

Top Doctors
<http://www.topdoctors.com>
Established 1990

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Site Description

Top Doctors recognizes the top doctors nationwide who have attained a high degree of peer recognition and professional achievement. Top Doctors magazines are mailed to every doctor in each state market, including attorneys in private practice, hospitals, clinics, and public healthcare outreach programs. Top Doctors also appears in special advertising sections in leading city and regional magazines and special advertising supplements in leading newspapers throughout the country, reaching hundreds of thousands of consumers.

Visitor Activity

This summary and all charts and graphs hereafter show totals and averages for the specified date range of 4/1/10 - 6/30/10

Total Sessions	1,045,423.00
Total Pageviews	3,764,296.00
Total Bytes Transferred	46.13 GB
Average Sessions Per Day	11,488.16
Average Pageviews Per Day	41,365.89
Average Bytes Transferred Per Day	519.12 MB
Average Pageviews Per Session	3.60
Average Bytes Per Session	46.27 KB
Average Length of Session	00:03:18

Definitions

Session: A series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions quantities will vary to some degree based on what type of visitor tracking method is employed.

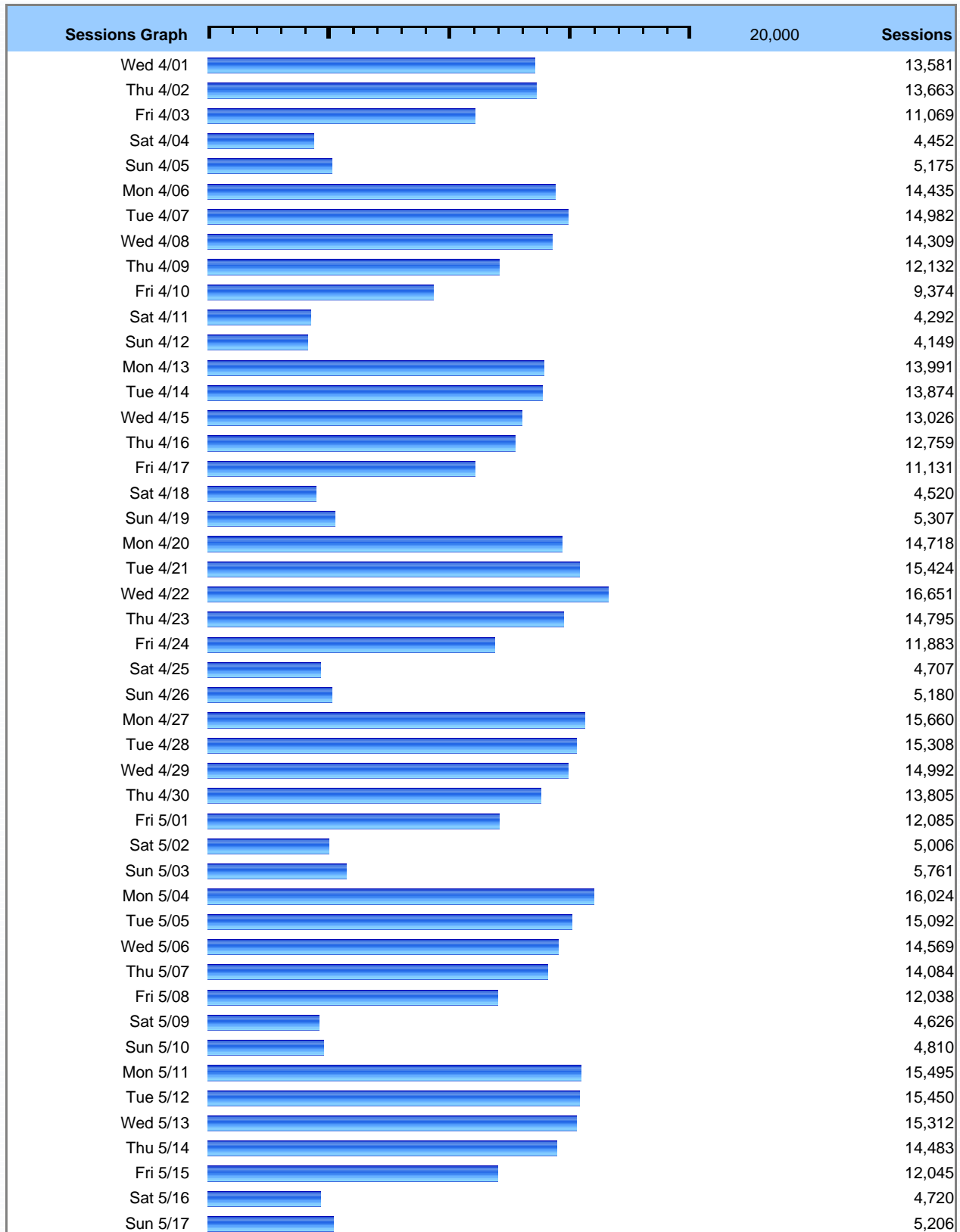
Pageview: A request from a visitor's browser for a displayable Web page. Verified's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.

