



Online Property: Certificate of Activity

For the period: 1 October 2009 - 31 October 2009

Web

ribaproductselector.com

Property Name: RIBA Product Selector

ribaproductselector.com

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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	7,385	221,186
Page Impressions	13,794	427,605
PDF Impressions	1,895	58,759

2. Network Domains/URLs:

www.ribaproductselector.com

Please see the Media Owner statement in section 9 for content description.

3. Daily Activity:

Date	Unique User/ Browsers	Page Impressions	PDF Impressions
01-Oct-09	8,001	13,636	2,168
02-Oct-09	6,939	12,343	1,747
03-Oct-09	3,646	5,838	850
04-Oct-09	3,989	6,356	851
05-Oct-09	9,440	10,531	2,543
06-Oct-09	9,731	15,938	2,538
07-Oct-09	9,122	28,396	2,256
08-Oct-09	8,393	14,964	2,260
09-Oct-09	7,286	12,407	1,811
10-Oct-09	3,513	6,007	854
11-Oct-09	3,821	6,119	957
12-Oct-09	8,917	21,468	2,234
13-Oct-09	9,067	15,328	2,375
14-Oct-09	8,712	15,419	2,334
15-Oct-09	8,828	16,140	2,252
16-Oct-09	7,158	12,789	1,930
17-Oct-09	3,428	4,978	810
18-Oct-09	3,925	5,831	951
19-Oct-09	9,654	15,520	2,484
20-Oct-09	10,210	18,323	2,601
21-Oct-09	9,746	16,304	2,494
22-Oct-09	9,493	16,765	2,484
23-Oct-09	7,806	18,687	2,014
24-Oct-09	4,195	6,353	959
25-Oct-09	4,086	10,556	1,014
26-Oct-09	9,732	16,707	2,518
27-Oct-09	9,917	17,439	2,818
28-Oct-09	9,542	17,993	2,547
29-Oct-09	9,257	30,069	2,429
30-Oct-09	7,784	12,781	1,870
31-Oct-09	3,589	5,620	806



