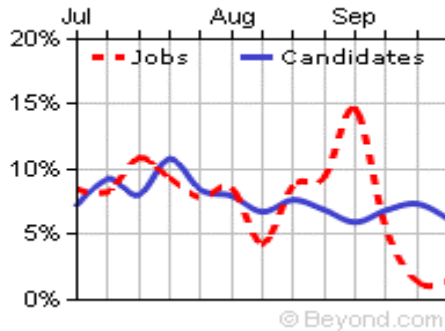


### Public Relations Employment Trends (Percentage of Network –July 2006 to September 2006)



### Public Relations Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)

- Overall employment of public relations specialists is expected to increase about 18-26% for all occupations through the year 2014.
- Employment in public relations firms is likely to grow as firms hire contractors to provide public relations services rather than support full-time staff.

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Public Relations Statistics	
Resumes	84K
Job Postings	5K
Channel Sites	4
Contacts	30K

### Top 5 Cities with Open Positions

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

### You can effectively reach this market. Here is how we can help.

The Beyond.com Network is comprised of more than 11,000 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](http://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
- Corporate Spotlights
- Alerts and Keyword Purchases

# Public Relations 3QT06 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, key word searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. California (10.67)
2. Pennsylvania (7.95)
3. Texas (7.95)
4. New York (7.87)
5. New Jersey (5.81)
6. Illinois (5.35)
7. Florida (5.31)
8. Georgia(5.15)
9. Ohio (3.21)
10. Virginia (3.17)

### 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

## 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, 75.15% of our network candidates have a 4 year college degree or higher, 35.29% have 5 or more years experience and more than 51% 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	21.57
1-3 Years	29.06
3-5 Years	14.08
5-10 Years	13.99
10-15 Years	6.77
15-20 Years	7.22
21+ Years	7.31

Educational Background	%
Post Graduate Degree	9.57
4 Year College Degree	65.58
2 Year College Degree	4.94
Some College	11.70
High School Diploma	8.21

Length of Job Search	%
Just Started	39.36
2 Weeks	12.00
4 Weeks	11.06
6 Weeks	6.84
2 Months	7.99
3 Months	7.85
6 Months	5.42
9 Months	1.41
12 Months	1.10
Over 1 Year	6.97

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