

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world



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Site Name: EDIE

Network Domains:

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Period Covered by Certificate:

1 March - 31 March 2007

Site Content: (Media Owner's Statement)

Connecting buyers and sellers in the water, waste and environment sectors since 1998, EDIE provides the easiest way for industry professionals to find specialised information, source new products and services, and communicate with each other.

EDIE provides tailor-made solutions for advertising products and services, recruitment, tenders, training courses, events and software.

EDIE has six main topic channels: Environment & business, Waste & recycling, Water & wastewater, Pollution monitoring & control, Contaminated land, and Climate change & energy.

It also provides a weekly email newsletter with over 35,000 subscribers and an opt-in email list of over 13,500 users.

EDIE is produced by Faversham House Group Ltd, and is backed up by a portfolio of the leading magazines and trade shows in the UK and Ireland.

Media Owner:

New Media Publisher
Faversham House Group Ltd
232a Addington Road
South Croydon CR2 8LE
UK

Contact:

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1. Total qualifying traffic for the certification period 1 March - 31 March 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	5,852	144,179
Visits	6,911	214,229
Page Impressions	19,109	592,389
Visit Duration (Secs)	n/a	454

2. Network Domains

www.edie.net
www.environmentawards.net
www.environment-marketplace.co.uk
www.environment-marketplace.com
www.waste-marketplace.co.uk
www.waste-marketplace.com
www.water-marketplace.co.uk
www.water-marketplace.com
www.water-waste-environment-marketplace.co.uk
www.water-waste-environment-marketplace.com
www.web4water.co.uk
www.web4water.com

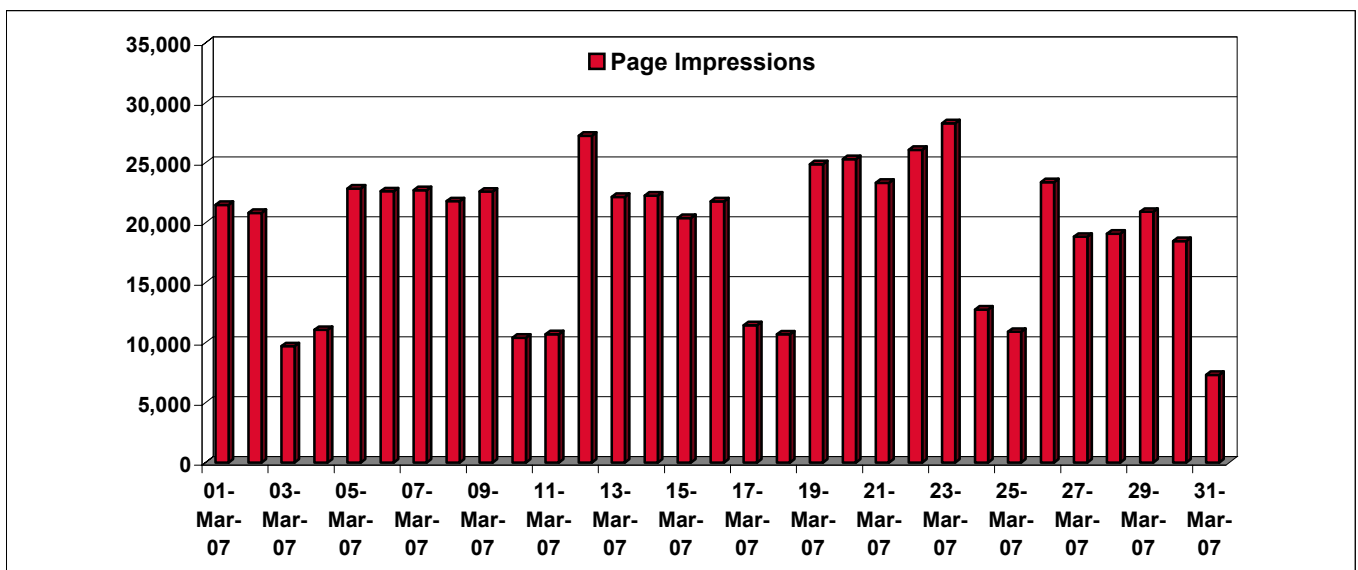
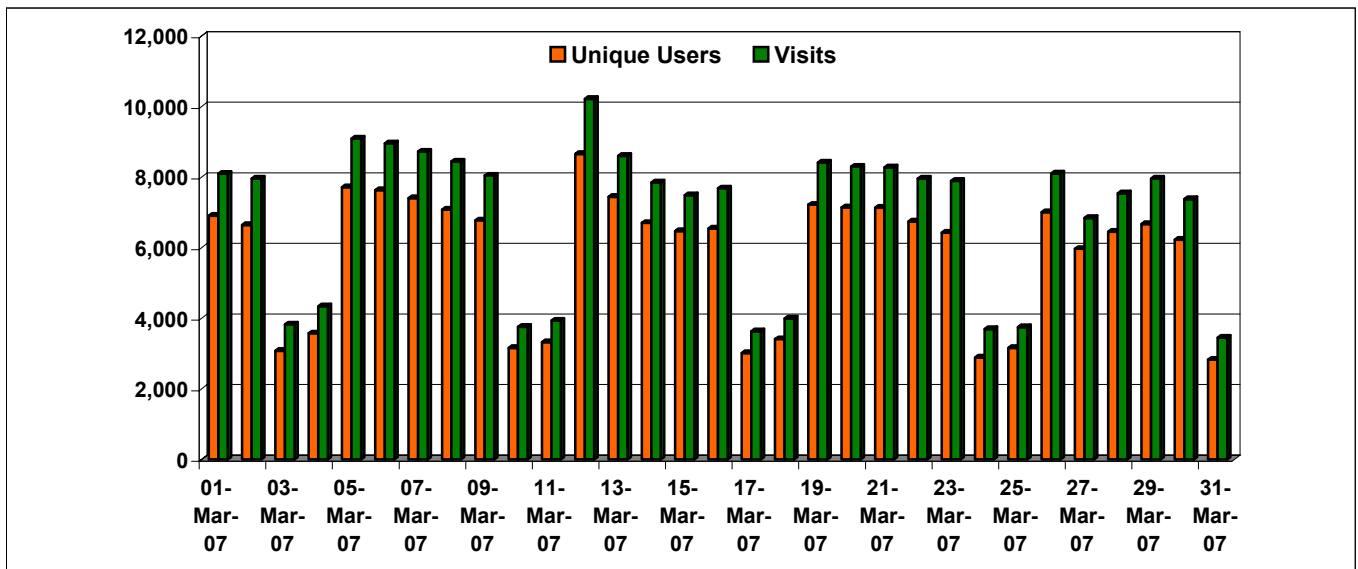


