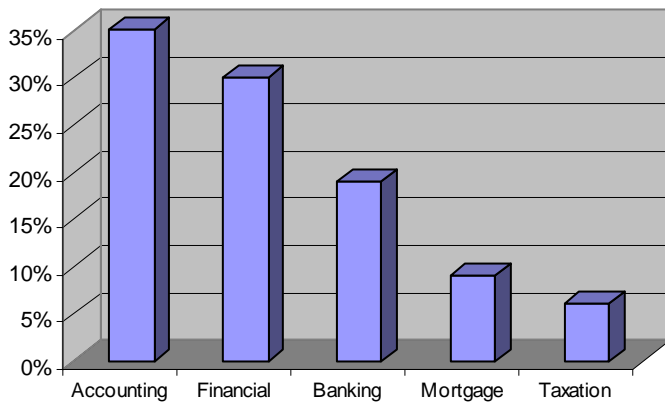
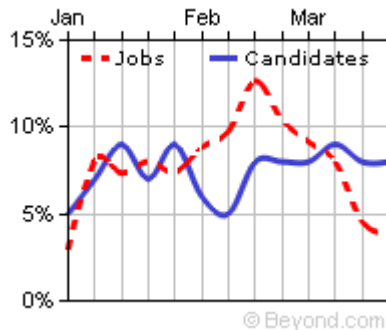


**Candidate Breakdown – Percentage of Industry  
Accounting & Finance**



**Accounting & Finance Employment Trends  
(Percentage of Network – January 2008 to March 2008)**



**Accounting/Finance Employment Forecast**  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Employment of accountants and auditors is expected to grow by 18 percent between 2006 and 2016.
- Accountants and auditors will have a very large number of new jobs arise, almost 226,000 over the decade between 2006-2016.

**You can effectively reach this market.  
Here is how we can help.**

The Beyond.com Network is comprised of more than 15,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: [www.Beyond.com/Network](http://www.Beyond.com/Network).

The Accounting & Finance Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the financial professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding & Spotlights
- Banner Advertising
- Alerts and Keyword Purchases

Quarterly Channel Statistics	
Active Candidates	434,238
Active Resumes*	420,916
Jobs Posted	87,356
Channel Sites	205
Email Contacts	484,781
Monthly Channel Statistics	
Job Views	433,713
Online Applications	40,506
New Candidates	14,385
New Resumes	13,572

Most Popular Candidate Titles (%)	
1. Accountant	(12.26)
2. Financial Analyst	(9.36)
3. Bookkeeper	(9.23)
4. Accounting Manager	(5.98)
5. Banker	(5.49)
6. Auditor	(5.24)
7. Budget Analyst	(5.23)
8. Banking Analyst	(5.12)
9. Credit Analyst	(4.61)
10. Controller	(3.19)

Cities with the Most Jobs Posted	
1. New York, NY	
2. Los Angeles, CA	
3. Houston, TX	
4. Atlanta, GA	
5. Dallas, TX	

\*Includes only one resume per candidate

# Accounting & Finance 1QT08 Industry Outlook

## The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, keyword searches and web sites that should be considered:

Top 10 States for New Candidates (%)
1. California (15.10)
2. Florida (10.96)
3. Texas (8.49)
4. New York (6.66)
5. Georgia (6.46)
6. Illinois (4.03)
7. New Jersey (4.00)
8. Colorado (3.45)
9. Pennsylvania (3.42)
10. North Carolina (3.39)

**Top Accounting & Finance Key Words Searched by Candidates:**  
Accounting, Accountant, Finance, Analyst, Controller, Bookkeeper, Financial Analyst, Accounts Payable, Payroll, and Banking.

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	HoustonJobsite.com	PhoenixJobs.com
DallasJobsite.com	SanFranciscoGigs.com	ChicagoCareerSite.com

### Industry Sites



## Key Accounting & Finance Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Accounting & Finance Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 55% of our network candidates have a 4 year college degree or higher, 62% have 5 or more years of experience and 53% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	12.73
1-3 Years	14.46
3-5 Years	11.08
5-10 Years	18.61
10-15 Years	13.93
15-20 Years	13.00
21+ Years	16.20

Educational Background	%
Post Graduate Degree	43.86
4 Year College Degree	11.02
2 Year College Degree	22.98
Some College	12.29
High School Diploma	9.85

Length of Job Search	%
Just Started	40.22
2 Weeks	13.20
4 Weeks	11.11
6 Weeks	5.77
2 Months	7.70
3 Months	8.32
6 Months	5.78
9 Months	1.68
12 Months	0.82
Over 1 Year	5.40

**Channel Personality Type: ISFJ** (Introvert, Sensor, Feeler, Judger)  
ISFJ traits include: cautious, gentle, thoughtful, hesitant until they know people well then affectionate and caring; very literal and aware of the physical world; uncompromising about personal standards and easily offended; diligent and conscientious, organized and decisive.

## Start with Us...

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