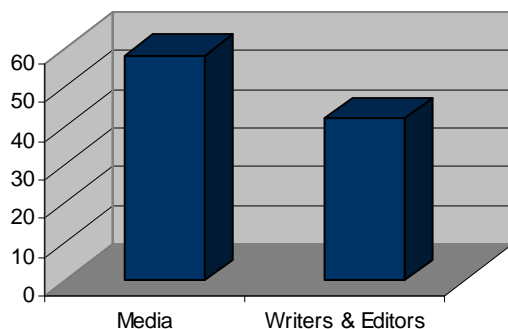


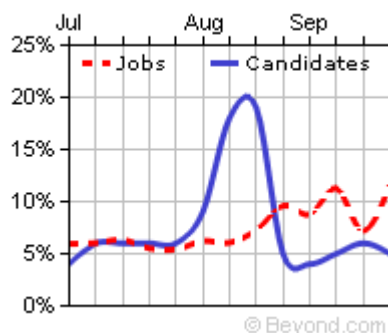
## Media & Communications Channel

3Q08 Industry Outlook

### Candidate Breakdown – Percentage of Industry Media & Communications



### Media & Communications Employment Trends (Percentage of Network—July 2008 to September 2008)



### Media & Communications Employment Forecast

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

- Employment of communications equipment operators is projected to decline rapidly through 2016.
- Employment for interpreters and translators will increase faster than the average of all occupations as a direct result of continuing trends including the strengthening of international relations & the influx of foreign language speakers to the US.

### Quarterly Channel Statistics

Active Resumes*	235,155
Jobs Posted	4,653
Channel Sites	25
Email Contacts	449,128

### Monthly Channel Statistics

Job Views	47,338
Online Applications	7,199
New Resumes	3,598

### Most Popular Candidate Titles (%)

1. Editor (10.28)
2. Creative Writer (10.25)
3. Copy Writer (8.71)
4. Caption Writer (5.37)
5. Reporter (5.33)
6. Public Relations Specialist (5.22)
7. Media & Communication Equipment Operator (5.10)
8. Film & Video Editor (4.80)
9. Correspondent (4.41)
10. Technical Writer (4.34)

### Cities with the Most Jobs Posted

1. New York, NY
2. Mountain View, CA
3. San Francisco, CA
4. Los Angeles, CA
5. Dallas, TX

\*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 Media & Communications 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 (10.49)
2. New York (9.77)
3. Florida (7.63)
4. Texas (7.28)
5. Pennsylvania (7.11)
6. Georgia (4.42)
7. New Jersey (4.22)
8. Illinois (4.10)
9. Ohio (3.41)
10. Michigan (3.38)

### Top Media & Communications Key Words Searched by Candidates:

Photographer, Proofreader, Journalist, Editor, Writer, Reporter, Communications, Media, Assistant and Television

### City Sites

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

### Industry Sites

CommunicationsJobs.net	CommunicationsCoordinator.com	MediaGigs.net
PublishingJobs.com	BusinessCommunicationsConsultant.com	BroadcastCareers.net
CommunicationsSpecialist.net	BroadcastJobsite.com	MediaJobs.net

## Key Media & Communications 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, 83% of our network candidates have a 4 year college degree or higher, 46% have 5 or more years of experience, and 51% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	14.49
1-3 Years	24.26
3-5 Years	14.93
5-10 Years	16.55
10-15 Years	10.33
15-20 Years	8.67
21+ Years	10.77

Educational Background	%
Post Graduate Degree	36.41
4 Year College Degree	46.63
2 Year College Degree	5.64
Some College	8.18
High School Diploma	3.14

Length of Job Search	%
Just Started	39.00
2 Weeks	12.02
4 Weeks	10.92
6 Weeks	6.03
2 Months	8.89
3 Months	8.58
6 Months	6.21
9 Months	1.36
12 Months	1.06
Over 1 Year	5.94

**Channel Personality Type: INFJ** (Introvert, Sensor, 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!