



Online Property: Certificate of Activity

For the period: 1 September 2009 - 30 September 2009

Web

The Digital Property Group



Property Name: The Digital Property Group

The Digital Property Group



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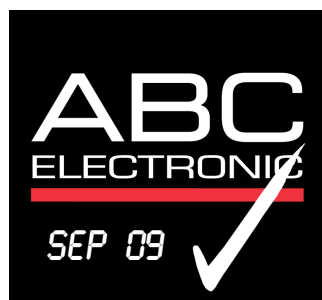
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1. Total Qualifying Worldwide Traffic:

Metric: The Digital Property Group	Daily Averages	Total
Unique User/Browsers	268,949	4,625,078
Page Impressions	3,831,342	114,940,260
Metric: FIND A PROPERTY		
Unique User/Browsers	158,382	2,994,891
Page Impressions	2,168,592	65,057,772
Metric: PRIME LOCATION		
Unique User/Browsers	119,397	2,084,046
Page Impressions	1,427,738	42,832,133
Metric: HOMES AND PROPERTY		
Unique User/Browsers	30,084	739,500
Page Impressions	179,548	5,386,425
Metric: FIND A NEW HOME		
Unique User/Browsers	13,065	331,349
Page Impressions	55,464	1,663,930

2. Network Domains/URLs:

The Digital Property Group

www.findaproperty.com
 www.primelocation.com
 www.homesandproperty.co.uk
 www.findanewhome.com
 www.findaproperty.com
 http://blog.findaproperty.com

www.primelocation.com
 http://dailymail.primelocation.com
 www.homesandproperty.co.uk
 http://es.homesandproperty.co.uk
 www.findanewhome.com

FIND A PROPERTY

www.findaproperty.com
 http://blog.findaproperty.com

PRIME LOCATION

www.primelocation.com
 http://dailymail.primelocation.com

HOMES AND PROPERTY

www.homesandproperty.co.uk
 http://es.homesandproperty.co.uk

FIND A NEW HOME

www.findanewhome.com

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





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3. Daily Activity: The Digital Property Group

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Sep-09	295,082	4,469,233	16-Sep-09	299,887	4,020,445
02-Sep-09	300,791	4,456,358	17-Sep-09	296,616	3,821,863
03-Sep-09	307,027	4,257,237	18-Sep-09	264,504	3,503,168
04-Sep-09	267,287	3,763,087	19-Sep-09	207,054	3,083,801
05-Sep-09	218,502	3,425,607	20-Sep-09	226,781	3,516,996
06-Sep-09	240,731	3,903,216	21-Sep-09	296,808	4,266,926
07-Sep-09	295,345	4,391,316	22-Sep-09	301,562	4,112,556
08-Sep-09	294,884	4,139,494	23-Sep-09	300,701	4,061,538
09-Sep-09	291,841	4,015,613	24-Sep-09	283,071	3,694,202
10-Sep-09	280,644	3,790,387	25-Sep-09	251,903	3,306,493
11-Sep-09	256,054	3,478,777	26-Sep-09	205,080	3,021,416
12-Sep-09	183,527	2,982,561	27-Sep-09	222,480	3,409,264
13-Sep-09	219,382	3,689,680	28-Sep-09	289,918	4,210,345
14-Sep-09	288,831	4,292,573	29-Sep-09	293,371	3,920,574
15-Sep-09	295,171	4,133,977	30-Sep-09	293,639	3,801,557





