

**Top Doctors**  
**<http://www.topsdocs.com>**  
**Established 2005**

**Chronicle Publishing, Inc.**  
**1234 Main Street**  
**Larkspur, CA 94939**  
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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 doctors in private practice, hospitals, clinics and public healthcare outreach programs. Top Doctors also appears in special advertising sections in leading city and regional magazines.

## Visitor Activity

This summary and all charts and graphs hereafter show totals and averages for the specified date range of 7/1/08 - 9/30/08

Total Sessions	523,500.00
Total Pageviews	2,238,910.00
Total Hits	2,568,302.00
Total Bytes Transferred	16.49 GB
Average Sessions Per Day	5,690.22
Average Pageviews Per Day	24,335.98
Average Hits Per Day	27,916.33
Average Bytes Transferred Per Day	183.55 MB
Average Pageviews Per Session	4.28
Average Hits Per Session	4.91
Average Bytes Per Session	33.03 KB
Average Length of Session	00:02:59

## 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.

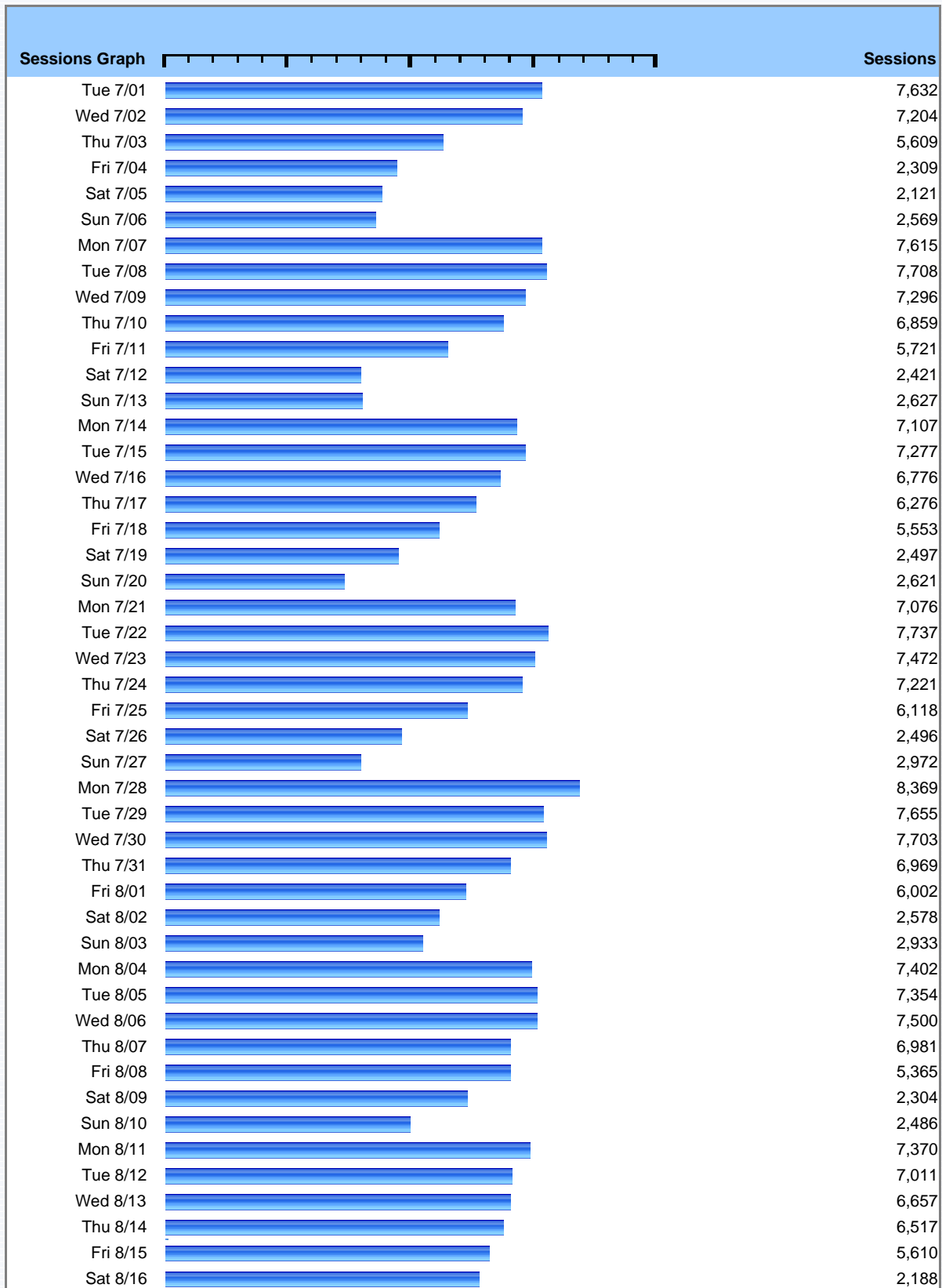
**Hit:** A successful request to your Web server from a visitor's browser for any type of file (e.g., image, HTML page, MP3 file). A single Web page can cause many Hits—one for each image included on the page, etc.

**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 7/1/08 - 9/30/08.



Sessions (cont.)

