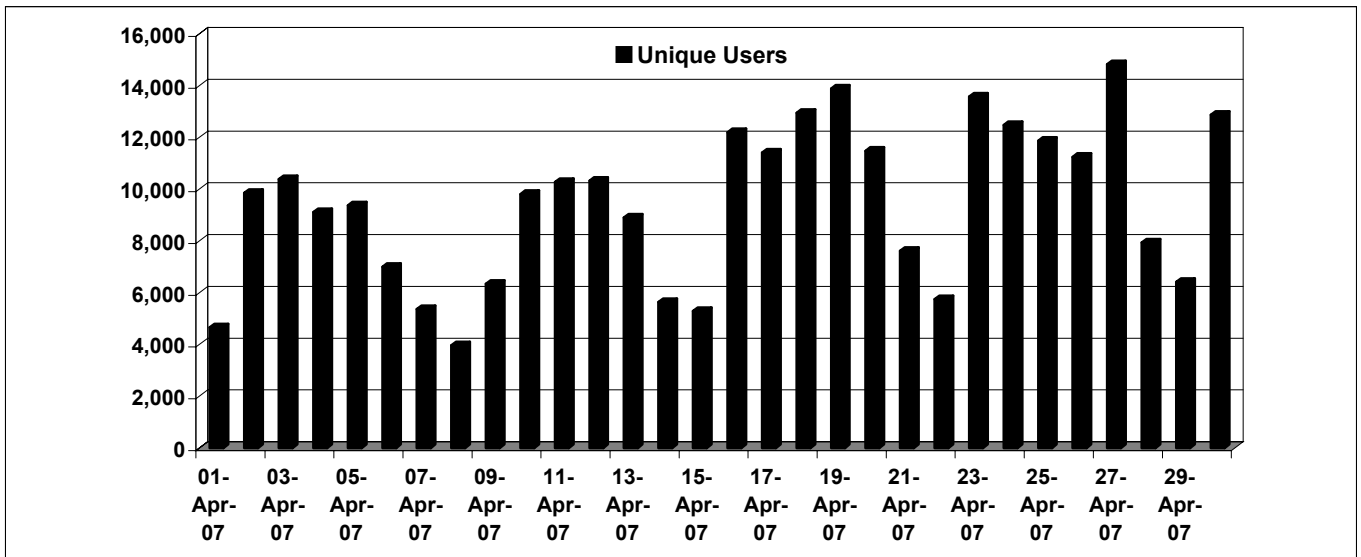
### 1. Total qualifying traffic for the certification period 1 April - 30 April 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	9,421	162,820
Page Impressions	43,911	1,317,337

## 2. Daily Activity: Unique Users and Page Impressions

**expressandstar.com**

DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Apr-07	4,652	18,770	16-Apr-07	12,191	72,169
02-Apr-07	9,851	53,106	17-Apr-07	11,405	58,193
03-Apr-07	10,384	50,688	18-Apr-07	12,940	56,254
04-Apr-07	9,111	42,532	19-Apr-07	13,876	58,280
05-Apr-07	9,365	40,071	20-Apr-07	11,474	52,658
06-Apr-07	6,996	27,368	21-Apr-07	7,606	33,095
07-Apr-07	5,358	21,496	22-Apr-07	5,745	25,805
08-Apr-07	3,968	15,765	23-Apr-07	13,573	73,557
09-Apr-07	6,337	26,625	24-Apr-07	12,466	62,697
10-Apr-07	9,804	53,364	25-Apr-07	11,861	56,544
11-Apr-07	10,267	47,845	26-Apr-07	11,240	54,338
12-Apr-07	10,321	48,653	27-Apr-07	14,821	54,908
13-Apr-07	8,892	42,680	28-Apr-07	7,934	29,654
14-Apr-07	5,628	25,625	29-Apr-07	6,409	25,941
15-Apr-07	5,285	21,571	30-Apr-07	12,860	67,085



### 3. 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.

### 4. 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.

**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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### 5. Counting System

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

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### 6. 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)  
June 2007