



Online Property: Certificate of Activity

For the period: 1 October 2009 - 31 October 2009

Web



Property Name: Build



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1. Total Qualifying Worldwide Traffic:

Metric: Build	Daily Averages	Total
Unique User/Browsers	12,382	333,754
Page Impressions	28,559	885,325
Metric: Build.ie		
Unique User/Browsers	4,092	108,304
Page Impressions	9,464	293,381

2. Network Domains/URLs:

Build

www.build.co.uk
www.build.ie

www.buildscotland.co.uk

Build.ie

www.build.ie

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

3. Daily Activity: Build

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	13,632	30,508	17-Oct-09	6,265	16,039
02-Oct-09	11,818	28,062	18-Oct-09	6,319	13,135
03-Oct-09	6,297	14,541	19-Oct-09	19,381	39,997
04-Oct-09	6,032	15,058	20-Oct-09	18,446	41,820
05-Oct-09	15,217	32,382	21-Oct-09	15,630	34,799
06-Oct-09	16,125	37,064	22-Oct-09	14,465	33,427
07-Oct-09	14,970	33,919	23-Oct-09	12,570	28,332
08-Oct-09	14,255	31,153	24-Oct-09	6,618	13,411
09-Oct-09	12,809	29,575	25-Oct-09	8,038	16,596
10-Oct-09	6,298	13,713	26-Oct-09	13,097	32,153
11-Oct-09	6,808	15,818	27-Oct-09	16,183	36,311
12-Oct-09	15,666	35,861	28-Oct-09	15,683	34,506
13-Oct-09	15,949	38,220	29-Oct-09	14,505	32,289
14-Oct-09	15,038	36,048	30-Oct-09	12,306	28,643
15-Oct-09	14,998	36,524	31-Oct-09	5,918	14,598
16-Oct-09	12,506	40,823			



