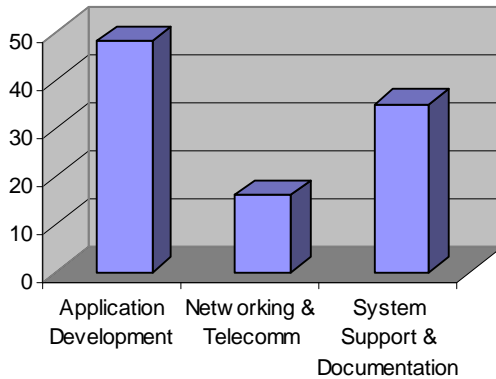
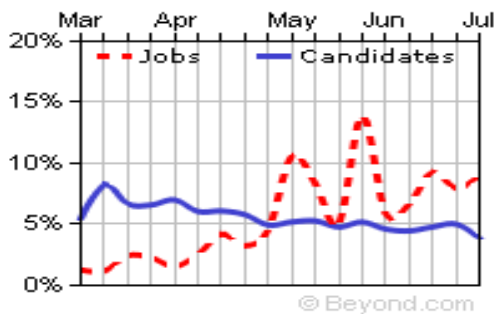


## Top Sectors Information Technology



## IT Employment Trends (March-July 2005)



## IT Employment Forecast

(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2004-2005)

- Employment in the information technology sector is expected to increase by 18.5%, with the addition of 632,000 jobs through the year 2012.
- IT contains some of the fast-growing computer-related industries such as software publishers; Internet publishing and broadcasting; and Internet service providers, Web search portals and data processing services.

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

The Beyond.com Network is comprised of more than 6,700 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 Information Technology Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the Information Technology professional and corporate organization. In addition to searching for a new job, candidate, or IT-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	15-20 million
IT Statistics	
Resumes	695K
Job Postings	34K
Channel Sites	235
Contacts	1.67 million

Top 10 Positions (%)
1. Computer Programmer (10.33%)
2. Help Desk Specialist (7.63%)
3. Network Administrator (7.09%)
4. Software Engineer (6.67%)
5. Computer Operator (6.11%)
6. System Administrator (6.09%)
7. Web Developer (5.06%)
8. Business Analyst (4.70%)
9. Network Installer (4.58%)
10. Database Designer (4.54%)

Top 5 Cities
1. New York, NY
2. Chicago, IL
3. Boston, MA
4. Atlanta, GA
5. Dallas, TX

# Information Technology 2QT05 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 (%)
1. California (10.79%)
2. Texas (8.67%)
3. New Jersey (7.42%)
4. New York (6.81%)
5. Pennsylvania (6.78%)
6. Florida (5.43%)
7. Illinois (5.08%)
8. Georgia (3.96%)
9. North Carolina (3.24%)
10. Washington (3.13%)

### IT Key Word Searches:

Director, Manager, Cobol, Java, Computer, Network, Project Manager, Programmer, Computer Programmer and Software

### City Sites

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

### Industry Sites

ComputerJobsite.com	ComputerProgrammerAnalyst.com	SoftwareJobs.com
LookTech.com	ITworld.com	PCStats.com
CIOJobs.com	Techlinks100.com	TelecommSpecialist.com

## Key IT Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Information Technology Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 66.75% of our network candidates have a 4 year college degree or higher, 37.54% have 10 or more years experience and over 50% 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	11.24%
1-3 Years	15.40%
3-5 Years	13.61%
5-10 Years	22.21%
10-15 Years	14.88%
15-20 Years	10.25%
21+ Years	12.41%

Educational Background	
Post Graduate Degree	15.40%
4 Year College Degree	51.35%
2 Year College Degree	13.69%
Some College	14.35%
High School Diploma	5.21%

Length of Job Search	
Just Started	37.96%
2 Weeks	12.20%
4 Weeks	8.73%
6 Weeks	5.40%
2 Months	6.08%
3 Months	7.57%
6 Months	6.43%
9 Months	2.17%
12 Months	1.69%
Over 1 Year	11.76%

### IT Channel Personality Type:

The leading personality type: **INTJ** (Introvert, Intuitive, Thinker, Judger) INTJ traits include: autonomous, aloof, intellectual, imaginative, innovative, unique, critical, analytical, logical, intellectually curious, organized, definitive, driven to learn and increase their competence and knowledge and socially cautious and reserved.

## 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!**