

**PROPERTY ACTIVITY
INTERNATIONAL AUDIT REPORT**



Electronic Media Audits Limited
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URL: http://www.abce.org.uk Email: info@abce.org.uk

certainty in a virtual world

Property Name:
Monkey

Property Domain:
<http://dennis.cerosmedia.com>

Period Covered by Certificate:
1 January- 31 January 2008

Property Content: (Media Owner's Statement)
Monkey is the biggest digital magazine on the planet. Every week Monkey gives men the ultimate mix of sport, girls, entertainment gadgets and gaming in glorious video and audio.

In a time-poor world Monkey does the hard work so you don't have to.

Media Owner:
Dennis Publishing
30 Cleveland Street
London
W1T 4JD

Contact:
Richard Downey
Publisher - Monkey
T: 020 7907 6488
E: richard_downey@dennis.co.uk



1. Total qualifying traffic for the certification period 1 January- 31 January 2008

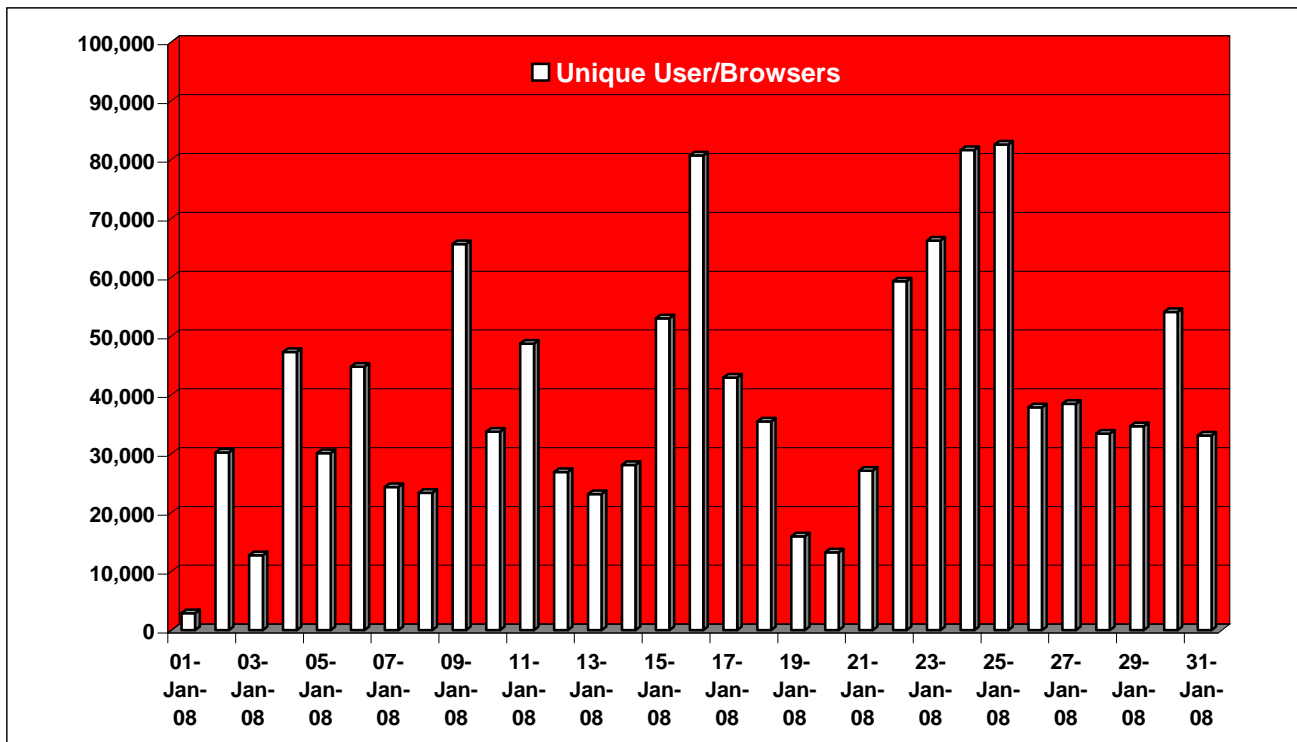
	<u>Daily Averages</u>	<u>Total</u>
Whole Site		
Unique User/Browsers	39,748	942,184
Unique User/Browsers by Issue		
Issue 1 (02/01/08)		259,637
Issue 2 (09/01/08)		266,583
Issue 3 (16/01/08)		275,053
Issue 4 (23/01/08)		285,396
Issue 5 (30/01/08)		82,745



2. Daily Activity: Unique User/Browsers Whole Site



DATE	UNIQUE USER /BROWSERS	DATE	UNIQUE USER /BROWSERS
01-Jan-08	2,901	17-Jan-08	42,969
02-Jan-08	30,209	18-Jan-08	35,524
03-Jan-08	12,766	19-Jan-08	15,954
04-Jan-08	47,296	20-Jan-08	13,262
05-Jan-08	30,098	21-Jan-08	27,142
06-Jan-08	44,804	22-Jan-08	59,307
07-Jan-08	24,324	23-Jan-08	66,245
08-Jan-08	23,362	24-Jan-08	81,663
09-Jan-08	65,652	25-Jan-08	82,581
10-Jan-08	33,760	26-Jan-08	37,882
11-Jan-08	48,744	27-Jan-08	38,494
12-Jan-08	26,904	28-Jan-08	33,425
13-Jan-08	23,165	29-Jan-08	34,707
14-Jan-08	28,102	30-Jan-08	54,101
15-Jan-08	53,047	31-Jan-08	33,091
16-Jan-08	80,700		



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/BROWSER is defined as "A unique and valid identifier. Sites may use (i) IP+User-Agent or (ii) Cookie." This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a website or network, in common with all measurement software. Where a UNIQUE USER/BROWSER ("User") is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual Users concerned due to dynamic IP address allocation (for example by a dial-up Internet Service Provider) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

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 ABCe on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

5. Counting System

This site used Freshmedia CEROS (www.cerosmedia.com) to count the data supporting this certificate.



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 ABCe 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 (ABCe)
February 2008