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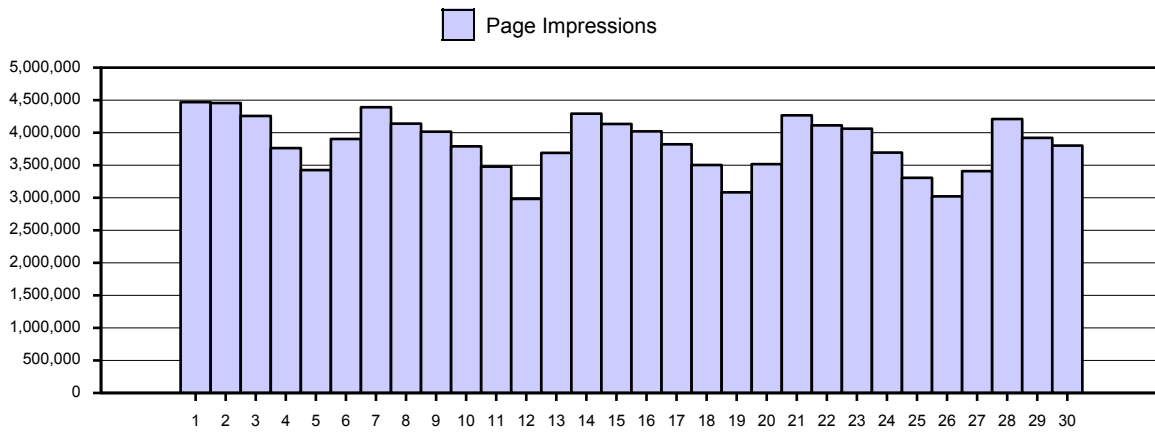
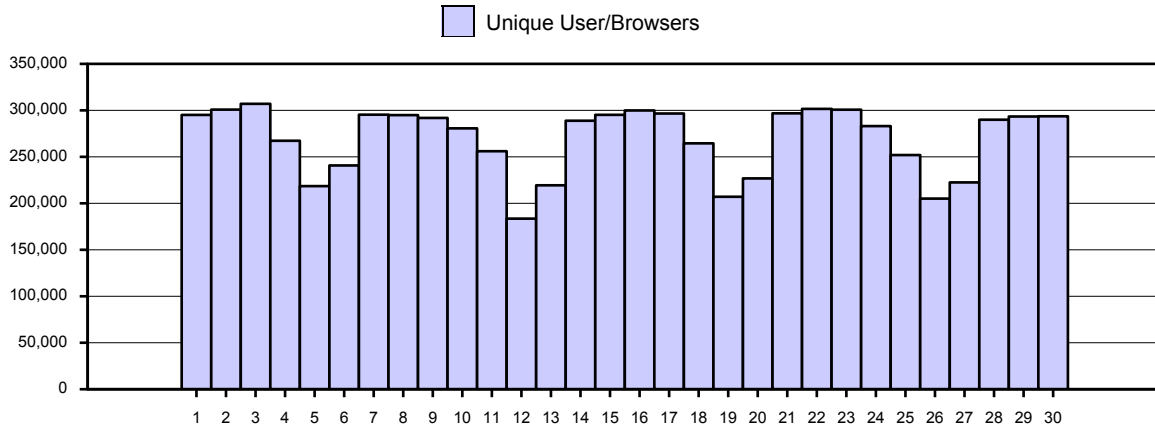
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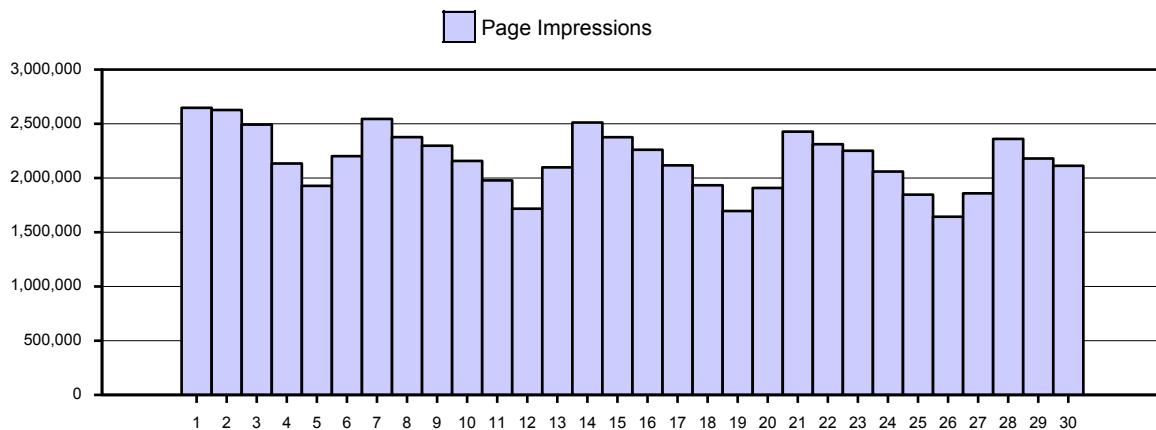
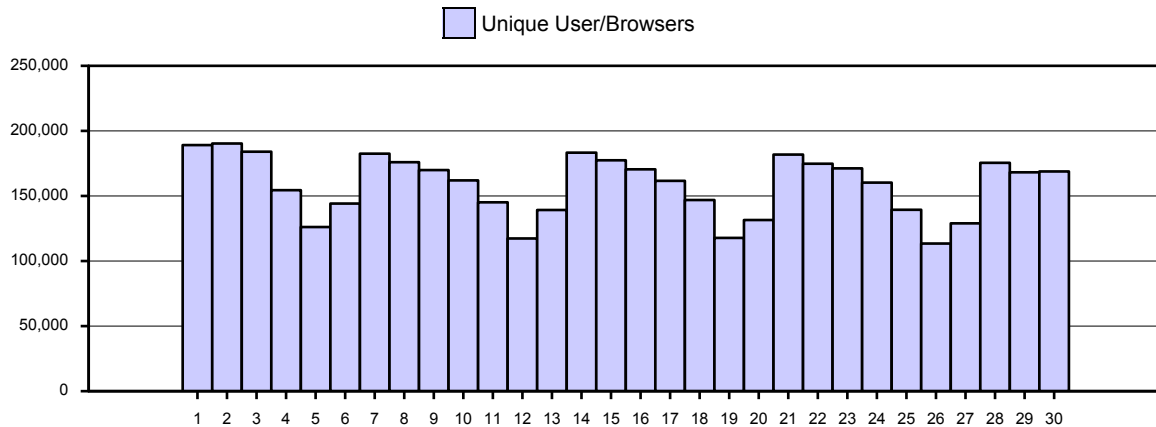
Web



