Candidate Traffic Audit Report

For the period: 1 July 2011 – 31 July 2011

Property Name: Red Advertising

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1. Total Qualifying UK Candidate Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	15,496	480,389
Page Impressions	119,902	3,717,003

2. Network Domains/URLs:

www.redadvertising.co.uk	www.legaljobsboard.co.uk
www.accountancyjobsboard.co.uk	www.medicaljobs.co.uk
www.bankingjobs.co.uk	www.merchandisingjobs.co.uk
www.cateringjobsboard.co.uk	www.redgoldfish.co.uk
www.constructionjobsnow.co.uk	www.retailjobsboard.co.uk
www.engineeringjobsnow.co.uk	www.secretarialjobsboard.co.uk
www.jobsearchdirectory.co.uk	www.telesalesjobs.co.uk
www.jobstore.co.uk	www.translationjobs.co.uk

This candidate traffic audit verifies and details only the website traffic activity for 16 of the principle job websites (out of 48) that belong to Red Advertising Limited. See the Media Owner Analysis in section 7 for content description.

3. Daily Activity:

| Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Jul-11	12,823	72,858	17-Jul-11	9,643	61,585
02-Jul-11	8,644	55,765	18-Jul-11	11,454	63,897
03-Jul-11	12,454	71,989	19-Jul-11	20,121	161,258
04-Jul-11	21,506	192,245	20-Jul-11	19,245	159,654
05-Jul-11	21,452	186,584	21-Jul-11	18,997	158,883
06-Jul-11	19,187	158,521	22-Jul-11	17,865	152,228
07-Jul-11	18,234	142,157	23-Jul-11	13,121	87,951
08-Jul-11	14,212	89,975	24-Jul-11	8,258	51,258
09-Jul-11	8,799	58,252	25-Jul-11	10,565	59,868
10-Jul-11	10,646	62,548	26-Jul-11	18,625	158,798
11-Jul-11	22,048	195,847	27-Jul-11	18,726	161,253
12-Jul-11	21,459	185,489	28-Jul-11	17,998	152,873
13-Jul-11	20,424	171,269	29-Jul-11	16,787	138,564
14-Jul-11	19,208	161,287	30-Jul-11	13,898	88,678
15-Jul-11	16,424	138,792	31-Jul-11	8,768	59,825
16-Jul-11	8,798	56,852			

Note: The uniques claimed are de-duplicated and represent the number of new users on that specific day that have not been on the site during the month of Jul 2011.