Bytes: Each file requested by a visitor to your Website has a certain size associated with it that is recorded by the webserver (Bytes). By tabulating the size of each file, the total volume of traffic can be assessed. Because Bytes numbers can be very large, data in this graph is abbreviated with terms such as MB for megabytes (~million bytes).

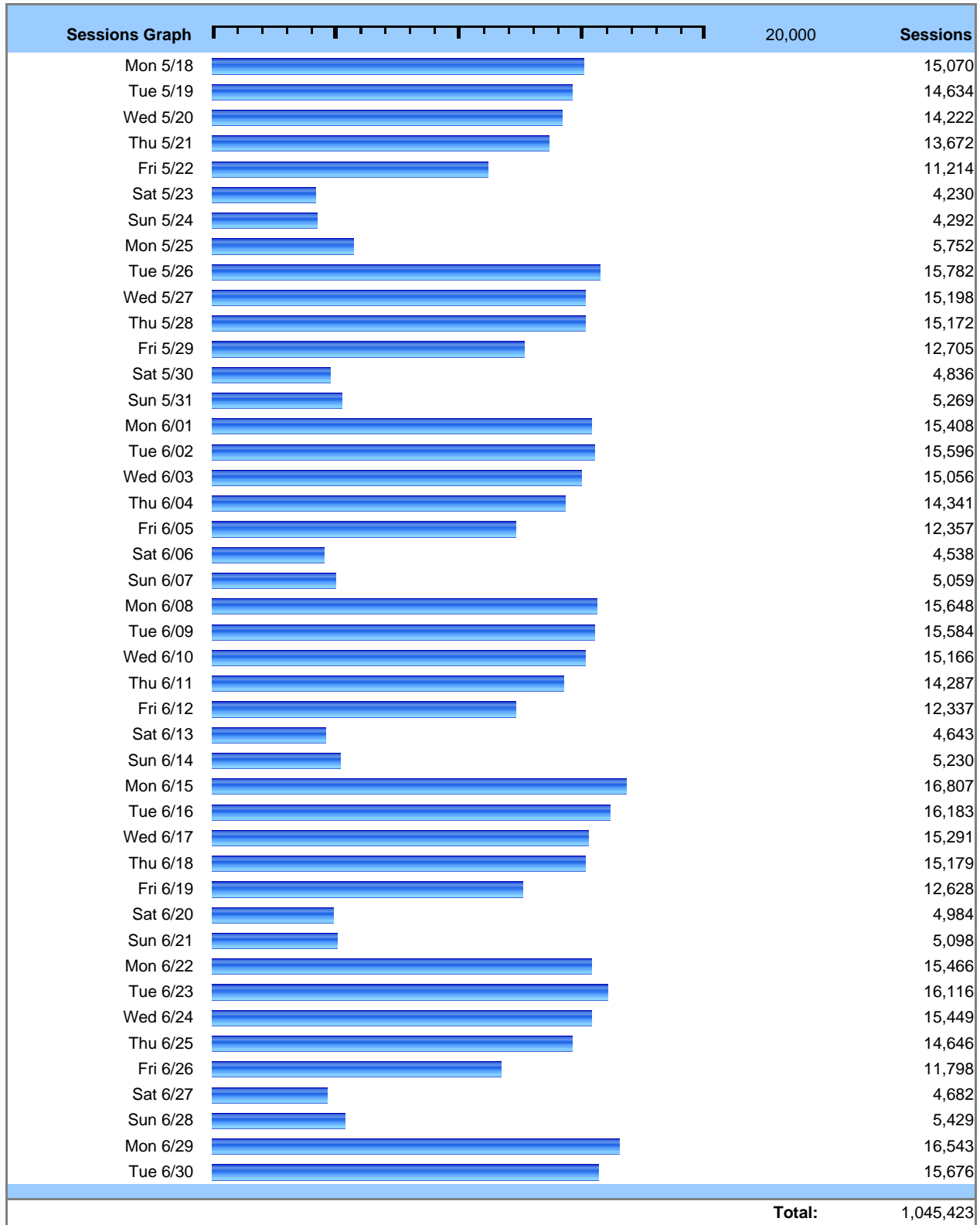
Download: Determined by the file extension and Verified's configuration settings. In general, Downloads includes archives, executables, PDFs, and other non-image / non-HTML documents.