Property Name: The Digital Property Group

3a. Daily Activity Breakout: FIND A PROPERTY

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Sep-09	189,096	2,647,347	16-Sep-09	170,481	2,260,702
02-Sep-09	190,305	2,627,277	17-Sep-09	161,624	2,116,751
03-Sep-09	184,018	2,492,686	18-Sep-09	146,893	1,933,320
04-Sep-09	154,455	2,133,857	19-Sep-09	117,774	1,695,775
05-Sep-09	126,123	1,927,898	20-Sep-09	131,526	1,908,230
06-Sep-09	144,156	2,201,544	21-Sep-09	181,796	2,427,860
07-Sep-09	182,511	2,544,896	22-Sep-09	174,779	2,311,686
08-Sep-09	175,936	2,377,111	23-Sep-09	171,202	2,251,445
09-Sep-09	169,901	2,297,891	24-Sep-09	160,274	2,059,805
10-Sep-09	161,976	2,157,615	25-Sep-09	139,385	1,846,821
11-Sep-09	145,135	1,978,140	26-Sep-09	113,447	1,643,272
12-Sep-09	117,338	1,717,164	27-Sep-09	128,952	1,858,844
13-Sep-09	139,232	2,098,207	28-Sep-09	175,468	2,360,791
14-Sep-09	183,271	2,511,712	29-Sep-09	168,169	2,179,948
15-Sep-09	177,415	2,376,291	30-Sep-09	168,829	2,112,886





