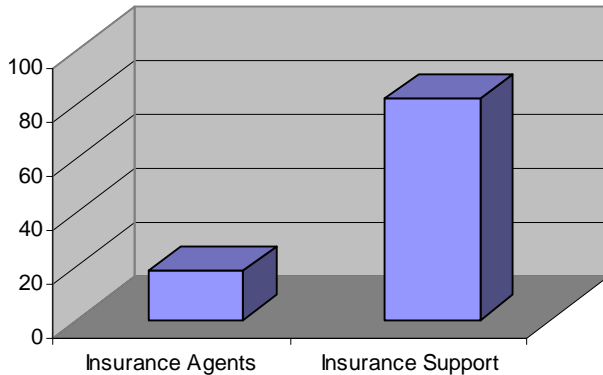
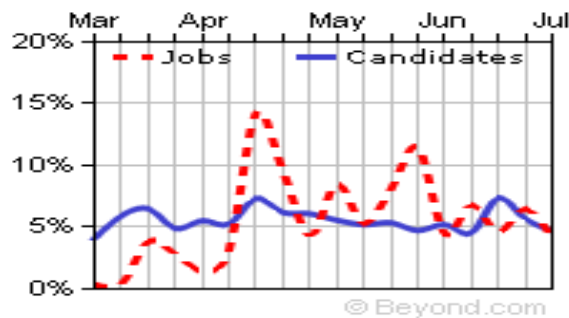


## Top Sectors Insurance



## Insurance Employment Trends (March-July 2005)



## Insurance Employment Forecast

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

- Finance and insurance is expected to increase by 590,000 jobs, or 10.2% by 2012.
- Jobs within agencies, brokerages, and other insurance-related activities are expected to grow approximately 14.5%, due to many carriers downsizing sales staffs and as agencies set up their own businesses.

## 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 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	15-20 million
Insurance Statistics	
Resumes	39K
Job Postings	4K
Channel Sites	18
Contacts	577K

Top Insurance Positions (%)
1. Claims Adjuster (21.92%)
2. Claims Examiner (19.05%)
3. Claims Investigator (16.96%)
4. Insurance Underwriter (16.96%)
5. Insurance Sales Representative (11.22%)
6. Insurance Appraiser (7.89%)
7. Insurance Sales Manager (6.00%)

Top 5 Cities for Jobs
1. Chicago, IL
2. New York, NY
3. Boston, MA
4. Charlotte, NC
5. Los Angeles, CA

# Insurance 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 for Candidates
1. California (11.91%)
2. Texas (9.82%)
3. Pennsylvania (8.17%)
4. Florida (6.61%)
5. New York (6.01%)
6. New Jersey (5.72%)
7. Illinois (5.25%)
8. Georgia (4.92%)
9. Connecticut (2.99%)
10. North Carolina (2.35%)

### Insurance Key Word Searches:

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

ClaimsJobsite.com	InsuranceSalesManager.com	InsuranceJobs.ca
InsuranceagentJobs.com	ClaimsJobs.com	UnderwriterJobs.com
ActuaryJobsite.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, 59.52% of our network candidates have a 4 year college degree or higher, 43.84% have 10 or more years experience and over 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	10.07%
1-3 Years	13.43%
3-5 Years	11.75%
5-10 Years	20.90%
10-15 Years	13.62%
15-20 Years	13.99%
21+ Years	16.23%

Educational Background	
Post Graduate Degree	10.21%
4 Year College Degree	49.31%
2 Year College Degree	10.00%
Some College	18.77%
High School Diploma	11.72%

Length of Job Search	
Just Started	37.43%
2 Weeks	13.82%
4 Weeks	9.60%
6 Weeks	4.22%
2 Months	9.21%
3 Months	6.91%
6 Months	5.57%
9 Months	0.96%
12 Months	2.50%
Over 1 Year	9.79%

### Channel Personality Type:

The leading 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!**