



# Online Property: Certificate of Activity

For the period: 1 November 2009 - 30 November 2009

## Web



Property Name: TrustedReviews.com



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### Issued by:

ABCe  
Saxon House,  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax +44 (0) 1442 200702

www.abc.org.uk  
info@abc.org.uk  
ABC Ref: 20268/16811290



### Media Owner:

IPC Media Ltd  
11th Floor Blue Fin Building  
110 Southwark Street  
London

### Contact:

Geoff Richards  
Publishing Manager  
01344 898 480  
geoff@trustedreviews.com





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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	112,477	2,696,268
Page Impressions	461,533	13,845,998

### 2. Network Domains/URLs:

www.trustedreviews.com

http://shopping.trustedreviews.com

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

### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Nov-09	91,474	401,289	16-Nov-09	127,005	521,946
02-Nov-09	106,667	456,432	17-Nov-09	111,555	462,716
03-Nov-09	127,372	519,864	18-Nov-09	130,461	535,998
04-Nov-09	105,221	429,959	19-Nov-09	113,815	477,450
05-Nov-09	100,597	414,812	20-Nov-09	107,844	452,947
06-Nov-09	103,927	412,866	21-Nov-09	96,360	397,889
07-Nov-09	95,949	394,646	22-Nov-09	102,636	418,188
08-Nov-09	101,793	418,832	23-Nov-09	114,582	461,274
09-Nov-09	115,223	469,280	24-Nov-09	118,038	503,507
10-Nov-09	114,013	475,208	25-Nov-09	122,813	494,051
11-Nov-09	108,136	434,608	26-Nov-09	114,787	538,071
12-Nov-09	108,333	430,056	27-Nov-09	126,742	585,548
13-Nov-09	101,676	400,062	28-Nov-09	106,013	459,742
14-Nov-09	140,259	442,380	29-Nov-09	111,324	481,968
15-Nov-09	127,062	436,700	30-Nov-09	122,639	517,709





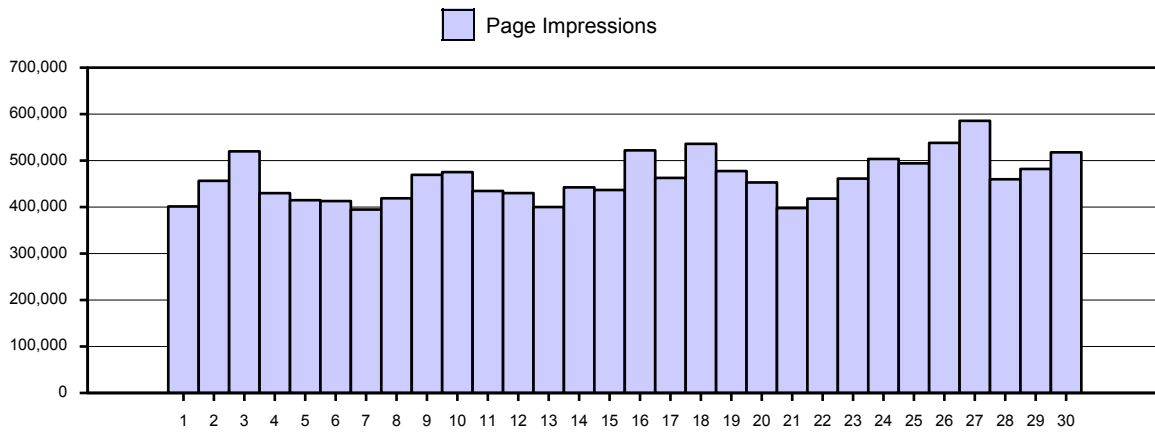
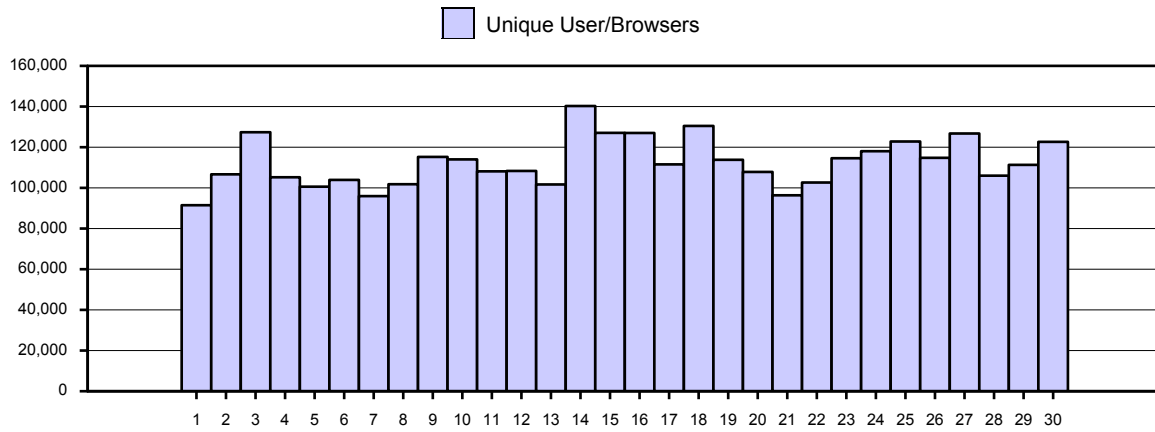
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### 4. Additional Notes:

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- 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:

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#### 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.

#### 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:

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

### 7. Audit Opinion by ABCe

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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 IPC Media 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](http://www.abce.org.uk) and [www.jicwebs.org](http://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

TrustedReviews.com delivers original, expert reviews about consumer electronics & IT equipment across 20 different product categories. TrustedReviews currently has over 5,250 reviews and features, and over 6,900 news stories\*. TrustedReviews is for anyone who wants advice about consumer electronics or IT equipment before they buy it. TR has a strong following amongst enthusiasts who like to know about the latest kit on the market, IT professionals making buying decisions on behalf of their organisations, and consumers actively researching a purchase decision. \*Publisher's Statement

