



Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

Web



Property Name: iMotor



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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	8,628	221,739

Issue Breakout

Issue Identifier	Date first available*	Unique User/Browsers**
Issue 1	21-Aug-08	16,995
Issue 2	04-Sep-08	108,577
Issue 3	16-Sep-08	108,667
Issue 4	30-Sep-08	9,323

*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://dennis.cerosmedia.com>

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	1,742	16-Sep-08	17,242
02-Sep-08	5,107	17-Sep-08	9,677
03-Sep-08	6,972	18-Sep-08	6,589
04-Sep-08	18,843	19-Sep-08	8,807
05-Sep-08	9,621	20-Sep-08	10,192
06-Sep-08	6,991	21-Sep-08	10,008
07-Sep-08	5,412	22-Sep-08	7,043
08-Sep-08	5,553	23-Sep-08	15,325
09-Sep-08	14,263	24-Sep-08	9,305
10-Sep-08	8,379	25-Sep-08	7,223
11-Sep-08	6,571	26-Sep-08	9,373
12-Sep-08	10,413	27-Sep-08	5,776
13-Sep-08	10,005	28-Sep-08	5,327
14-Sep-08	9,600	29-Sep-08	1,535
15-Sep-08	6,252	30-Sep-08	9,691





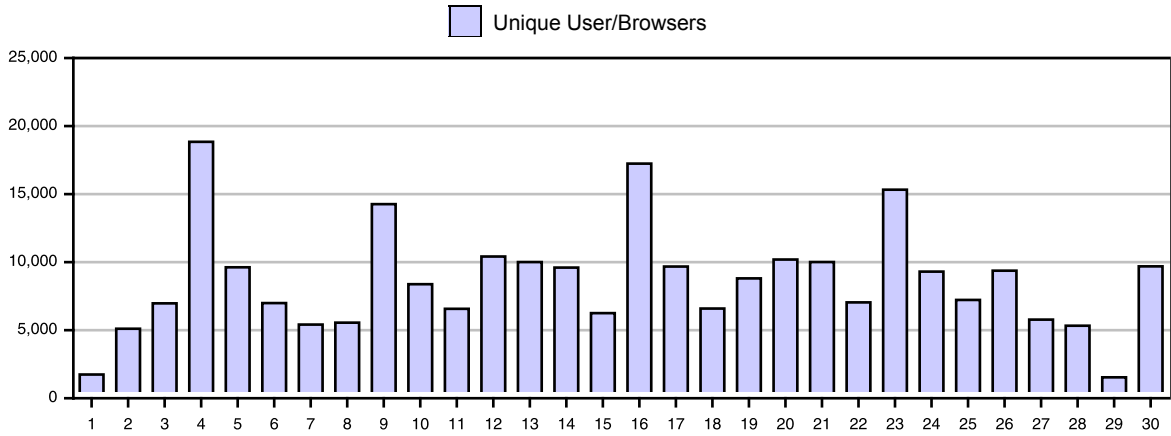
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4. Additional Notes:

- 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

iMOTOR is everything a car magazine should be. Every fortnight, it delivers stunning high-definition car photography (an amazing 5x more detailed than a standard web page's images), top-quality motoring journalism, the very latest entertaining video test drives and jaw-dropping interactive elements that put you firmly behind the driving seat. And it's all delivered in iMOTOR's opinionated and entertaining style by a team of motoring experts from the world of print and TV.

