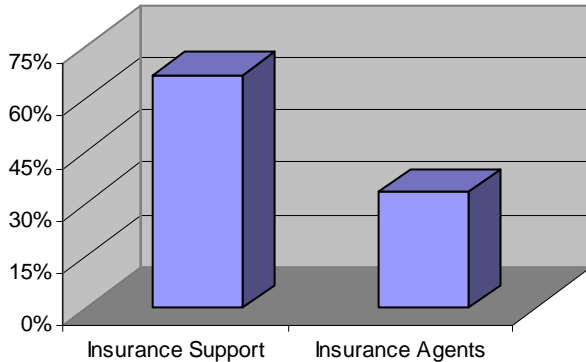
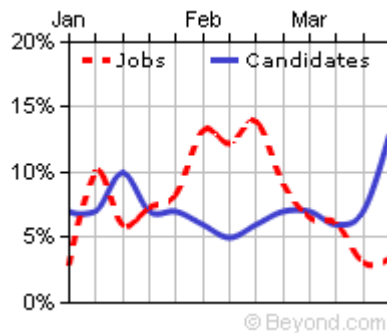


**Candidate Breakdown – Percentage of Industry Insurance**



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



**Insurance Employment Forecast**

(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Employment of claims adjusters, appraisers, examiners, and investigators is expected to grow by 9 percent over the 2006-2016 decade.
- Employment of insurance sales agents is expected to increase by 13 percent over the 2006-2016 period. Future demand for insurance sales agents depends largely on the volume of sales of insurance and other financial products.

Quarterly Channel Statistics	
Active Candidates	111,079
Active Resumes*	94,976
Jobs Posted	6,833
Channel Sites	33
Email Contacts	577,135
Monthly Channel Statistics	
Job Views	95,765
Online Applications	6,062
New Candidates	3,654
New Resumes	3,433

Most Popular Candidate Titles (%)	
1. Claims Adjuster	(18.75)
2. Claims Examiner	(16.73)
3. Insurance Underwriter	(15.18)
4. Claims Investigator	(14.95)
5. Insurance Sales Representative	(11.85)
6. Insurance Manager	(8.83)
7. Insurance Appraiser	(7.36)
8. Insurance Sales Manager	(6.35)

Cities with the Most Jobs Posted	
1. New York, NY	
2. San Francisco, CA	
3. Los Angeles, CA	
4. Houston, TX	
5. Philadelphia, PA	

\*Includes only one resume per candidate

**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 Insurance Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the insurance 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

# Insurance 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 (12.20)
2. Florida (10.97)
3. Texas (9.64)
4. Georgia (5.85)
5. Illinois (5.27)
6. New York (5.15)
7. North Carolina (5.05)
8. Pennsylvania (4.37)
9. New Jersey (3.74)
10. Ohio (2.86)

**Top Insurance Key Words Searched by Candidates:**  
Claims, Underwriter, Investigator, Adjuster, Claims Adjuster, Sales, Underwriting, Manger, Actuary, and Claims Examiner.

### City Sites

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

### Industry Sites

InsuranceCareerSite.com	InsuranceJobNetwork.com	InsuranceWorkforce.net
InsuranceAgentJobs.com	ClaimsJobs.com	UnderwriterJobs.com
InsuranceGigs.com	AdjusterJobsite.com	InsuranceCareer.com

## Key Insurance Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Insurance Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 39% of our network candidates have a 4 year college degree or higher, 62% have 5 or more years of experience, and 42% 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	4.42
1-3 Years	5.94
3-5 Years	27.75
5-10 Years	15.15
10-15 Years	13.29
15-20 Years	13.74
21+ Years	19.72

Educational Background	%
Post Graduate Degree	30.21
4 Year College Degree	8.92
2 Year College Degree	29.51
Some College	18.17
High School Diploma	13.19

Length of Job Search	%
Just Started	33.17
2 Weeks	9.00
4 Weeks	8.93
6 Weeks	24.85
2 Months	6.16
3 Months	6.35
6 Months	4.99
9 Months	1.32
12 Months	0.61
Over 1 Year	4.61

**Channel Personality Type: INFJ** (Introvert, Intuitive, 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 [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**