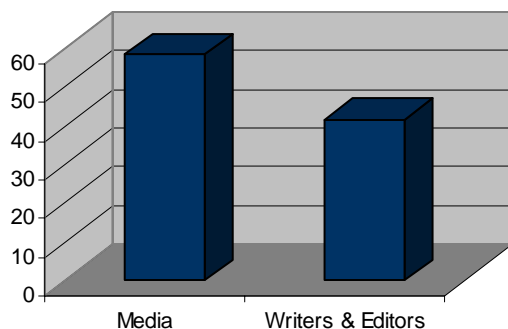


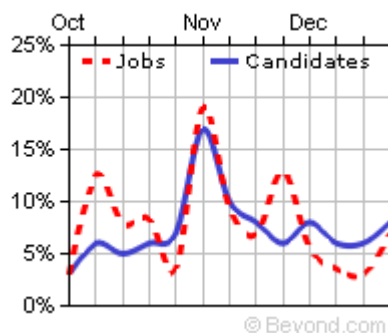
## Media & Communications Channel

4Q09 Industry Outlook

### Candidate Breakdown – Percentage of Industry Media & Communications



### Media & Communications Employment Trends (Percentage of Network – October 2009 to December 2009)



### Media & Communications Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Keen competition is expected for writing and editing jobs as many people are attracted to this occupation.
- Employment of news analysts, reporters, and correspondents is expected to decline 6% between 2008 and 2018. Job opportunities will be best for applicants in the expanding world of new media, such as online newspapers or magazines.

Quarterly Channel Statistics	
Active Resumes*	205,935
Jobs Posted	22,939
Channel Sites	27
Email Contacts	449,128
Monthly Channel Statistics	
Job Views	100,668
Online Applications	8,306
New Resumes	3,297

Most Popular Candidate Titles (%)	
1. Creative Writer	(10.18)
2. Editor	(10.13)
3. Copy Writer	(8.58)
4. PR Specialist	(5.82)
5. Reporter	(5.38)
6. Caption Writer	(5.24)
7. Film & Video Editor	(4.90)
8. Correspondent	(4.65)
9. Media & Communication Equipment Operator	(4.56)
10. Camera Operator	(4.07)

Cities with the Most Jobs Posted	
1. New York, NY	
2. Los Angeles, CA	
3. Houston, TX	
4. Bellevue, WA	
5. Chicago, IL	

\*Includes only one resume per candidate

## We can help you can effectively reach this candidate pool.

Beyond.com, Inc. is the world's largest network of niche career communities, powering thousands of geographic and industry-specific sites. The Beyond.com Network is comprised of many distinct channels, each represented by a premier career destination and backed by a powerful group of associated communities.

By providing highly-relevant industry information and career opportunities, the Beyond.com Media & Communications Channel attracts thousands of active and passive candidates each month. You can effectively target and hire these qualified and skilled industry professionals with our powerful recruitment solutions, including:

- Job Posting Packages
- E-Mail Marketing
- Banner Advertising
- Job Alert & Newsletter Sponsorships
- Featured Company Profiles



## The Beyond.com Network

We power thousands of industry, local and specialty career sites and connect users across all sites through a single destination – Beyond.com. As a result, our employers benefit from the undisputed quality of a niche job board combined with the expansive coverage of a national job board. To view a complete list of Beyond.com Network sites, please visit [www.Beyond.com/Channels](http://www.Beyond.com/Channels).

Top 10 States for New Candidates (%)
1. New York (10.13)
2. California (9.65)
3. Pennsylvania (8.97)
4. Texas (7.20)
5. Florida (6.51)
6. New Jersey (5.71)
7. Georgia (4.99)
8. Illinois (4.58)
9. Michigan (3.42)
10. Maryland (3.10)

### Top Media & Communications Key Words Searched by Candidates:

Photographer, Proofreader, Journalist, Editor, Writer, Reporter, Communications, Media, Assistant and Television

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
SanFranciscoGigs.com	RiversideCareerSite.com	BeyondLosAngeles.com
ChicagoCareerSite.com	PhoenixJobs.com	AtlantaCareerPath.com

### Industry Sites

CommunicationsJobs.net	CommunicationsCoordinator.com	MediaGigs.net
PublishingJobs.com	BusinessCommunicationsConsultant.com	BroadcastCareers.net
CommunicationsSpecialist.net	BroadcastJobsite.com	MediaJobs.net

## Key Media & Communications Demographics

Beyond.com recruitment solutions are the best way for your company to tap into a highly-talented, knowledgeable and fresh candidate pool. As you can see, 77% of our network candidates have a 4 year college degree or higher, 58% have 5 or more years of experience, and 43% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	7.93
1-3 Years	18.79
3-5 Years	15.01
5-10 Years	16.49
10-15 Years	12.89
15-20 Years	12.48
21+ Years	16.40

Educational Background	%
Post Graduate Degree	13.16
4 Year College Degree	63.99
2 Year College Degree	7.53
Some College	10.72
High School Diploma	4.60

Length of Job Search	%
Just Started	35.05
2 Weeks	7.56
4 Weeks	6.92
6 Weeks	4.60
2 Months	7.24
3 Months	10.42
6 Months	12.56
9 Months	5.19
12 Months	1.82
Over 1 Year	8.65

**Channel Personality Type: INFJ** (Introvert, Sensor, Feeler, Judger). INFJ traits include: creative, original, and independent; thoughtful, warm, and sensitive; global thinkers with great passion for their unique vision; cautious, deliberate, and planful; organized, productive, and decisive; reserved and polite. The most important thing to INFJs is their ideas, and being faithful to their vision.

## Start with Us...

Beyond.com will help maximize your campaign today. Contact us now at [Employer@Beyond.com](mailto:Employer@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!