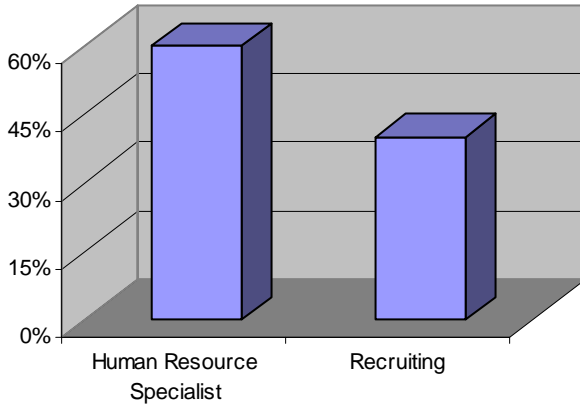
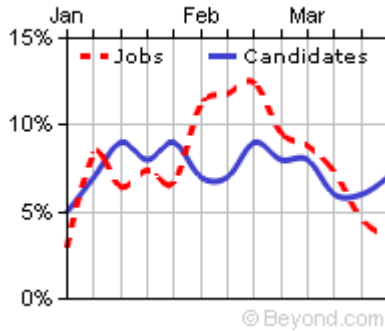


**Candidate Breakdown – Percentage of Industry Human Resources**



**Human Resources Employment Trends  
(Percentage of Network – January 2008 to March 2008)**



**Human Resources Employment Forecast**  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Overall employment of human resources, training, and labor relations managers and specialists is projected to grow by 17 percent between 2006 and 2016.
- Additional job growth may stem from increasing demand for specialists in international human resources management and human resources information systems.

**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 Human Resources Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the human resources 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	285,237K
Active Resumes*	267,407K
Jobs Posted	10,885K
Channel Sites	50
Email Contacts	935,416
Monthly Channel Statistics	
Job Views	62,693
Online Applications	9,468
New Candidates	9,937
New Resumes	9,454

Most Popular Candidate Titles (%)
1. Human Resource Consultant (16.11)
2. Human Resource Training Specialist (13.59)
3. Recruiter (11.66)
4. Employment Interviewer (11.53)
5. Benefits Specialist (10.33)
6. HR Labor Relationship Specialist (8.69)
7. Personal Recruiter (7.91)
8. Organizational Development Specialist (7.78)
9. Compensation Specialist (6.29)
10. Job Analysis Specialist (6.09)

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

\*Includes only one resume per candidate

# Human Resources 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 (13.05)
2. Texas (12.10)
3. Florida (9.30)
4. Georgia (6.62)
5. New York (5.09)
6. North Carolina (5.05)
7. Colorado (4.36)
8. Pennsylvania (4.13)
9. Illinois (3.32)
10. New Jersey (3.06)

### Top Human Resources Key Words Searched by Candidates:

HR, Recruiter, Director, Compensation, Management, Human and Resources, Social Work, Secretary, Payroll and Assistant

### City Sites

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

### Industry Sites

HumanResourcesJobs.com	HRManagerJobs.com	RecruiterGigs.com
HRHQ.net	HRHub.com	CompensationJobs.com
HRJobs.ca	HumanResourcesJobsite.com	BenefitsJobs.com

## Key Human Resources Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Human Resources Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 58% of our network candidates have a 4 year college degree or higher, 41% have 10 or more years of experience, and 55% chose 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	8.17
1-3 Years	14.77
3-5 Years	14.16
5-10 Years	22.03
10-15 Years	16.62
15-20 Years	12.25
21+ Years	12.00

Educational Background	%
Post Graduate Degree	50.18
4 Year College Degree	7.88
2 Year College Degree	19.57
Some College	15.86
High School Diploma	6.51

Length of Job Search	%
Just Started	42.53
2 Weeks	12.67
4 Weeks	11.18
6 Weeks	5.80
2 Months	7.88
3 Months	7.27
6 Months	5.26
9 Months	1.68
12 Months	0.88
Over 1 Year	4.84

**Channel Personality Type: ISFJ** (Introvert, Sensor, Feeler, Judger)  
INTJ traits include: cautious, gentle, and 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. The most important thing to ISFJs is living a stable, predictable life and helping people in real ways.

## 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!**