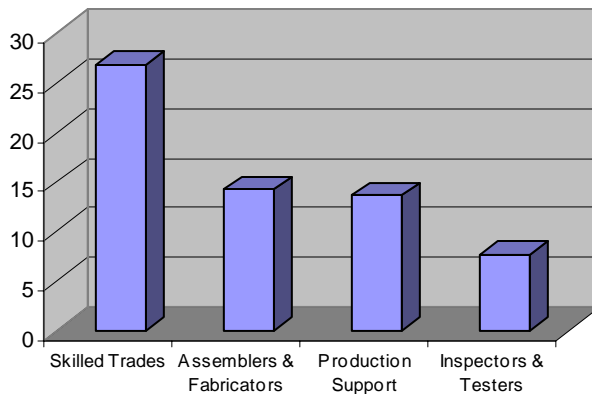
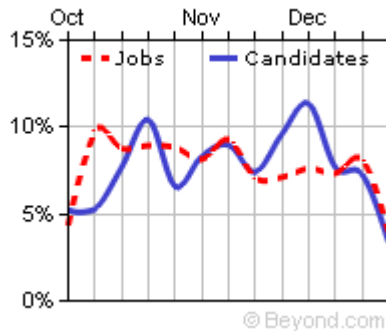


Candidate Breakdown – Percentage of Industry Manufacturing & Production



Manufacturing & Production Employment Trends (Percentage of Network – October 2007 to December 2007)



Manufacturing & Production Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Employment of assemblers and fabricators is expected to decline slowly by 4% between 2006 and 2016.
- Between 2006 and 2016, employment of plant operators, distributors, and dispatchers is projected to experience little or no employment change, growing by about 2%.

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.

The Manufacturing & Production Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the trade 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	387K
Active Resumes*	359K
Jobs Posted	30K
Channel Sites	120
Email Contacts	1.16 million
Monthly Channel Statistics	
Job Views	223K
Online Applications	10K
New Candidates	8K
New Resumes	7K

Most Popular Candidate Titles (%)
1. Assembler (8.77)
2. Production Inspector (4.92)
3. Team Assembler (4.13)
4. Production Laborers (3.95)
5. Production Helpers (3.72)
6. Plant Operator (3.69)
7. Materials Inspector (3.56)
8. Electrical & Electronic Equipment Assembler (3.32)
9. Fabricator (3.01)
10. Metal Fabricator, Structural Metal Products (2.53)

Cities with the Most Jobs Posted
1. San Jose, CA
2. Santa Clara, CA
3. Atlanta, GA
4. Austin, TX
5. Houston, TX

*Includes only one resume per candidate

Manufacturing & Production 4QT07 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 (11.43)
2. Texas (7.46)
3. Michigan (6.34)
4. Florida (6.09)
5. Illinois (5.31)
6. Ohio (5.31)
7. Pennsylvania (4.93)
8. Georgia (4.85)
9. Indiana (4.04)
10. North Carolina (3.96)

Top Manufacturing & Production Key Words Searched by Candidates:
Pressman, Manager, Machinist, Cabinet Maker, Quality, Laborer, Maintenance, Supervisor, Welder, and Photographic Retoucher

City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

Industry Sites



Key Manufacturing & Production Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Manufacturing & Production Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 45.48% of our network candidates have a 2 year college degree or higher, 59.93% have 10 or more years experience and more than 45% 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	5.20
1-3 Years	9.64
3-5 Years	8.78
5-10 Years	16.44
10-15 Years	16.21
15-20 Years	17.54
21+ Years	26.18

Educational Background	%
Post Graduate Degree	8.39
4 Year College Degree	25.68
2 Year College Degree	11.41
Some College	25.05
High School Diploma	29.47

Length of Job Search	%
Just Started	33.90
2 Weeks	11.44
4 Weeks	11.84
6 Weeks	6.66
2 Months	8.79
3 Months	8.50
6 Months	7.35
9 Months	1.72
12 Months	1.10
Over 1 Year	8.69

Channel Personality Type:

The leading personality type: **ISFJ** (Introvert, Sensor, Feeler, Judger) ISFJ 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 at LPSales@Beyond.com or by dialing 1-866-694-5627 and Go Beyond!