Sun 8/17	2,619
Mon 8/18	7,433
Tue 8/19	7,661
Wed 8/20	7,127
Thu 8/21	6,866
Fri 8/22	5,640
Sat 8/23	2,434
Sun 8/24	2,659
Mon 8/25	7,475
Tue 8/26	7,541
Wed 8/27	7,364
Thu 8/28	6,967
Fri 8/29	5,182
Sat 8/30	2,135
Sun 8/31	2,162
Mon 9/01	2,887
Tue 9/02	7,795
Wed 9/03	7,762
Thu 9/04	7,280
Fri 9/05	6,287
Sat 9/06	2,583
Sun 9/07	2,625
Mon 9/08	7,728
Tue 9/09	7,631
Wed 9/10	7,604
Thu 9/11	7,214
Fri 9/12	5,993
Sat 9/13	2,462
Sun 9/14	2,659
Mon 9/15	7,220
Tue 9/16	7,378
Wed 9/17	7,249
Thu 9/18	7,029
Fri 9/19	5,976
Sat 9/20	2,286
Sun 9/21	2,647
Mon 9/22	7,905
Tue 9/23	7,706
Wed 9/24	7,914
Thu 9/25	7,725
Fri 9/26	6,558
Sat 9/27	2,673
Sun 9/28	3,096
Mon 9/29	8,470
Tue 9/30	8,049
<b>Total:</b>	<b>523,500</b>

### 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 7/1/08 - 9/30/08.

Pageviews Graph	900,000	Pageviews
7/2008		791,079
8/2008		709,073
9/2008		738,758
<b>Total:</b>		2,238,910

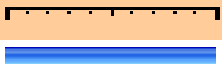
### Pageviews By Hour

This chart shows the trend of activity in terms of Pageviews by hour for the specified date range of 7/1/08 - 9/30/08.

Pageviews Graph	300,000	Pageviews
12a		23,084
1a		18,682
2a		15,529
3a		18,773
4a		26,080
5a		46,700
6a		88,012
7a		127,642
8a		157,907
9a		159,054
10a		161,935
11a		181,116
12p		183,302
1p		191,173
2p		161,674
3p		126,316
4p		101,476
5p		85,930
6p		78,650
7p		78,069
8p		70,864
9p		59,666
10p		44,753
11p		32,523
<b>Total:</b>		2,238,910

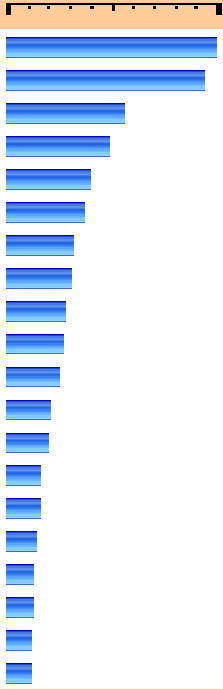
Top 20 Requested Pages

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 7/1/08 - 9/30/08.

Pages (1-20) / 111,235	Pageviews	Percent	
1. (other)	315,729	14.10%	
2. /index.html	144,779	6.47%	
3. /search	137,474	6.14%	
4. /browse	42,677	1.91%	
5. /advanced_search	37,223	1.66%	
6. /about/index.html	35,359	1.58%	
7. /about/selection_process.html	31,778	1.42%	
8. /contact.html	24,961	1.11%	
9. /about/doctor_faq.html	21,605	0.96%	
10. /about/advertising.html	7,013	0.31%	
11. /texas/index.html	6,636	0.30%	
12. /california-southern/browse	5,997	0.27%	
13. /texas/browse	5,563	0.25%	
14. /california-northern/index.html	5,053	0.23%	
15. /minnesota/index.html	5,029	0.22%	
16. /robots.txt	4,939	0.22%	
17. /about/nominations.html	4,806	0.21%	
18. /california-southern/index.html	4,799	0.21%	
19. /pdf/cc/USCCDec08_Mktg.pdf	4,717	0.21%	
20. /new-york-metro/index.html	4,359	0.19%	
<b>View Total:</b>	<b>850,496</b>	<b>37.99%</b>	
<b>Total:</b>	<b>2,238,910</b>	<b>100.00%</b>	

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 7/1/08 - 9/30/08.

Downloads (1-20) / 745	Hits	Percent	
1. /pdf/2008_Project_Calendar.pdf	1,945	14.17%	
2. /pdf/2009_Project_Calendar.pdf	1,224	8.92%	
3. /pdf/Top_Doctors-Press-Release-Template.pdf	679	4.95%	
4. /pdf/Top-Doctors-Usage-Guidelines.pdf	464	3.38%	
5. /pdf/ballot/LXSL09_ComboBLT.pdf	249	1.81%	
6. /pdf/SL-Web-Order-Form.pdf	248	1.81%	
7. /pdf/ballot/NJSL09_WebBLT.pdf	234	1.71%	
8. /pdf/cc/USCCDec08_Mktg.pdf	231	1.68%	
9. /pdf/ballot/GASL09_ComboBLT.pdf	202	1.47%	
10. /pdf/platinum/LXSL08_Panco.pdf	167	1.22%	
11. /pdf/platinum/NCSL08_Fannet.pdf	166	1.21%	
12. /pdf/platinum/NXSL08_Farrier.pdf	165	1.20%	
13. /pdf/cc/USCC09_Overview.pdf	163	1.19%	
14. /pdf/cc/USCC09_Mktg.pdf	141	1.03%	
15. /pdf/ballot/DCSL09_WebBLT.pdf	133	0.97%	
16. /pdf/sales/ExpWebProfileMarketing.pdf	120	0.87%	
17. /pdf/ballot/TXRS09_WebBLT.pdf	112	0.82%	
18. /pdf/platinum/TXSL07_Hartford.pdf	91	0.66%	
19. /pdf/platinum/TXSL07_Barons.pdf	90	0.66%	
20. /pdf/platinum/LXSL08_Mayer.pdf	85	0.62%	
<b>View Total:</b>	<b>6,909</b>	<b>50.35%</b>	
<b>Total:</b>	<b>13,723</b>	<b>100.00%</b>	

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.