

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Network Name:

Red Advertising

Network Domains/URLs:

[List on page 2](#)

Period Covered by Certificate:

1 January- 31 January 2008

Network Content: (Media Owner's Statement)

Red Advertising is one of the UK's largest job advertising networks on the internet and offers almost certainly the most comprehensive coverage available online with the highest return on advertisers investment delivered.

We promote our clients brand and their jobs to candidates across our network of generalist and specific industry websites. We provide a highly targeted measurable candidate sourcing solution that delivers results fast whilst providing complete clarity to our clients over the effectiveness of their job advertising campaigns. We are a market leading facility.

Our company ethos is to look after clients for the long term to the highest possible standard and we believe that as long as we maintain a quality, effective solution to our clients and process candidates the way our clients want them processed, we can be the perfect advertising solution for all client types whether they be Job boards, direct employers or recruitment agencies.

Media Owner:

Cornelius House
Whitehouse Court
Broad Street
Cannock
England, WS11 0BH

Contact:

Richard Clarke, Director
Tel: 0845 60 00 550
Email: richc@redadvertising.co.uk



Red Advertising

1. Total qualifying traffic for the certification period 1 January- 31 January 2008

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	17,569	447,914
Page Impressions	74,905	2,322,053

2. Network Domains/URLs

www.redgoldfish.co.uk

www.accountancyjobsboard.co.uk

www.constructionjobsnow.co.uk

www.engineeringjobsnow.co.uk

www.legaljobsboard.co.uk

www.secretarialjobsboard.co.uk

www.redadvertising.co.uk *

* Note: The URL - www.redadvertising.co.uk was not present in the data that was provided to ABCe for the audit. The publisher states that the URL was active in January 2008 and will be the main URL for future site activity.

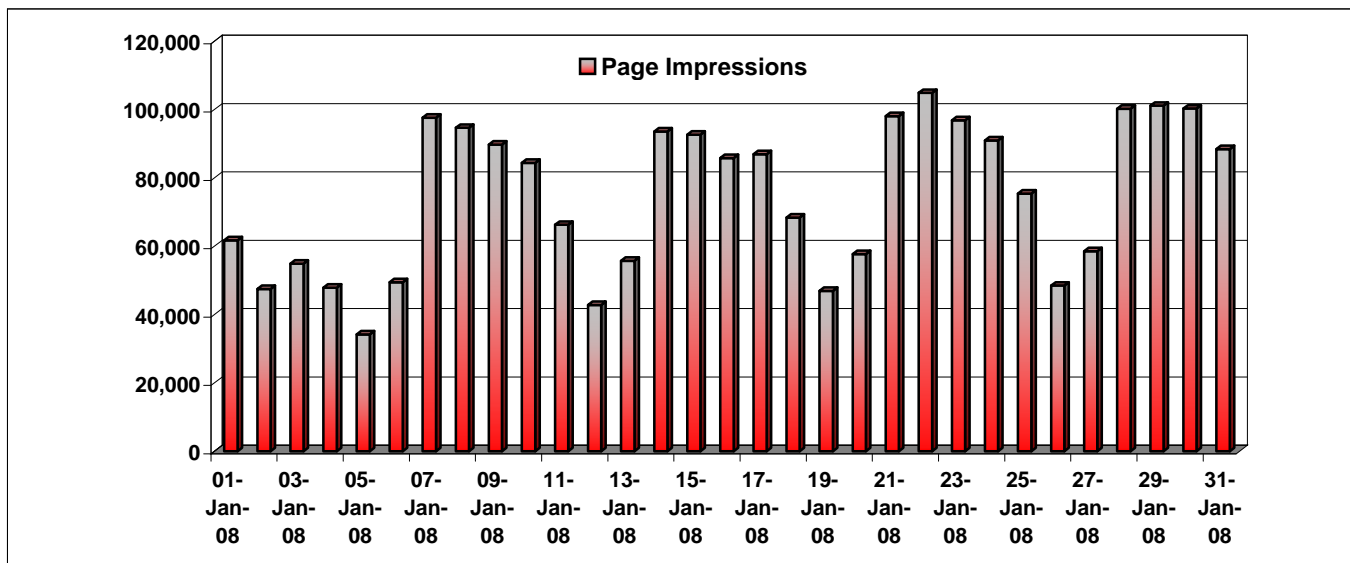
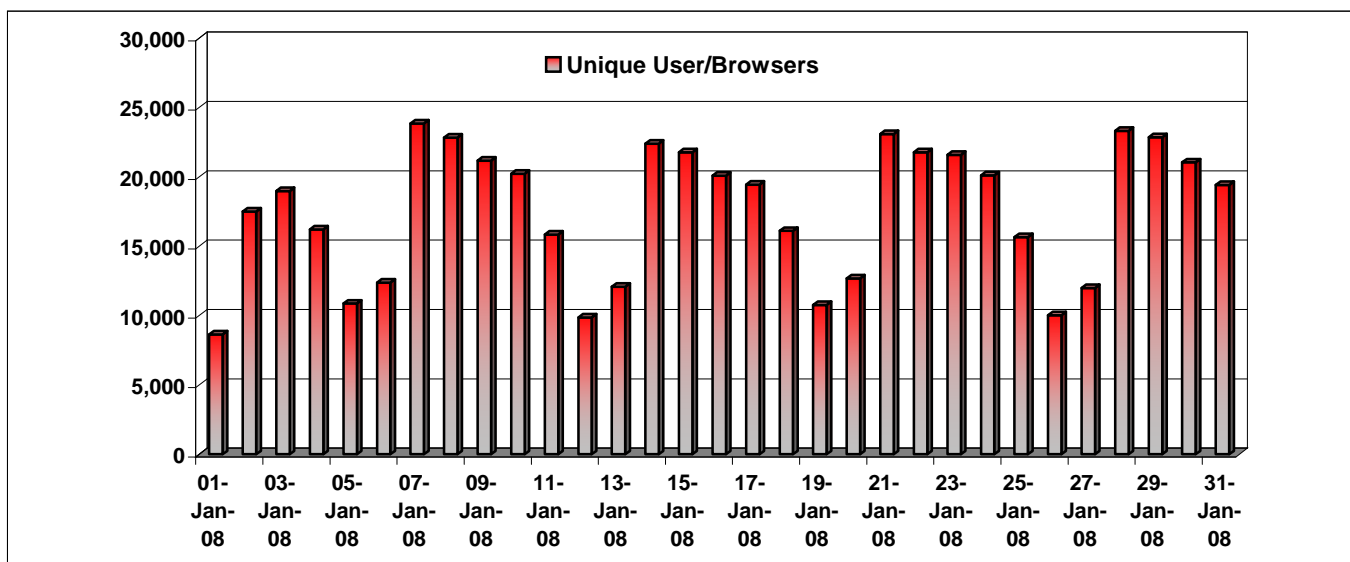