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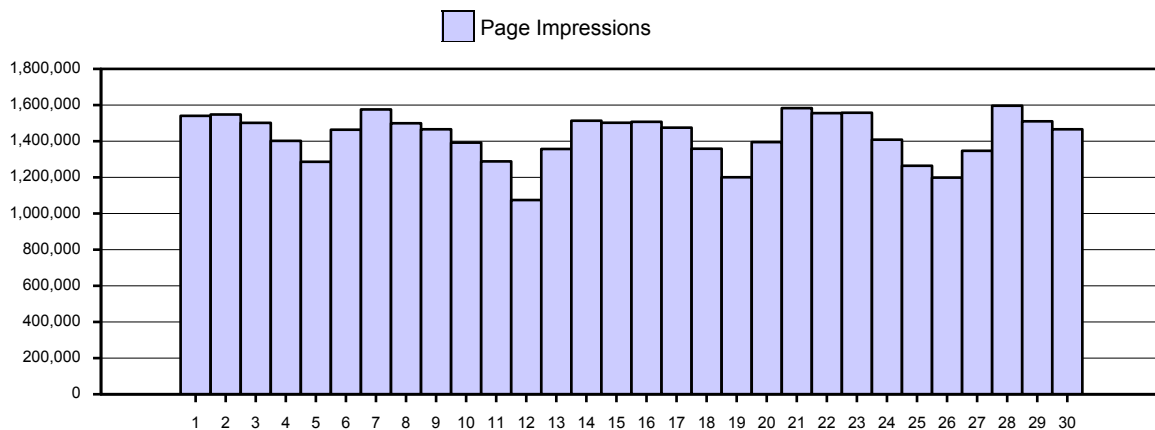
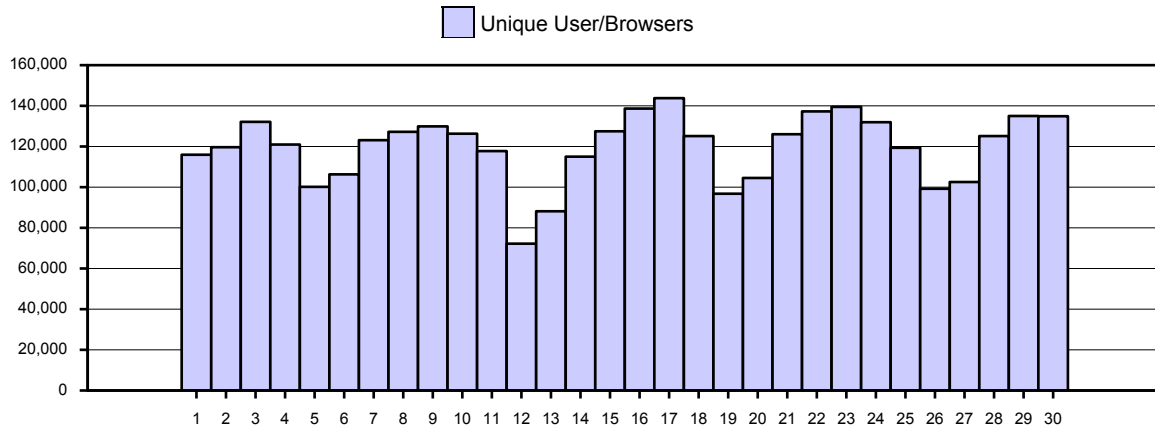
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Property Name: The Digital Property Group

3b. Daily Activity Breakout: PRIME LOCATION

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Sep-09	115,947	1,540,368	16-Sep-09	138,650	1,507,219
02-Sep-09	119,642	1,547,690	17-Sep-09	143,774	1,474,965
03-Sep-09	132,125	1,501,575	18-Sep-09	125,123	1,358,436
04-Sep-09	120,958	1,401,955	19-Sep-09	96,778	1,200,515
05-Sep-09	100,163	1,286,074	20-Sep-09	104,520	1,395,048
06-Sep-09	106,293	1,463,665	21-Sep-09	126,029	1,582,984
07-Sep-09	123,111	1,575,726	22-Sep-09	137,266	1,555,423
08-Sep-09	127,212	1,499,257	23-Sep-09	139,472	1,557,426
09-Sep-09	129,884	1,465,906	24-Sep-09	131,945	1,408,399
10-Sep-09	126,297	1,392,224	25-Sep-09	119,359	1,264,095
11-Sep-09	117,741	1,288,415	26-Sep-09	99,211	1,198,675
12-Sep-09	72,210	1,074,558	27-Sep-09	102,535	1,346,968
13-Sep-09	88,152	1,356,912	28-Sep-09	125,124	1,596,234
14-Sep-09	115,009	1,513,270	29-Sep-09	135,001	1,510,074
15-Sep-09	127,476	1,502,156	30-Sep-09	134,891	1,465,921





