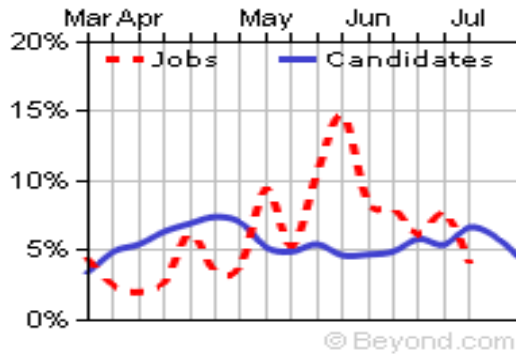


Public Relations Employment Trends (March 2005-July 2005)



Public Relations Employment Forecast

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

- The amount of qualified talent is projected to exceed the number of available public relations positions by 2012, making for intense competition.
- The need for good corporate public relations to gain competitive advantage is expected to stimulate growth in the industry.

Network Statistics	
Monthly Visitors	3 million
Page Views	15-20 million
Public Relations Statistics	
Resumes	45K
Job Postings	2K
Channel Sites	1
Contacts	30K

Top 5 Cities for Jobs
1. New York, NY
2. Chicago, IL
3. Los Angeles, CA
4. San Francisco, CA
5. Tampa, FL

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.

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 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 states, key word searches and web sites that should be considered:

Top 10 States for Candidates
1. Pennsylvania (17.38%)
2. California (16.96%)
3. New York (13.61%)
4. Texas (11.92%)
5. Florida (9.00%)
6. Illinois (7.91%)
7. New Jersey (7.80%)
8. Georgia (5.53%)
9. Washington (4.98%)
10. Ohio (4.93%)

Public Relations Key Word Searches:

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, 78.98% of our network candidates have a 4 year college degree or higher, 35.60% have 5 or more years experience and over 52% 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	24.49%
1-3 Years	23.46%
3-5 Years	16.46%
5-10 Years	14.61%
10-15 Years	5.56%
15-20 Years	5.76%
21+ Years	9.67%

Educational Background	
Post Graduate Degree	9.92%
4 Year College Degree	69.06%
2 Year College Degree	4.04%
Some College	10.78%
High School Diploma	6.21%

Length of Job Search	
Just Started	42.95%
2 Weeks	9.75%
4 Weeks	10.17%
6 Weeks	4.77%
2 Months	6.85%
3 Months	6.02%
6 Months	7.88%
9 Months	1.66%
12 Months	1.66%
Over 1 Year	8.30%

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 or by dialing 1-866-694-5627. Together we will help you Go Beyond!