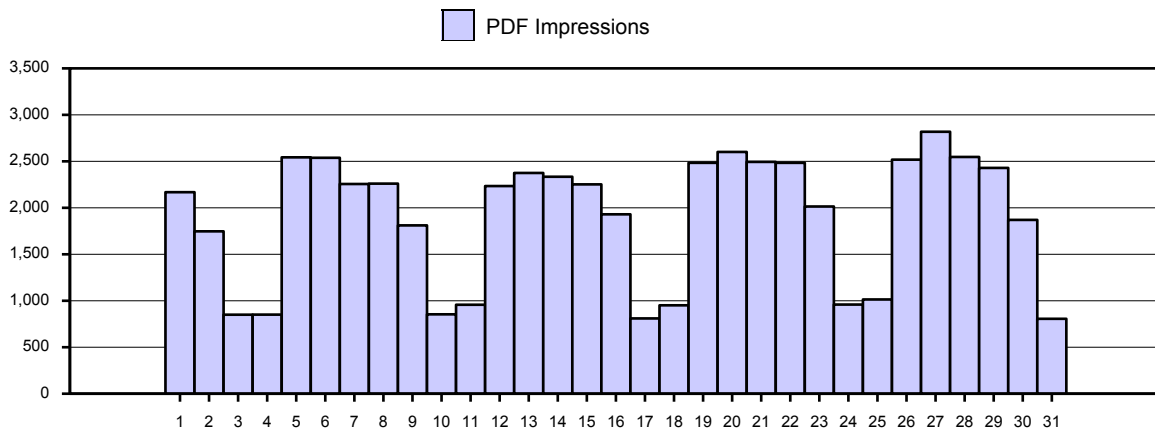
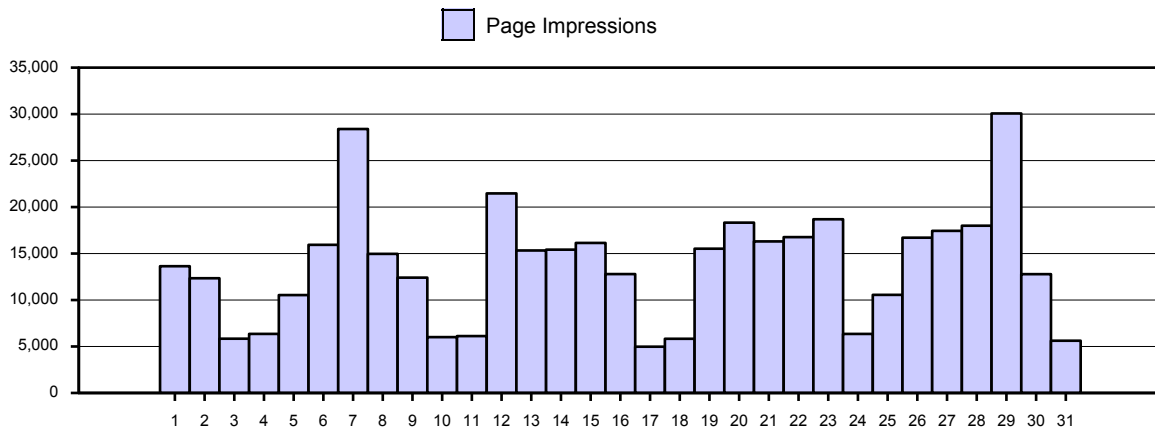
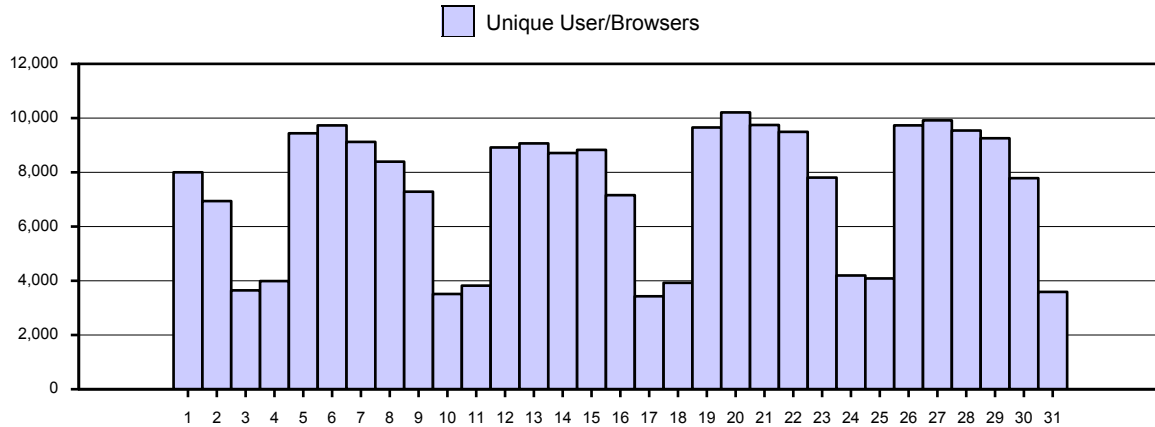
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4. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Glossary of Terms:

UNIQUE USER/BROWSER

A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.

This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

MONTHLY UNIQUE USER/BROWSERS

The de-duplicated net number of Unique User/Browsers for the month.

Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

PAGE IMPRESSION

A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.

In effect, one request by a valid user should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.

In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send a HTML file followed by several associated graphics, images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams. All content within a Page Impression may not necessarily be visible in the user's browser window.

PDF IMPRESSION

A file, or combination of files, containing PDF content, sent to a valid User as a result of that User's request being received by the server.

SYNDICATED CONTENT

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. Syndicated content may or may not be included in certified traffic.

INVALID TRAFFIC

Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.

6. Counting System:

This site used a third party to count the data supporting this certificate.

7. Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

This product is registered with ABC by RIBA Enterprises Ltd.





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8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit www.abce.org.uk and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

ribaproductselector.com provides users with a searchable index of UK building manufacturers and advisory bodies and is designed to provide product and contact details, so that construction professionals involved in building specification and product selection can access this information anywhere in the world. This website complements and expands the information provided by the award winning RIBA Product Selector printed directory. Using powerful search technology, ribaproductselector.com has been developed by our expert editorial and development teams to respond to specific construction terminology, relating phrases and connecting these to relevant subject areas and providing a comprehensive service to a wide range of construction professionals. The website also contains listings for Building Services Engineering products, detailed information on the latest CPD seminars and providers as well as an enhanced search facility through the Advanced Service.

