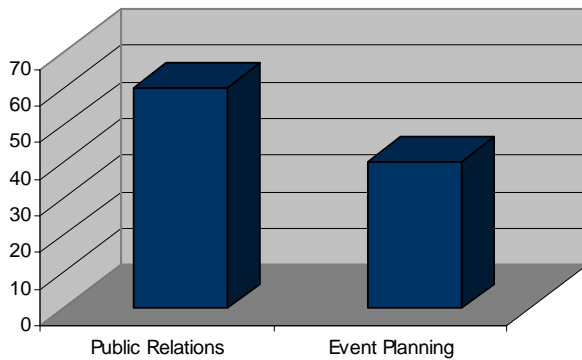


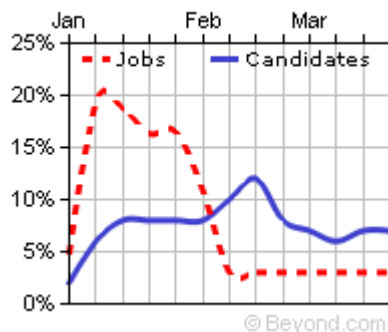
## Public Relations Channel

### 1Q09 Industry Outlook

#### Candidate Breakdown – Percentage of Industry Public Relations



#### Public Relations Employment Trends (Percentage of Network – January 2009 to March 2009)



#### Public Relations Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Overall employment of public relations specialists is expected to increase by about 18% for all occupations through the year 2016.
- Employment in public relations firms should grow as firms hire contractors to provide public relations services rather than full-time staff.

Quarterly Channel Statistics	
Active Resumes*	150,416
Jobs Posted	1,140
Channel Sites	11
Email Contacts	29,710
Monthly Channel Statistics	
Job Views	27,159
Online Applications	2,870
New Resumes	3,528

Most Popular Candidate Titles (%)
1. PR Assistant (12.19)
2. Event Coordinator (11.64)
3. Event Manager (7.84)
4. PR Specialist (7.53)
5. Corp. Comm. Specialist (7.16)
6. Media Relations Manager (6.86)
7. PR Director (5.88)
8. Director of Comm. (5.76)
9. Internal Comm. Specialist (5.76)
10. Account Executive (5.39)

Cities with the Most Jobs Posted
1. New York, NY
2. Gainesville, FL
3. Pittsburgh, PA
4. Garden City, NY
5. San Antonio, 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 Public Relations 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. Florida (9.09)
2. California (8.98)
3. New York (8.53)
4. Texas (7.11)
5. Pennsylvania (6.14)
6. New Jersey (4.79)
7. North Carolina (4.23)
8. Illinois (4.19)
9. Ohio (4.15)
10. Georgia (3.93)

### Top Public Relations Key Words Searched by Candidates:

Communications, Editor, Sports, Marketing, Event Planning, Assistant, Writer, Fashion, International and Psychology

### City Sites

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

### Industry Site

PRJobForce.com	PublicistJobs.com
PRGigs.com	PublicRelationsWork.com

## Key Public Relations 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, 68% of our network candidates have a 4 year college degree or higher, 45% have 5 or more years of experience, and 50% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	12.00
1-3 Years	25.96
3-5 Years	17.03
5-10 Years	16.40
10-15 Years	10.26
15-20 Years	8.72
21+ Years	9.63

Length of Job Search	%
Just Started	39.21
2 Weeks	10.62
4 Weeks	11.61
6 Weeks	6.94
2 Months	8.14
3 Months	7.78
6 Months	6.58
9 Months	2.48
12 Months	0.50
Over 1 Year	6.16

Educational Background	%
Post Graduate Degree	7.32
4 Year College Degree	60.66
2 Year College Degree	6.09
Some College	16.16
High School Diploma	9.77

**Channel Personality Type:** ENFJ (Extravert, Intuitive, Feeler, Judger). ENFJ traits include: friendly, outgoing, and enthusiastic; affectionate articulate, and tactful; highly empathetic but easily hurt; creative and original; decisive and passionately opinionated, productive, organized, and responsible. The most important thing to ENFJs is their relationships, and the opportunity to communicate and connect with others.

## 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!**