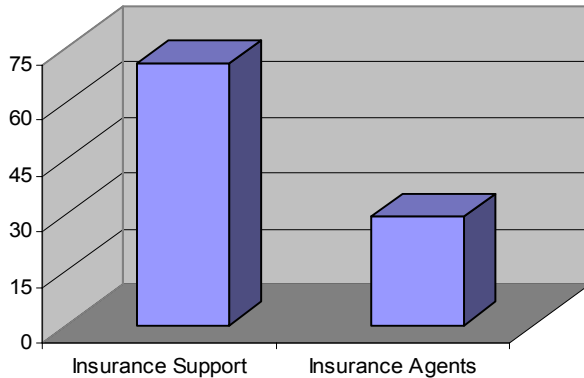
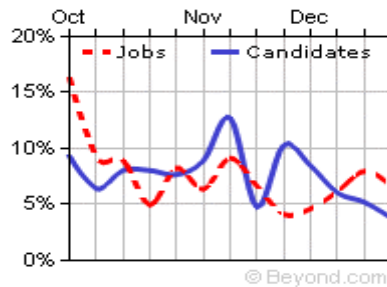


**Top Candidate Sectors – Percentage of Industry Insurance**



**Insurance Employment Trends  
(Percentage of Network – Oct. 2006 to Dec. 2006)**



**Insurance Employment Forecast**

(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)

- Employment of underwriters is expected to grow by up to 8% through 2014. The slower-than-average growth is due mostly to the development of underwriting software that makes workers more productive.
- Employment of claims adjusters, appraisers, examiners, and investigators is expected to demonstrate average growth among industries at a rate between 9% and 17%. Many insurance carriers are downsizing their claims staff in an effort to contain costs, utilizing customer service representatives to record necessary details instead.

**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 Insurance Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the insurance 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

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Insurance Statistics	
Resumes	74K
Job Postings	10K
Channel Sites	30
Contacts	577K

Top 5 Candidate Positions (%)
1. Claims Adjuster (22.12)
2. Claims Examiner (19.49)
3. Claims Investigator (17.77)
4. Insurance Underwriter (14.69)
5. Insurance Sales Representative (10.43)

Top 5 Cities with Open Positions
1. Chicago, IL
2. New York, NY
3. Philadelphia, PA
4. Boston, MA
5. Phoenix, AZ

# Insurance 4QT06 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 cities, key word searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. Texas (14.56)
2. Florida (8.51)
3. Pennsylvania (7.64)
4. New York (7.36)
5. California (7.33)
6. Illinois (5.35)
7. New Jersey (5.21)
8. Georgia (4.82)
9. North Carolina (4.00)
10. Ohio (3.14)

### Top Insurance Key Words Searched by Candidates:

Claims, Underwriter, Investigator, Adjuster, Claims Adjuster, Sales, Underwriting, Manger, Actuary, and Claims Examiner.

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

InsuranceCareer.com	InsuranceJobNetwork.com	InsuranceJobs.ca
InsuranceAgentJobs.com	ClaimsJobs.com	UnderwriterJobs.com
InsuranceGigs.com	AdjusterJobsite.com	ClaimsRepresentative.com

## Key Insurance Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Insurance Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 46.53% of our network candidates have a 4 year college degree or higher, 71.19% have 5 or more years experience and more than 47% 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	6.22
1-3 Years	10.95
3-5 Years	11.64
5-10 Years	21.96
10-15 Years	14.09
15-20 Years	15.23
21+ Years	19.91

Educational Background	%
Post Graduate Degree	9.47
4 Year College Degree	37.06
2 Year College Degree	10.45
Some College	26.33
High School Diploma	16.70

Length of Job Search	%
Just Started	36.32
2 Weeks	10.86
4 Weeks	11.70
6 Weeks	6.99
2 Months	8.46
3 Months	9.07
6 Months	6.87
9 Months	1.88
12 Months	1.32
Over 1 Year	6.52

**Channel Personality Type: INFJ** (Introvert, Intuitive, 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 [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**