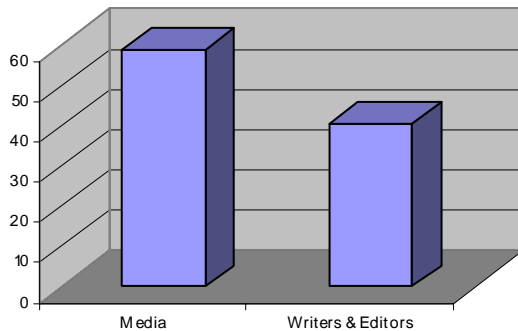
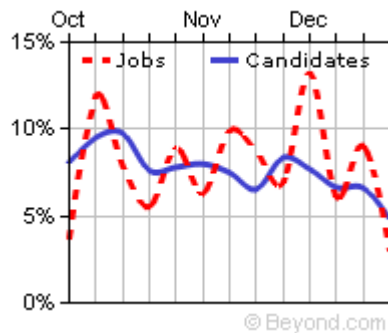


Candidate Breakdown – Percentage of Industry Media & Communications



Media & Communications Employment Trends (Percentage of Network–October 2007 to December 2007)



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.

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 Media & Communications Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the communications 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	178K
Active Resumes*	201K
Jobs Posted	3K
Channel Sites	42
Email Contacts	449K
Monthly Channel Statistics	
Job Views	35K
Online Applications	3K
New Candidates	3K
New Resumes	2K

Most Popular Candidate Titles (%)
1. Editor (10.44)
2. Creative Writer (10.09)
3. Copy Writer (8.52)
4. Reporter (5.78)
5. Film & Video Editor (5.48)
6. Caption Writer (5.19)
7. Media & Communication Equipment Operator (4.90)
8. Camera Operator (4.49)
9. Technical Writer (4.14)
10. Correspondent (3.91)

Cities with the Most Jobs Posted
1. New York, NY
2. Mountain View, CA
3. King of Prussia, PA
4. Sunnyvale, CA
5. San Francisco, CA

*Includes only one resume per candidate

Media & Communications 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 (11.26)
2. New York (8.81)
3. Pennsylvania (8.48)
4. Florida (7.99)
5. Texas (7.31)
6. Georgia (5.23)
7. Illinois (4.22)
8. New Jersey (4.10)
9. North Carolina (3.37)
10. Ohio (2.97)

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
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

Industry Sites

CommunicationJobs.net	CommunicationsCoordinator.com	Digitalbroadcasting.com
PublishingJobs.com	BusinessCommunicationsConsultant.com	FilmLaboratoryTechnician.com
CommunicationsSpecialist.net	BroadcastJobsite.com	CostumeAttendant.com

Key Media & Communications Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Media and Communications Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 71.89% of our network candidates have a 4 year college degree or higher, 48.99% have 5 or more years experience and more than 54% 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	13.43
1-3 Years	22.86
3-5 Years	14.72
5-10 Years	17.44
10-15 Years	11.60
15-20 Years	8.96
21+ Years	10.99

Educational Background	%
Post Graduate Degree	11.56
4 Year College Degree	60.33
2 Year College Degree	7.99
Some College	14.59
High School Diploma	5.53

Length of Job Search	%
Just Started	45.14
2 Weeks	9.45
4 Weeks	9.12
6 Weeks	4.39
2 Months	7.28
3 Months	7.73
6 Months	6.95
9 Months	1.78
12 Months	1.33
Over 1 Year	6.84

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 at LPSales@Beyond.com or by dialing 1-866-694-5627 and *Go Beyond!*