Sessions

This chart shows the trend of recent activity in terms of Visitor Sessions each day over the specified date range of 4/1/10 - 6/30/10.



Sessions



Pageviews by Month

This table and chart show the trend of recent activity in terms of Pageviews per month for the specified date range of 4/1/10 - 6/30/10.

Pageviews Graph	2,000,000	Pageviews
April-10		1,181,575
May-10		1,177,858
June-10		1,404,863
Total:		3,764,296


Pageviews By Hour

This chart shows the trend of activity in terms of Pageviews by hour for the specified date range of 4/1/10 - 6/30/10.

Pageviews Graph	400,000	Pageviews
12a		41,762
1a		39,140
2a		34,680
3a		39,926
4a		52,928
5a		88,879
6a		153,334
7a		214,053
8a		253,767
9a		259,413
10a		272,761
11a		302,775
12p		303,410
1p		298,173
2p		248,614
3p		201,239
4p		169,016
5p		144,363
6p		134,220
7p		137,920
8p		125,248
9p		103,182
10p		81,008
11p		64,485
Total:		3,764,296






















Top 20 Requested Pages

This table and chart show the ranked popularity of the Pages visited by number of Pageviews and relative percentage for the specified date range of 4/1/10 - 6/30/10.

Pages (1-20) / 115,799	Pageviews	Percent	
1. (other)	915,659	24.32%	
2. /index.html	194,547	5.17%	
3. /search	181,314	4.82%	
4. /about/selection_process.html	73,946	1.96%	
5. /browse	49,865	1.32%	
6. /contact.html	46,271	1.23%	
7. /about/index.html	45,996	1.22%	
8. /advanced_search	44,637	1.19%	
9. /about/attorney_faq.html	30,522	0.81%	
10. /about/advertising.html	8,526	0.23%	
11. /about/star_search.html	8,461	0.22%	
12. /texas/index.html	8,105	0.22%	
13. /florida/index.html	7,981	0.21%	
14. /california-southern/index.html	7,537	0.20%	
15. /robots.txt	6,944	0.18%	
16. /california-southern/browse	6,754	0.18%	
17. /new-jersey/index.html	5,495	0.15%	
18. /texas/browse	5,440	0.14%	
19. /california-northern/index.html	4,958	0.13%	
20. /new-york-metro/index.html	4,692	0.12%	
View Total:	1,657,650	44.04%	
Total:	3,764,296	100.00%	

Downloads

This table and chart rank the popularity of the top 20 Downloads by number of Hits (requests) and relative percentage for the specified date range of 4/1/10 - 6/30/10.

Downloads (1-20) / 794	Hits	Percent	
1. /pdf/2009_Project_Calendar.pdf	3,358	18.83%	
2. /pdf/2010_Project_Calendar.pdf	996	5.59%	
3. /pdf/Super-Lawyers-Press-Release-Template.pdf	539	3.02%	
4. /pdf/cc/USCC09_Mktg.pdf	537	3.01%	
5. /pdf/2009_Project_Contacts.pdf	506	2.84%	
6. /pdf/Project_Contacts.pdf	404	2.27%	
7. /pdf/ballot/SLRS_WebBLT.pdf	373	2.09%	
8. /pdf/Super-Lawyers-Usage-Guidelines.pdf	371	2.08%	
9. /pdf/cc/USCC09_Overview.pdf	208	1.17%	
10. /pdf/sales/2009_TX_SL_Mktg.pdf	204	1.14%	
11. /pdf/sales/2009_NX_SLRS_Mktg.pdf	164	0.92%	
12. /pdf/SL-Web-Order-Form.pdf	162	0.91%	
13. /pdf/sales/2009_NY_SL_Mktg.pdf	125	0.70%	
14. /pdf/platinum/NYSL08_Sacks.pdf	121	0.68%	
15. /pdf/platinum/COSLRS09_Leventhal.pdf	113	0.63%	
16. /pdf/platinum/TXSL08_Milner.pdf	111	0.62%	
17. /pdf/platinum/NXSL08_Farrise.pdf	108	0.61%	
18. /pdf/sales/2009_MI_%20SL_Mktg.pdf	88	0.49%	
19. /pdf/platinum/LXSL08_Panish.pdf	85	0.48%	
20. /pdf/platinum/ILSLRS09_Swanson.pdf	85	0.48%	
View Total:	8,658	48.56%	
Total:	17,831	100.00%	

Audit of Records & Affidavit

This report is based on analysis of logs collected on the Website's server and provided by the site owner. Analysis has been conducted according to generally accepted audit procedures.

Verified Audit Circulation swears to the best of its knowledge that all data contained in this report is accurate.