



Online Property: Certificate of Activity

For the period: 1 January 2009 - 31 January 2009

Web



Property Name: Centaur Engineering & Technology Network



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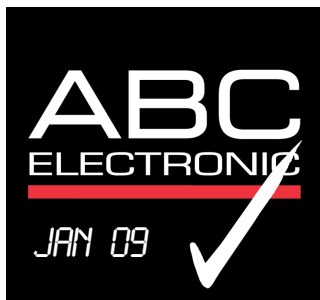
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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	15,351	443,239
Page Impressions	35,485	1,100,035

2. Network Domains/URLs:

www.theengineer.co.uk
 www.processengineering.co.uk
 www.electronicstalk.com
 www.engineeringtalk.com

www.laboratorytalk.com
 www.manufacturingtalk.com
 www.processingtalk.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-Jan-09	6,258	12,820	17-Jan-09	8,015	17,679
02-Jan-09	9,325	19,978	18-Jan-09	8,534	19,357
03-Jan-09	7,458	15,099	19-Jan-09	20,288	49,573
04-Jan-09	7,932	16,650	20-Jan-09	20,012	47,707
05-Jan-09	16,434	39,427	21-Jan-09	21,035	48,512
06-Jan-09	18,364	42,477	22-Jan-09	20,491	46,225
07-Jan-09	20,465	49,588	23-Jan-09	17,562	39,947
08-Jan-09	18,507	42,126	24-Jan-09	8,242	17,842
09-Jan-09	16,418	38,153	25-Jan-09	8,409	18,712
10-Jan-09	7,846	17,891	26-Jan-09	18,808	44,607
11-Jan-09	8,011	17,914	27-Jan-09	19,483	45,109
12-Jan-09	22,237	48,473	28-Jan-09	20,285	48,430
13-Jan-09	21,884	51,778	29-Jan-09	20,211	48,119
14-Jan-09	21,241	49,578	30-Jan-09	16,721	38,942
15-Jan-09	20,321	48,092	31-Jan-09	7,757	19,284
16-Jan-09	17,321	39,946			





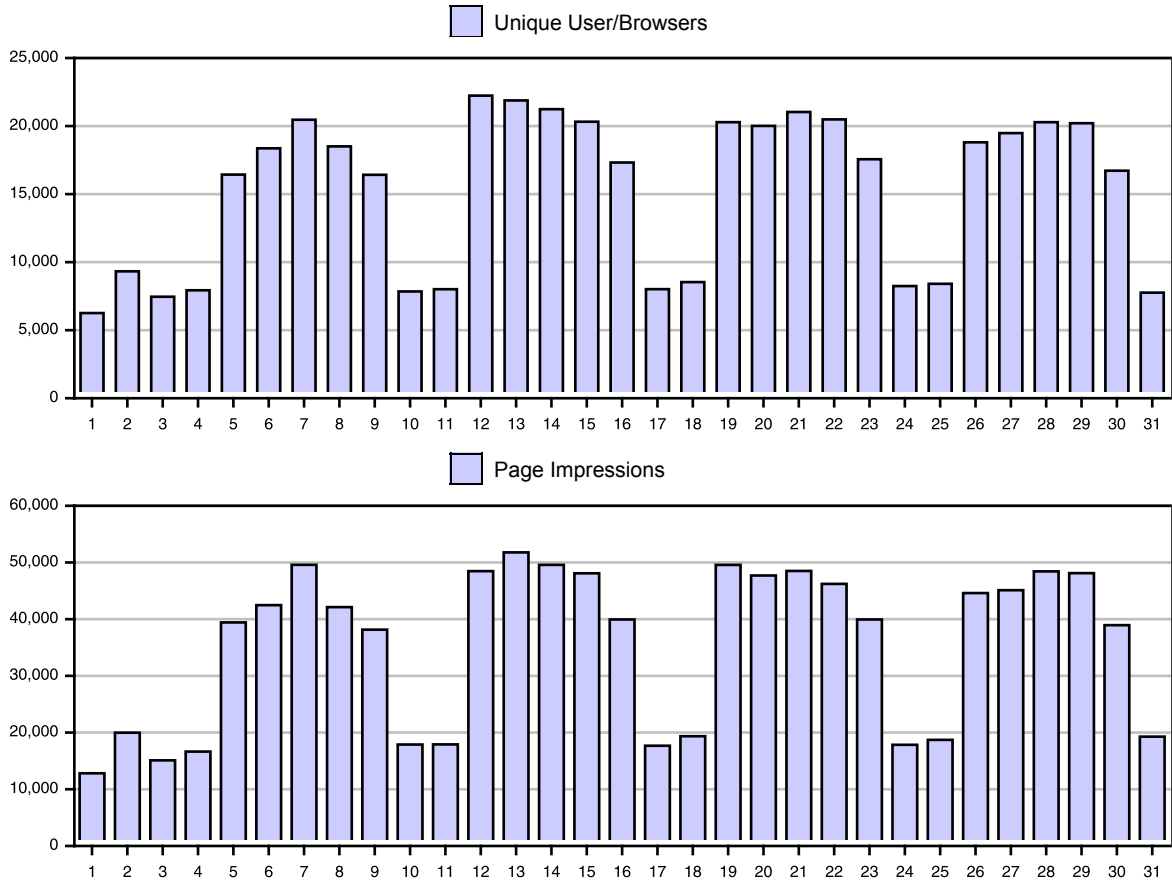
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4. Additional Notes:

- 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 HBX SiteCatalyst (www.omniture.com) to count the data supporting this certificate.





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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 and www.jicwebs.org.

9. Media Owner Statement

Centaur Engineering & Technology Network, consisting of The Engineer, Process Engineering and the Pro-Talk technology news and information sites, provides the first fully integrated publishing solution for the UK's engineering and manufacturing sector. With monthly unique users in excess of 443,000 and 1,100,000 page impressions, the CETN delivers the largest audience of technical innovators.