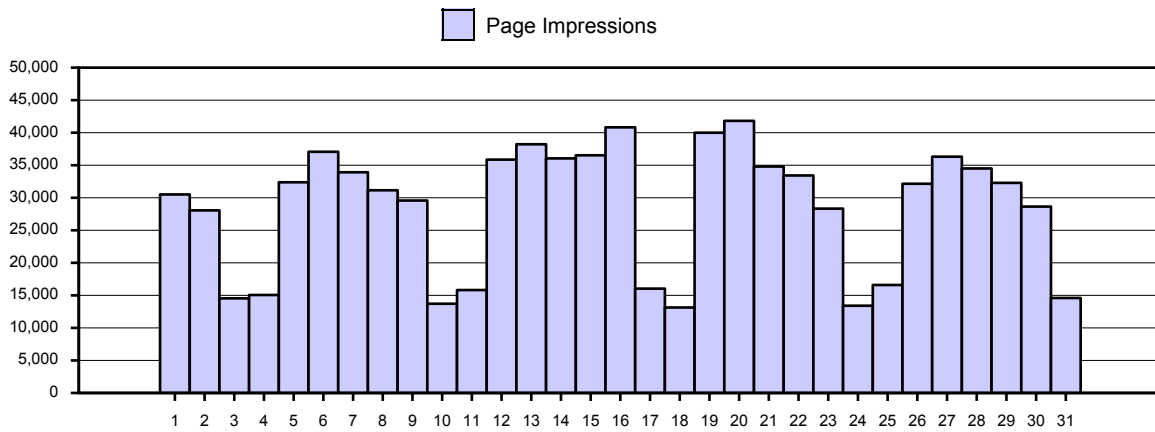
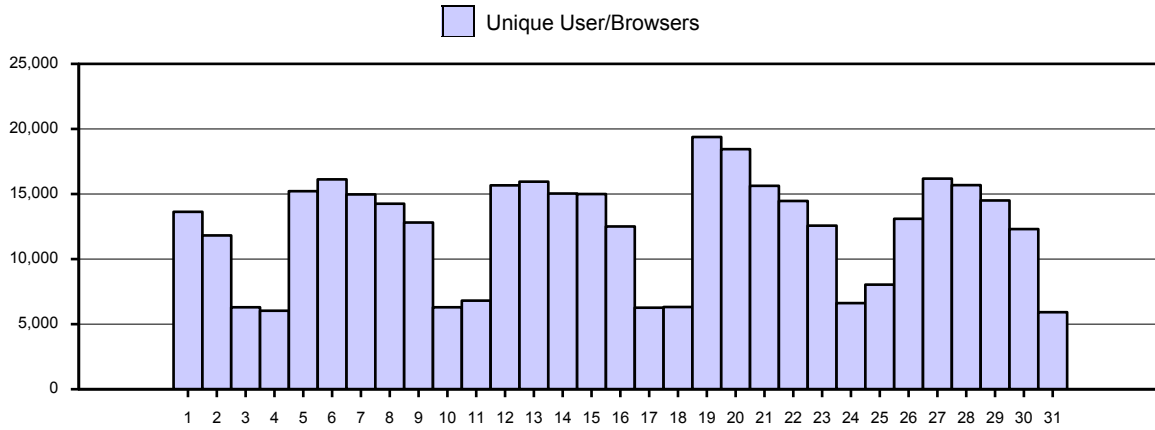
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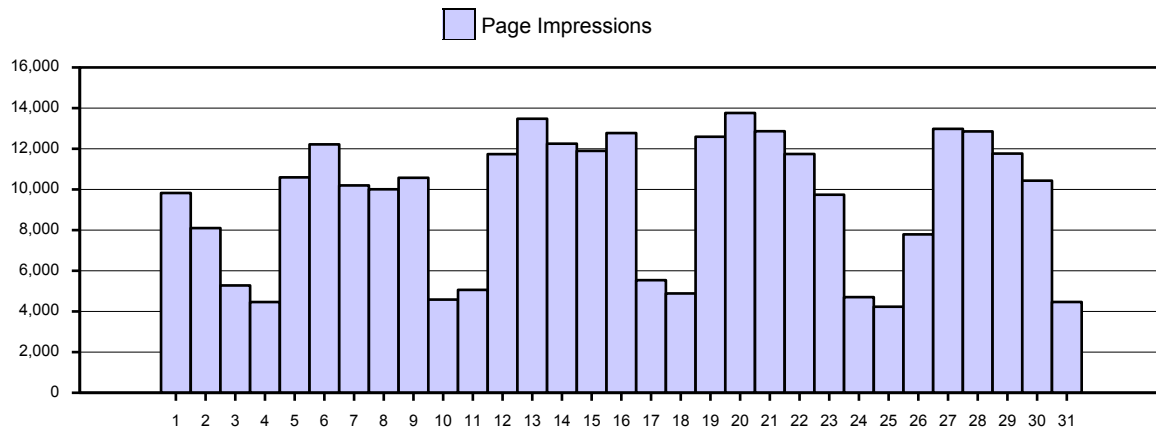
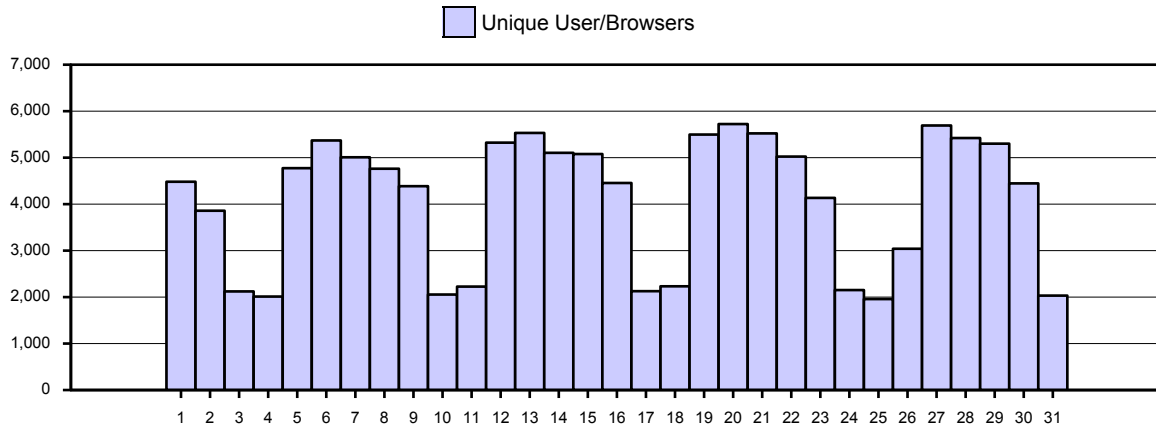
Web



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3a. Daily Activity Breakout: Build.ie

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	4,482	9,826	17-Oct-09	2,127	5,538
02-Oct-09	3,858	8,100	18-Oct-09	2,232	4,885
03-Oct-09	2,122	5,279	19-Oct-09	5,497	12,592
04-Oct-09	2,011	4,463	20-Oct-09	5,723	13,760
05-Oct-09	4,774	10,594	21-Oct-09	5,522	12,863
06-Oct-09	5,370	12,217	22-Oct-09	5,023	11,743
07-Oct-09	5,008	10,198	23-Oct-09	4,134	9,740
08-Oct-09	4,762	10,008	24-Oct-09	2,151	4,704
09-Oct-09	4,386	10,573	25-Oct-09	1,957	4,232
10-Oct-09	2,055	4,584	26-Oct-09	3,040	7,790
11-Oct-09	2,226	5,061	27-Oct-09	5,692	12,980
12-Oct-09	5,323	11,737	28-Oct-09	5,422	12,854
13-Oct-09	5,532	13,477	29-Oct-09	5,301	11,764
14-Oct-09	5,104	12,251	30-Oct-09	4,446	10,432
15-Oct-09	5,078	11,897	31-Oct-09	2,032	4,466
16-Oct-09	4,455	12,773			





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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.

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 Flagship Media Group 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

Build is a directory and news portal for the Construction industry in the UK and Ireland.

