

PROPERTY ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Property Name:

Nuts.co.uk

Property Domain:

www.nuts.co.uk

Period Covered by Certificate:

1 November - 30 November 2007

Site Content: (Media Owner's Statement)

Nuts.co.uk has rapidly established itself as one of the UK's leading websites in the men's lifestyle and entertainment category. Updated daily with exclusive images and video clips, the site delivers the very best in girls, sport, news, games, gadgets and gear.

Nuts.co.uk also engages men through its popular social network and, in addition to the wealth of unique streamed video content already available, the site now also hosts broadband material to complement the Nuts TV channel on Freeview and Sky.

Media Owner:

IPC Media
Blue Fin Building
110 Southwark Street
London
SE1 0SU
Company : www.ipcmedia.com

Contact:

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New Media Sales Director
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Nuts

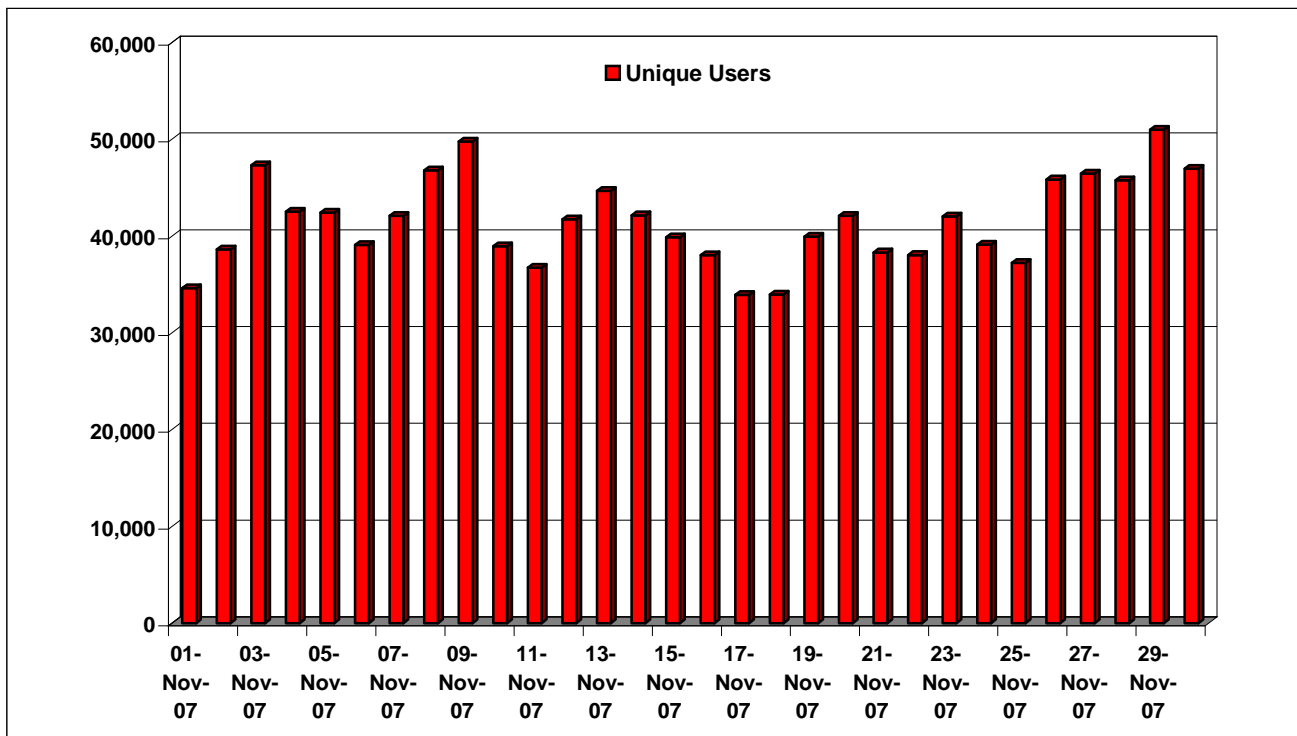
1. Total qualifying traffic for the certification period 1 November - 30 November 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	41,530	945,790

2. Daily Activity: Unique Users



DATE	UNIQUE USERS	DATE	UNIQUE USERS
01-Nov-07	34,607	16-Nov-07	38,020
02-Nov-07	38,624	17-Nov-07	33,918
03-Nov-07	47,313	18-Nov-07	33,959
04-Nov-07	42,520	19-Nov-07	39,944
05-Nov-07	42,419	20-Nov-07	42,099
06-Nov-07	39,084	21-Nov-07	38,302
07-Nov-07	42,083	22-Nov-07	38,035
08-Nov-07	46,773	23-Nov-07	42,020
09-Nov-07	49,752	24-Nov-07	39,115
10-Nov-07	38,950	25-Nov-07	37,224
11-Nov-07	36,738	26-Nov-07	45,843
12-Nov-07	41,723	27-Nov-07	46,464
13-Nov-07	44,655	28-Nov-07	45,767
14-Nov-07	42,137	29-Nov-07	50,979
15-Nov-07	39,868	30-Nov-07	46,960



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.

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)".

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

5. Counting System

This site used Omniture SiteCatalyst (www.omniture.com) to count the data supporting this certificate.



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)
January 2008