

**EMAIL
INTERNATIONAL AUDIT REPORT**



Electronic Media Audits Limited
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certainty in a virtual world

Media Owner: DeskDemon.com

Email Campaign/Project:
DeskDemon UK e-newsletter

Distribution days: 5th -6th July 2007

Email Content: (Media Owner's Statement)

Established in 2000, DeskDemon.com is the market leader for the secretarial community. It delivers mission critical work tools, trusted information and community on workplace and lifestyle issues to working women employed as PAs, secretaries and Administrators within SMEs and multinationals.

DeskDemon's daily and monthly e-communications keep subscribers abreast of the latest happenings on the site, in the secretarial field in general and lifestyle. They include in depth articles, features, interviews, and interactive elements.

Media Owner:
DeskDemon.com Ltd.
Terminal House
Station Approach
Shepperton
Middlesex
TW17 8AS

Contact Details:
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Deskdemon.com

1. Quantity and quality of email bulletin distribution:

Distribution Started	5 July 2007
Distribution Ended	6 July 2007
Distribution (Gross)	71,463
Duplication	0%
Percentage Bounced (NDN's)	0.87%
Distribution (Net)	70,581



2. Definitions used in this document

DISTRIBUTION (NET): Is defined as “the total number of emails successfully sent as part of a single campaign/distribution to all (SMTP) addresses on the distribution list. This number excludes EMAILS BOUNCED (see below)”

DISTRIBUTION (GROSS): Is defined as “the total number of emails sent as part of a single campaign/distribution to all (SMTP) addresses on the distribution list.”

DUPLICATION: Is defined as “the total number of identical SMTP addresses in the distribution list expressed as a percentage of the gross distribution, rounded down to the nearest whole number.”

DISTRIBUTION STARTED: Is defined as “the date and time expressed in hours and minutes (GMT) when the first email in a campaign/distribution was sent to the first address on the distribution list.”

DISTRIBUTION ENDED: Is defined as “the date and time expressed in hours and minutes (GMT) when the last email in a campaign/distribution was sent to the last address on the distribution list.”

EMAILS BOUNCED: Is defined as “the total number of emails in the gross distribution that generated an NDN (Non-Delivery-Notice) measured at least 24 hours after the time of the last email sent in that single campaign/distribution.”

PERCENTAGE BOUNCED: Is defined as “the total number of emails in the gross distribution that generated an NDN measured at least 24 hours after the time of the last email sent, expressed as a percentage of the gross distribution.”

3. Counting System

This publisher used a third party to send the email distribution and to provide and analyse the data supporting this certificate.

4. Audit Report from Electronic Media Audits Limited (ABCe)

We have examined the activity records and other relevant data presented by this Media Owner for the email distribution 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 Email activity and related data shown in this report are fairly stated.

Electronic Media Audits Limited – November 2007