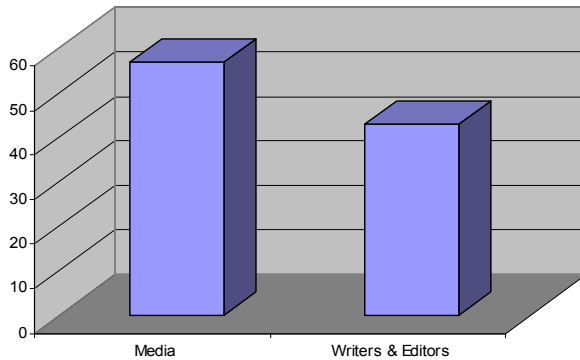
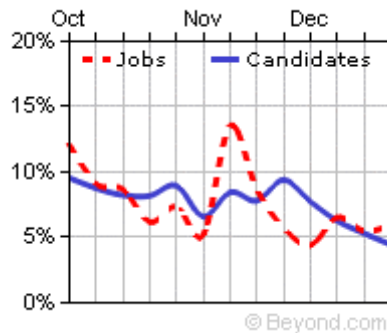


**Top Candidate Sectors – Percentage of Industry  
Media & Communications**



**Media & Communications Employment Trends  
(Percentage of Network – October 2006 - December 2006)**



**Media & Communications Employment Forecast  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)**

- Employment for writers, editors, camera operators, broadcasters and radio operators will experience average growth of between 9%-17%.
- 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 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 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
- Corporate Spotlights
- Alerts and Keyword Purchases

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Media & Communications Statistics	
Resumes	184K
Job Postings	13K
Channel Sites	25
Contacts	449K

Top 10 Candidate Positions (%)
1. Creative Writer (10.44)
2. Editor (9.96)
3. Copy Writer (8.34)
4. Public Relations Specialist (5.99)
5. Reporter (5.68)
6. Caption Writer (5.12)
7. Film and Video Editor (4.96)
8. Equipment Operator (4.05)
9. Radio Announcer (3.97)
10. Camera Operator (3.97)

Top 5 Cities with Open Positions
1. New York, NY
2. Los Angeles, CA
3. San Francisco, CA
4. Atlanta, GA
5. Chicago, IL

# Media & Communications 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 states, key word searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. Texas (10.15)
2. California (8.23)
3. Virginia (7.22)
4. Florida (7.19)
5. Georgia (5.10)
6. Pennsylvania (5.08)
7. Maryland (5.02)
8. Colorado (3.92)
9. New York (3.65)
10. North Carolina (3.29)

### 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

PublishingJobs.com	CommunicationsCoordinator.com	Digitalbroadcasting.com
CommunicationsSpecialist.net	BusinessCommunicationsConsultant.com	FilmLaboratoryTechnician.com
CostumeAttendant.com	BroadcastJobsite.com	CommunicationsTeacher.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, 66.00% of our network candidates have a 4 year college degree or higher, 49.02% have 5 or more years experience and more than 63% 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	12.23
1-3 Years	23.60
3-5 Years	15.16
5-10 Years	18.62
10-15 Years	11.41
15-20 Years	9.60
21+ Years	9.39

Educational Background	%
Post Graduate Degree	12.04
4 Year College Degree	53.96
2 Year College Degree	8.05
Some College	14.27
High School Diploma	11.68

Length of Job Search	%
Just Started	44.23
2 Weeks	9.14
4 Weeks	9.35
6 Weeks	5.18
2 Months	7.43
3 Months	7.32
6 Months	6.81
9 Months	1.62
12 Months	1.28
Over 1 Year	7.64

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