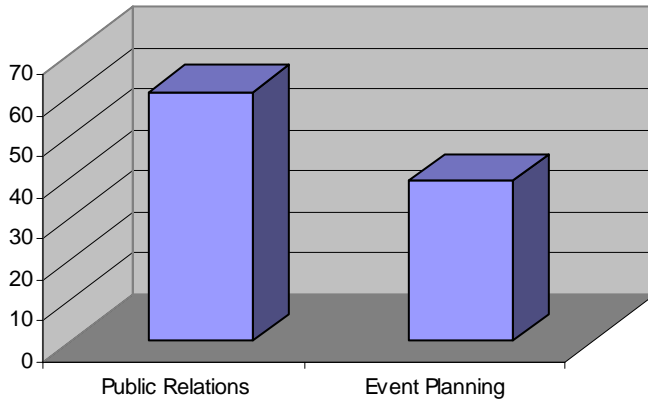
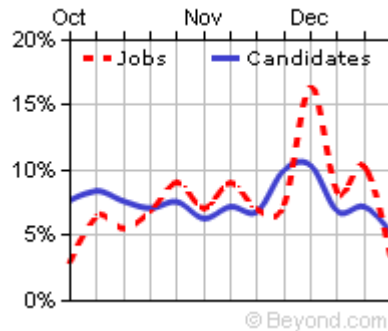


Candidate Breakdown – Percentage of Industry Public Relations



Public Relations Employment Trends (Percentage of Network – October 2007 to December 2007)



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.

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 Public Relations Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the public relations 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	127K
Active Resumes*	104K
Jobs Posted	6K
Channel Sites	24
Email Contacts	30K
Monthly Channel Statistics	
Job Views	15K
Online Applications	1K
New Candidates	2K
New Resumes	2K

Most Popular Candidate Titles (%)
1. PR Assistant (13.06)
2. Event Coordinator (10.41)
3. Corp. Comm. Specialist (8.27)
4. PR Specialist (8.06)
5. Event Manager (6.63)
6. Media Relations Manager (6.22)
7. Director of Comm. (6.02)
8. Internal Comm. Specialist (5.71)
9. Director of Public Affairs (5.71)
10. PR Director (4.80)

Cities with the Most Jobs Posted
1. New York, NY
2. Atlanta, GA
3. Chicago, IL
4. Dallas, TX
5. Los Angeles, CA

*Includes only one resume per candidate

Public Relations 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 (14.46)
2. Florida (8.26)
3. Pennsylvania (7.69)
4. Texas (6.72)
5. New York (6.44)
6. Georgia (4.67)
7. Illinois (4.16)
8. New Jersey (3.64)
9. Ohio (3.02)
10. Michigan (3.02)

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

Industry Site

IntelligenceAndCommunications.net	PublicRelationsWorkforce.com
PublicRelationsWorkers.com	PublicRelationsWork.com

Key Public Relations Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Public Relations Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 67.97% of our network candidates have a 4 year college degree or higher, 42.45% have 5 or more years experience and more than 57% 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	16.10
1-3 Years	24.64
3-5 Years	16.81
5-10 Years	14.53
10-15 Years	9.69
15-20 Years	9.83
21+ Years	8.40

Educational Background	%
Post Graduate Degree	10.81
4 Year College Degree	57.16
2 Year College Degree	8.34
Some College	15.19
High School Diploma	8.50

Length of Job Search	%
Just Started	44.66
2 Weeks	12.40
4 Weeks	8.38
6 Weeks	4.71
2 Months	5.05
3 Months	8.84
6 Months	6.20
9 Months	2.18
12 Months	0.80
Over 1 Year	6.77

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