



Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

Web



Property Name: Monkey



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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	40,685	1,009,298

Issue Breakout

Issue Identifier	Date first available*	Unique User/Browsers**
Issue 1	03-Sep-08	262,068
Issue 2	10-Sep-08	278,875
Issue 3	17-Sep-08	301,714
Issue 4	24-Sep-08	291,508

*This is the date on which, during the audit period, the issue was first available.

** This data is cumulative from the date the issue was first available to the last day of the certification period, inclusive.

2. Network Domains/URLs:

<http://issue.monkeymag.co.uk>

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

3. Daily Activity:

Date	Unique User/Browsers	Date	Unique User/Browsers
01-Sep-08	0	16-Sep-08	49,046
02-Sep-08	221	17-Sep-08	56,924
03-Sep-08	30,115	18-Sep-08	68,314
04-Sep-08	9,843	19-Sep-08	65,466
05-Sep-08	17,509	20-Sep-08	50,546
06-Sep-08	17,527	21-Sep-08	49,527
07-Sep-08	18,988	22-Sep-08	44,203
08-Sep-08	41,508	23-Sep-08	6,567
09-Sep-08	48,234	24-Sep-08	54,052
10-Sep-08	64,477	25-Sep-08	62,398
11-Sep-08	54,000	26-Sep-08	69,493
12-Sep-08	38,959	27-Sep-08	58,669
13-Sep-08	47,857	28-Sep-08	57,496
14-Sep-08	42,590	29-Sep-08	6,118
15-Sep-08	45,170	30-Sep-08	4,058





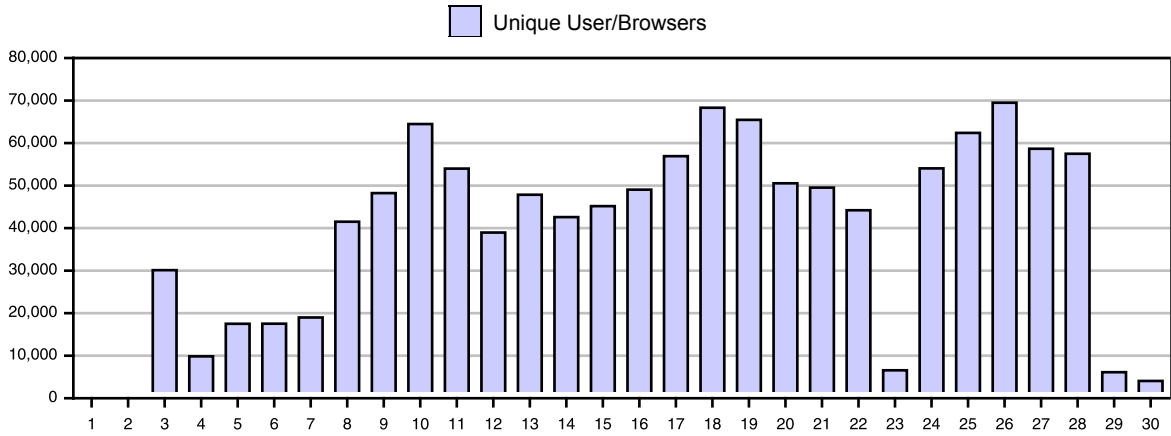
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4. Additional Notes:

- 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.

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 Freshmedia CEROS (www.cerosmedia.com) 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.





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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 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

Monkey is one of the biggest digital magazines on the planet. Every week Monkey gives men the ultimate mix of sport, girls, entertainment, gadgets and gaming in glorious video and audio. In a time-poor world Monkey does the hard work so you don't have to.

