



# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

beautyguild.com

Property Name: Beautyguild.com

# beautyguild.com

## Contents

1. Total Qualifying Worldwide Traffic
2. Network Domains/URLs
3. Daily Activity
4. Additional Notes
5. Glossary of Terms
6. Counting System
7. Audit Opinion by ABCe
8. About ABCe
9. Media Owner Statement

### 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.abce.org.uk  
info@abce.org.uk  
ABC Ref: 20357/16187489



### Media Owner:

**The Guild Professional Beauty Therapists**  
320 Burton Road  
Derby  
DE23 6AF

### Contact:

Paul Archer  
0845 2177 381  
paul.archer@beautyguild.com





# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

beautyguild.com

Property Name: Beautyguild.com

### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	4,163	69,376
Visits	5,129	159,001
Page Impressions	25,902	802,968

### 2. Network Domains/URLs:

www.beautyguild.com

www.beautyguildforum.co.uk

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

### 3. Daily Activity:

Date	Unique User / Browsers	Visits	Page Impressions	Date	Unique User / Browsers	Visits	Page Impressions
01-Mar-09	4,439	5,267	33,464	17-Mar-09	4,815	6,013	28,788
02-Mar-09	4,429	5,310	28,387	18-Mar-09	3,989	4,821	24,133
03-Mar-09	3,715	4,392	20,570	19-Mar-09	4,316	5,294	27,209
04-Mar-09	3,345	3,949	18,254	20-Mar-09	4,312	5,463	25,528
05-Mar-09	5,727	7,000	42,237	21-Mar-09	4,086	4,963	23,748
06-Mar-09	4,947	5,824	35,389	22-Mar-09	3,368	4,140	22,349
07-Mar-09	3,452	4,066	17,919	23-Mar-09	4,054	4,797	24,421
08-Mar-09	4,744	6,103	31,509	24-Mar-09	5,412	6,922	29,419
09-Mar-09	5,364	6,630	32,949	25-Mar-09	4,711	5,881	25,432
10-Mar-09	5,127	6,174	28,722	26-Mar-09	4,186	5,131	23,140
11-Mar-09	3,541	4,268	20,424	27-Mar-09	3,636	4,614	19,827
12-Mar-09	4,597	6,989	57,633	28-Mar-09	2,572	3,006	14,438
13-Mar-09	3,660	4,510	21,898	29-Mar-09	3,061	3,537	15,418
14-Mar-09	3,171	3,828	18,539	30-Mar-09	3,436	4,185	17,715
15-Mar-09	3,975	4,775	23,266	31-Mar-09	3,659	4,487	15,136
16-Mar-09	5,195	6,662	35,107				