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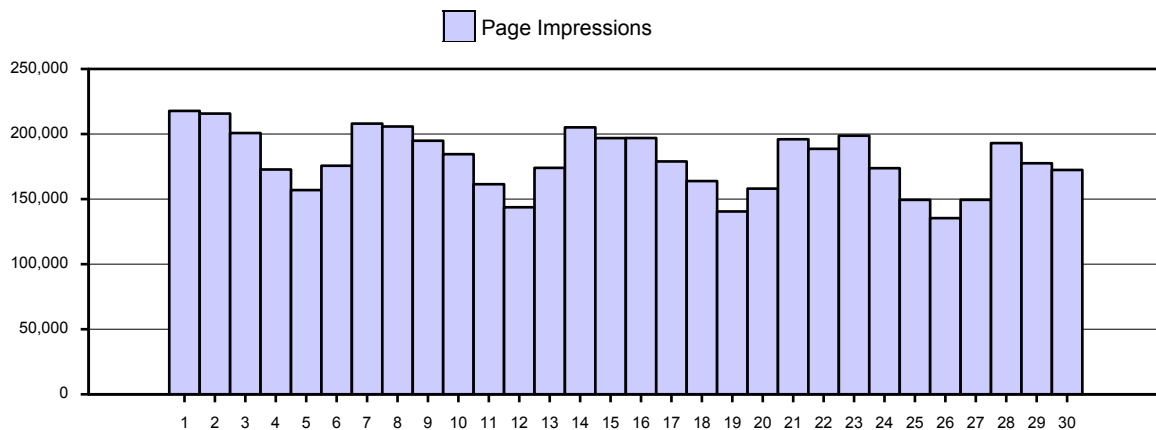
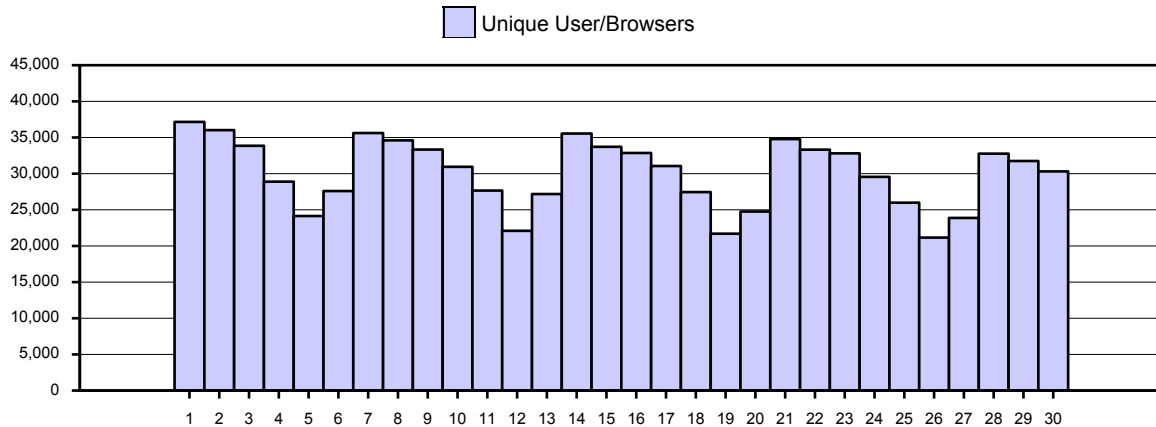
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3c. Daily Activity Breakout: HOMES AND PROPERTY

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Sep-09	37,160	217,767	16-Sep-09	32,863	196,926
02-Sep-09	36,024	215,708	17-Sep-09	31,056	178,936
03-Sep-09	33,859	200,765	18-Sep-09	27,450	163,853
04-Sep-09	28,893	172,755	19-Sep-09	21,696	140,489
05-Sep-09	24,142	156,933	20-Sep-09	24,760	158,049
06-Sep-09	27,594	175,632	21-Sep-09	34,784	195,984
07-Sep-09	35,620	208,014	22-Sep-09	33,320	188,620
08-Sep-09	34,605	205,786	23-Sep-09	32,809	198,711
09-Sep-09	33,335	194,828	24-Sep-09	29,557	173,744
10-Sep-09	30,948	184,517	25-Sep-09	25,988	149,430
11-Sep-09	27,662	161,436	26-Sep-09	21,158	135,375
12-Sep-09	22,094	143,741	27-Sep-09	23,877	149,444
13-Sep-09	27,183	174,001	28-Sep-09	32,767	193,038
14-Sep-09	35,549	205,133	29-Sep-09	31,751	177,545
15-Sep-09	33,713	196,858	30-Sep-09	30,314	172,407