Red Advertising

3. Daily Activity: Unique User/Browsers and Page Impressions



DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS
01-Jan-08	8,645	61,754	17-Jan-08	19,449	86,952
02-Jan-08	17,514	47,520	18-Jan-08	16,108	68,405
03-Jan-08	18,987	54,879	19-Jan-08	10,759	46,918
04-Jan-08	16,219	47,894	20-Jan-08	12,689	57,701
05-Jan-08	10,868	34,180	21-Jan-08	23,091	98,085
06-Jan-08	12,390	49,470	22-Jan-08	21,776	104,851
07-Jan-08	23,859	97,596	23-Jan-08	21,582	96,840
08-Jan-08	22,831	94,640	24-Jan-08	20,115	90,935
09-Jan-08	21,177	89,741	25-Jan-08	15,650	75,430
10-Jan-08	20,228	84,388	26-Jan-08	10,027	48,478
11-Jan-08	15,837	66,289	27-Jan-08	11,987	58,518
12-Jan-08	9,871	42,818	28-Jan-08	23,327	100,256
13-Jan-08	12,078	55,712	29-Jan-08	22,864	101,129
14-Jan-08	22,407	93,581	30-Jan-08	21,047	100,282
15-Jan-08	21,765	92,608	31-Jan-08	19,422	88,395
16-Jan-08	20,085	85,808			



4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Definitions used in this document

UNIQUE USER/BROWSER is defined as "A unique and valid identifier. Sites may use (i) IP+User-Agent or (ii) Cookie." This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a website or network, in common with all measurement software. Where a UNIQUE USER/BROWSER ("User") is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual Users concerned due to dynamic IP address allocation (for example by a dial-up Internet Service Provider) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABCe on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

6. Counting System

This site used a third party to count the data supporting this certificate.

7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABCe has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABCe)
March 2008