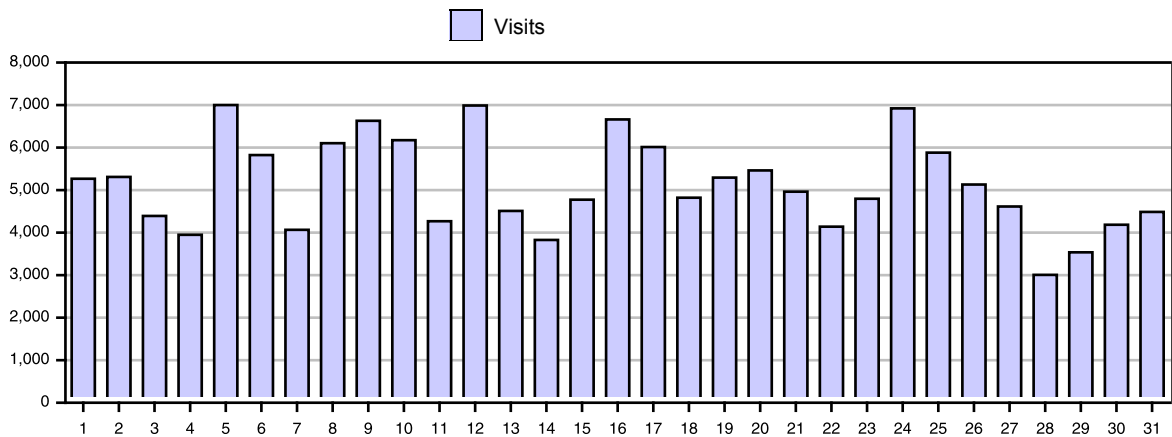
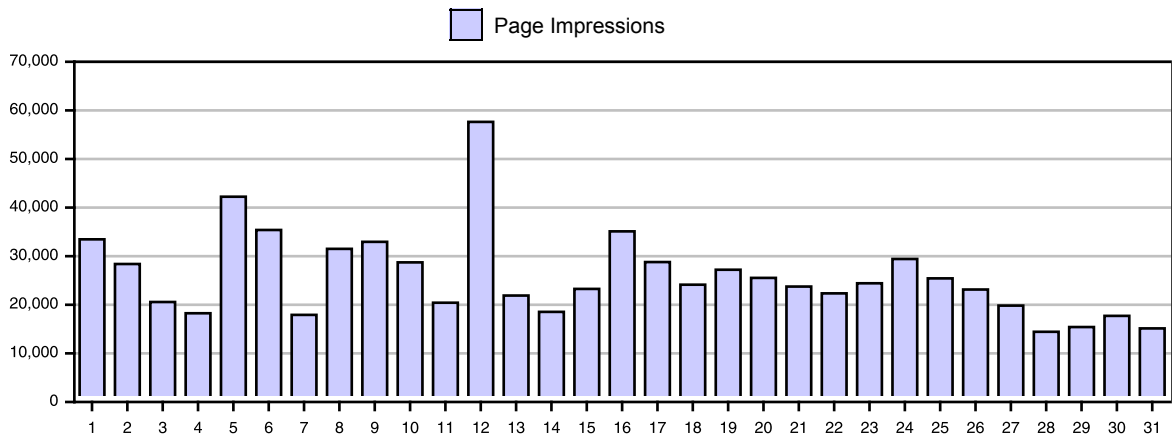
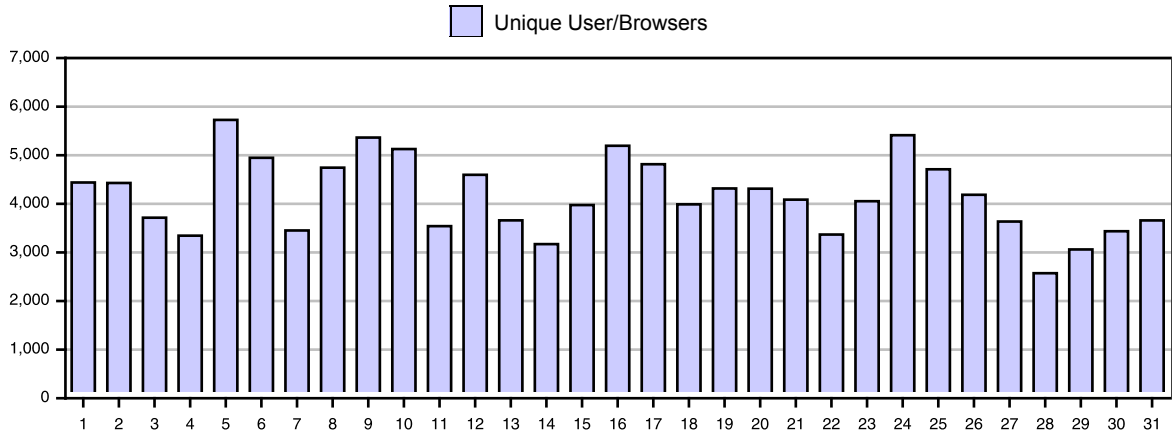
# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

beautyguild.com

Property Name: Beautyguild.com





# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

beautyguild.com

Property Name: Beautyguild.com

### 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.

#### VISIT

**A series of one or more Page Impressions, served to a valid Unique User/Browser, which ends when that Unique User/Browser has not made a Page Impression for a 30-minute period.**

A Visit is effectively a near-continuous burst of activity by a valid Unique User/Browser. Note that, in addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique User/Browser identifiers to calculate this metric if desired.

#### 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.





# Online Property: Certificate of Activity

For the period: 1 March 2009 - 31 March 2009

## Web

beautyguild.com

Property Name: Beautyguild.com

## 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.

## 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).

## 9. Media Owner Statement

Beautyguild.com is the website of The Guild Of Professional Beauty Therapists, the UK's trade body for salon owners, therapists, lecturers, and students in the Beauty, Holistic, Nails, and Tanning industries. Beautyguild.com is a portal site for the industry, which gives professional therapists access to The Suppliers Guide, a comprehensive directory of industry suppliers. Information on Training and Education can be found in the Training Directory, which lists accredited schools and courses. There is also a Classified Advertising & Recruitment section, and a directory of member's salons. The site is updated daily with news of the latest industry products and services, and visitors can subscribe to two free fortnightly email newsletters called the Beautyguild Bulletin and the Beautyguild Trader.