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3. Daily Activity: Unique Users, Visits and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Mar-07	6,910	21,496	8,101	17-Mar-07	3,016	11,447	3,629
02-Mar-07	6,647	20,818	7,959	18-Mar-07	3,410	10,691	3,997
03-Mar-07	3,077	9,707	3,826	19-Mar-07	7,219	24,872	8,416
04-Mar-07	3,574	11,071	4,338	20-Mar-07	7,145	25,314	8,299
05-Mar-07	7,715	22,857	9,094	21-Mar-07	7,133	23,326	8,279
06-Mar-07	7,634	22,623	8,957	22-Mar-07	6,742	26,088	7,960
07-Mar-07	7,406	22,717	8,727	23-Mar-07	6,424	28,301	7,895
08-Mar-07	7,079	21,801	8,445	24-Mar-07	2,885	12,760	3,695
09-Mar-07	6,775	22,601	8,046	25-Mar-07	3,162	10,910	3,748
10-Mar-07	3,160	10,422	3,762	26-Mar-07	7,007	23,384	8,105
11-Mar-07	3,321	10,709	3,935	27-Mar-07	5,969	18,835	6,842
12-Mar-07	8,660	27,253	10,221	28-Mar-07	6,454	19,082	7,542
13-Mar-07	7,443	22,155	8,606	29-Mar-07	6,670	20,918	7,957
14-Mar-07	6,704	22,259	7,849	30-Mar-07	6,228	18,483	7,378
15-Mar-07	6,474	20,390	7,486	31-Mar-07	2,829	7,321	3,453
16-Mar-07	6,546	21,778	7,682				



4. 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.

5. 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.

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

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.

VISIT DURATION (Secs): The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions.

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

6. Counting System

This site used a third party 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 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)
July 2007

