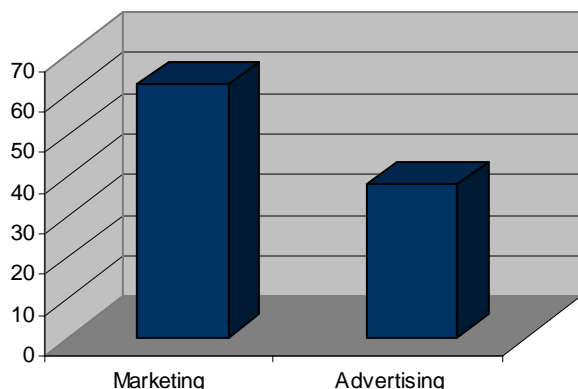


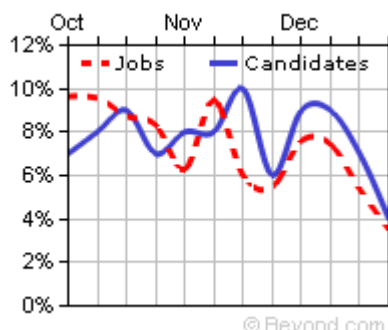
## Marketing & Advertising Channel

4Q08 Industry Outlook

### Candidate Breakdown – Percentage of Industry Marketing & Advertising



### Marketing & Advertising Employment Trends (Percentage of Network—October 2008 to December 2008)



### Marketing and Advertising Employment Forecast

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

- Employment of advertising and marketing managers is expected to increase by 12% through 2016.
- Job growth will be due to intense domestic and global competition in products and services offered to consumers and increasing activity in television, radio, and outdoor advertising.

Quarterly Channel Statistics	
Active Resumes*	390,446
Jobs Posted	10,809
Channel Sites	48
Email Contacts	659,584
Monthly Channel Statistics	
Job Views	159,473
Online Applications	27,259
New Resumes	7,181

Most Popular Candidate Titles (%)
1. Marketing Coordinator (6.42)
2. Brand Management Specialist (6.04)
3. Event & Trade Show Marketer (5.65)
4. Account Executive (5.65)
5. Marketing Communications Associate (4.85)
6. Product Marketing Associate (4.51)
7. Promotions Manager (3.99)
8. Field Marketing Rep. (3.84)
9. Global Marketing Associate (3.72)
10. Account Manager (3.58)

Cities with the Most Job Postings
1. New York, NY
2. Washington, DC
3. Chicago, IL
4. Los Angeles, CA
5. San Jose, CA

\*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 Marketing & Advertising 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. California (9.43)
2. New York (8.61)
3. Florida (8.03)
4. Texas (6.33)
5. Pennsylvania (5.94)
6. Illinois (5.67)
7. New Jersey (5.09)
8. Georgia (4.61)
9. Ohio (4.39)
10. North Carolina (3.75)

**Top Marketing and Advertising Key Words Searched by Candidates:**  
Marketing, Advertising, Graphic Design, Sports, Art Director, Public Relations, Manager, Assistant, Design and Director

### City Sites

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

### Industry Sites

MarketingJobForce.com	MarketingJobs.com	PRJobsite.com
AdGigs.com	AdvertisingJobsite.com	EditorJobs.com
EntryLevelMarketing.com	MarketingCareers.net	MarketingRepresentative.com

## Key Marketing & Advertising 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, 79% of our network candidates have a 4 year college degree or higher, 56% have 5 or more years of experience, and 53% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	10.14
1-3 Years	18.89
3-5 Years	14.41
5-10 Years	17.62
10-15 Years	14.10
15-20 Years	13.04
21+ Years	11.80

Educational Background	%
Post Graduate Degree	14.25
4 Year College Degree	65.18
2 Year College Degree	6.84
Some College	10.30
High School Diploma	3.43

Length of Job Search	%
Just Started	42.18
2 Weeks	10.95
4 Weeks	10.64
6 Weeks	6.06
2 Months	8.21
3 Months	8.45
6 Months	6.36
9 Months	1.81
12 Months	0.95
Over 1 Year	4.39

### Channel Personality Type:

The leading 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 [Employer@Beyond.com](mailto:Employer@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**