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Unique Visitors

Page Views
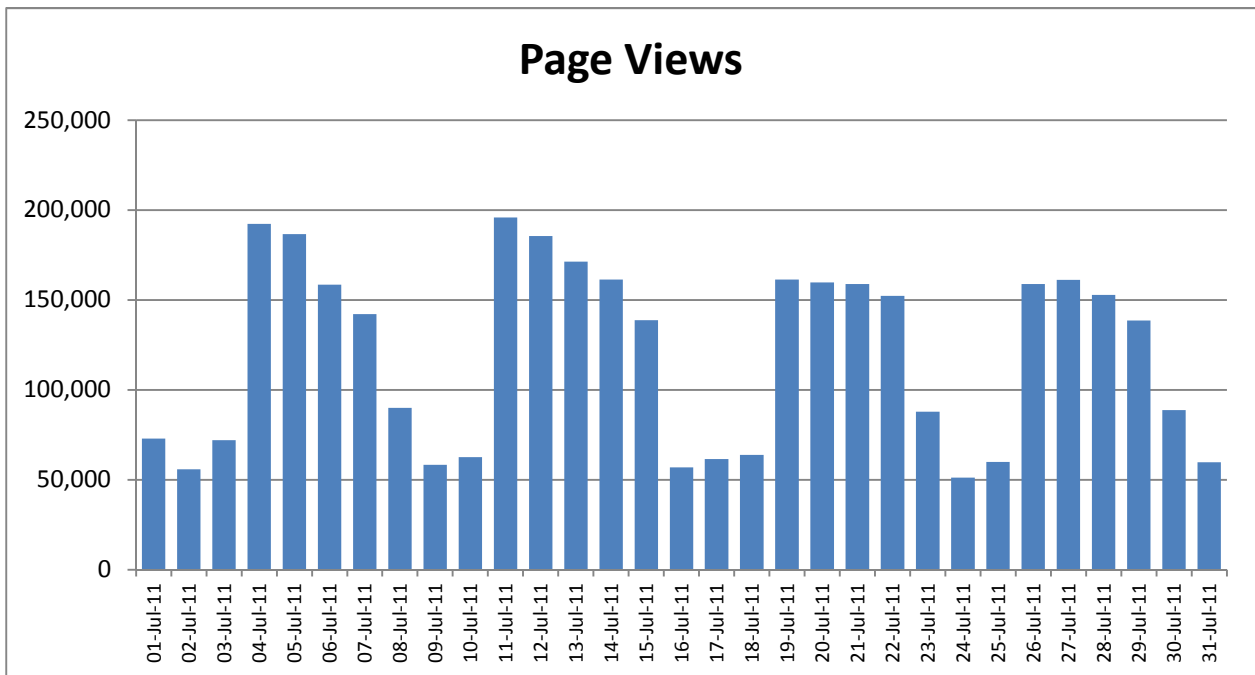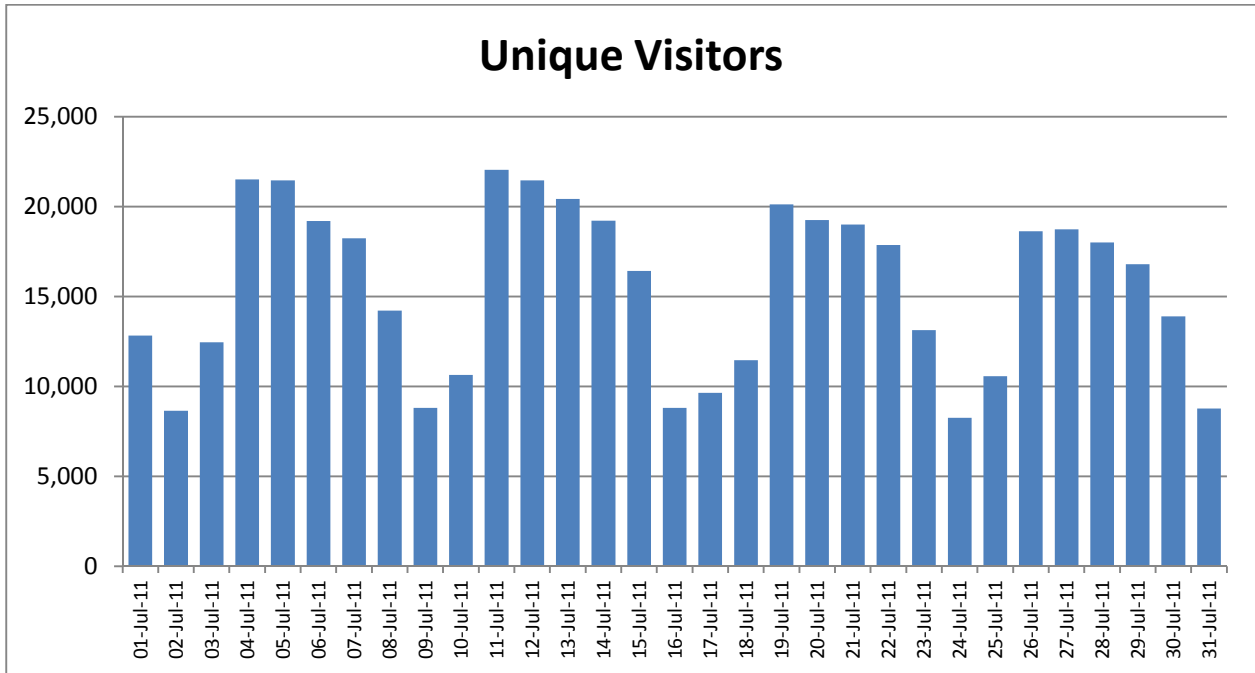
4. Additional Notes:

a) Invalid User traffic is excluded from the traffic report.
b) Syndicated content is not included in the traffic report.

5. Glossary of Terms:

UNIQUE USER/BROWSER
A unique and valid identifier. Sites may use (i) IP+User-Agent and/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 web property or network, in common with all measurement software.
Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configuration operating through a proxy.

MONTHLY UNIQUE USER/BROWSERS
The de-duplicated net number of Unique User/Browsers for the month.
Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

PAGE IMPRESSION
A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.
In effect, one request by a valid user should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.
In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send a HTML file followed by several associated graphics, images and audio files. A single request from user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.
Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams.
All content within a Page Impression may not necessarily be visible in the user's browser window.

SYNDICATED CONTENT
Content served by a third party into the job site's Page Impressions, or content served by the job site into a third party's Page Impressions. Syndicated content is not included in this traffic report.

INVALID TRAFFIC
Traffic generated by site development activity, whether by the site or third parties, and by automated search engines, indexers, robots, spiders etc.

6. Counting System:

Logaholic analytic software and Web Trends software was used to help count the unique visitor data supporting this report. A detailed review and de-duplication of the raw log data held on Red Advertising servers at the Dedipower secured data centre was also carried out.

Property Name: Red Advertising

7. Media Owner Analysis

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 an incredibly high return on investment.

15 industry trade sectors are serviced by Red Advertising's network of 47 vertical search websites. These include generalist sites, niche and super niche job board properties. They promote their clients brand and their jobs to candidates across the UK and provide solutions on a Pay Per Click (PPC), Pay per application (PPA) and Fixed Cost (FC) basis.

Working with some of the UK's market leading job board brands, recruitment classified advertising providers and Employment website's, they deliver a highly targeted measurable candidate sourcing solution that delivers the results their clients need. They also provide complete clarity over the effectiveness and the quality of the candidate traffic they send.

They are a market leading facility. The company ethos is to look after clients for the long term to the highest possible standard whilst maintaining completely transparent solutions. This leaves clients in no doubt over promotional effectiveness.