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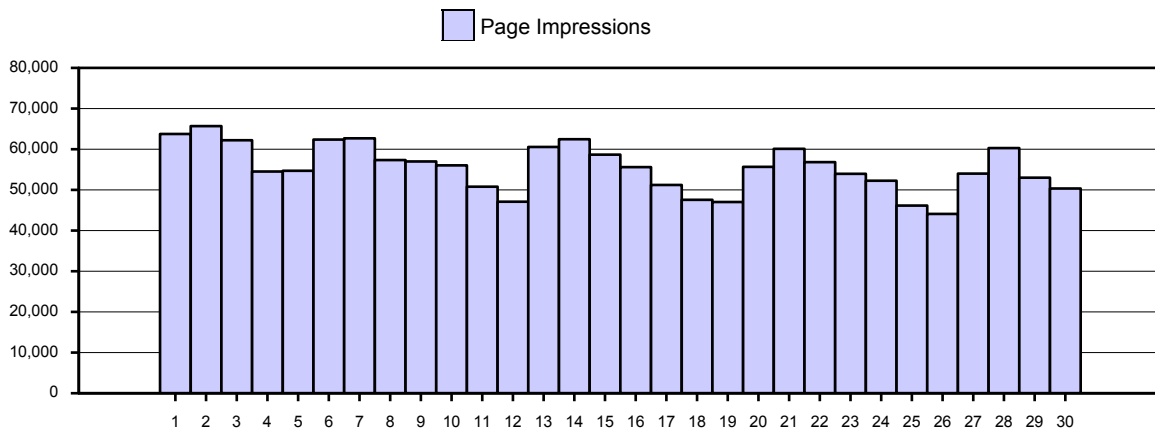
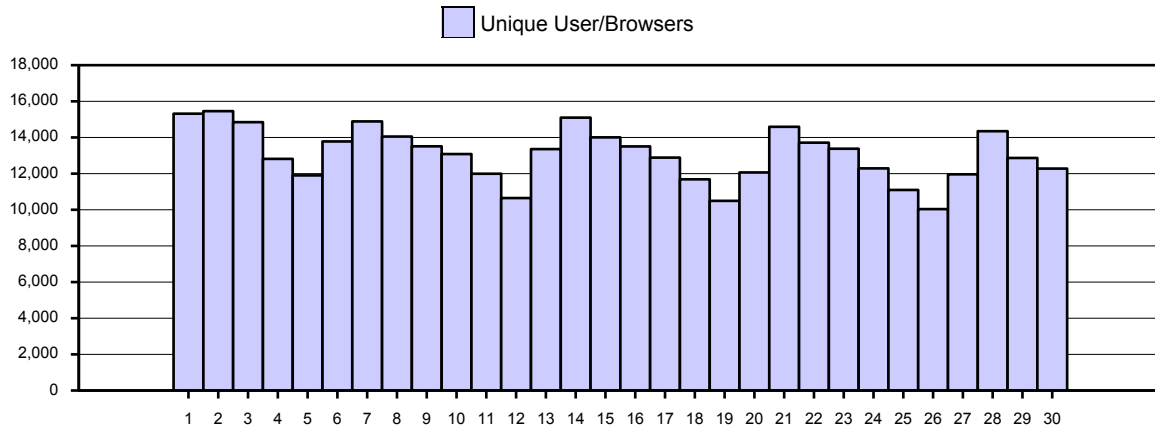
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3d. Daily Activity Breakout: FIND A NEW HOME

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Sep-09	15,317	63,751	16-Sep-09	13,504	55,598
02-Sep-09	15,456	65,683	17-Sep-09	12,886	51,211
03-Sep-09	14,847	62,211	18-Sep-09	11,686	47,559
04-Sep-09	12,815	54,520	19-Sep-09	10,493	47,022
05-Sep-09	11,902	54,702	20-Sep-09	12,064	55,669
06-Sep-09	13,780	62,375	21-Sep-09	14,590	60,098
07-Sep-09	14,889	62,680	22-Sep-09	13,712	56,827
08-Sep-09	14,050	57,340	23-Sep-09	13,378	53,956
09-Sep-09	13,511	56,988	24-Sep-09	12,291	52,254
10-Sep-09	13,083	56,031	25-Sep-09	11,097	46,147
11-Sep-09	11,994	50,786	26-Sep-09	10,037	44,094
12-Sep-09	10,648	47,098	27-Sep-09	11,961	54,008
13-Sep-09	13,357	60,560	28-Sep-09	14,347	60,282
14-Sep-09	15,098	62,458	29-Sep-09	12,866	53,007
15-Sep-09	14,006	58,672	30-Sep-09	12,279	50,343





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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 Intellitacker Enterprise (www.intellitacker.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 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

The Digital Property Group launched in 2008 uniting Primelocation.com, FindaProperty.com, Homesandproperty.co.uk, FindaNewHome.com, the online property search channels of Daily Mail and Mail on Sunday, and Northcliffe Media's local website network. The Digital Property Group attracts over 4.6 million Unique User/Browsers per month with an average of 268,949 Unique User/Browsers per day.* Each website holds a distinct market position and together work as complementary brands attracting complementary audiences. With Primelocation.com and FindaProperty.com establishing themselves amongst the leading property sites in the UK, The Digital Property Group is fully committed to supporting its four brands throughout 2009. *ABCe September 2009.

