

# Candidate Traffic Audit Report

For the period: 1 July 2010 – 31 July 2010



Property Name: Red Advertising

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### Media Owner:

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WS11 8JB

### Contact:

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## 1. Total Qualifying UK Candidate Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	15,729	487,602
Page Impressions	101,751	3,154,307

## 2. Network Domains/URLs:

www.redadvertising.co.uk	www.legaljobsboard.co.uk
www.accountancyjobsboard.co.uk	www.redgoldfish.co.uk
www.constructionjobsnow.co.uk	www.retailjobsboard.co.uk
www.engineeringjobsnow.co.uk	www.secretarialjobsboard.co.uk
www.jobstore.co.uk	

This candidate traffic audit verifies and details only the website traffic activity for 9 of the principle job websites (out of 40) 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-10	17,419	107,473	17-Jul-10	9,643	69,254
02-Jul-10	13,204	76,978	18-Jul-10	11,444	69,874
03-Jul-10	8,766	66,908	19-Jul-10	20,693	118,398
04-Jul-10	12,136	70,957	20-Jul-10	19,678	119,843
05-Jul-10	21,404	125,874	21-Jul-10	19,254	119,364
06-Jul-10	21,132	124,521	22-Jul-10	17,557	117,951
07-Jul-10	19,268	115,107	23-Jul-10	13,128	107,589
08-Jul-10	18,194	114,869	24-Jul-10	8,659	69,578
09-Jul-10	14,543	109,115	25-Jul-10	10,424	79,654
10-Jul-10	8,991	69,785	26-Jul-10	18,750	115,876
11-Jul-10	10,689	78,692	27-Jul-10	18,423	114,931
12-Jul-10	21,852	128,536	28-Jul-10	17,912	114,639
13-Jul-10	21,485	124,589	29-Jul-10	16,627	95,814
14-Jul-10	19,862	123,894	30-Jul-10	13,481	104,258
15-Jul-10	19,217	121,547	31-Jul-10	9,069	67,852
16-Jul-10	14,598	110,587			

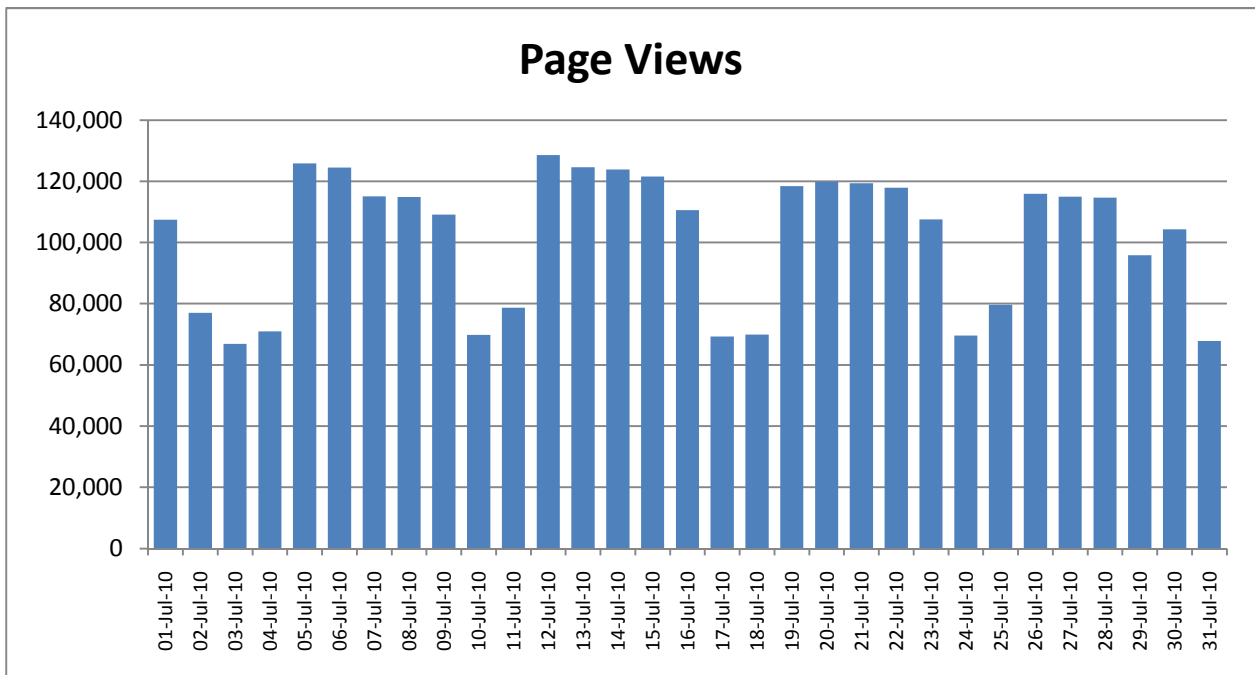
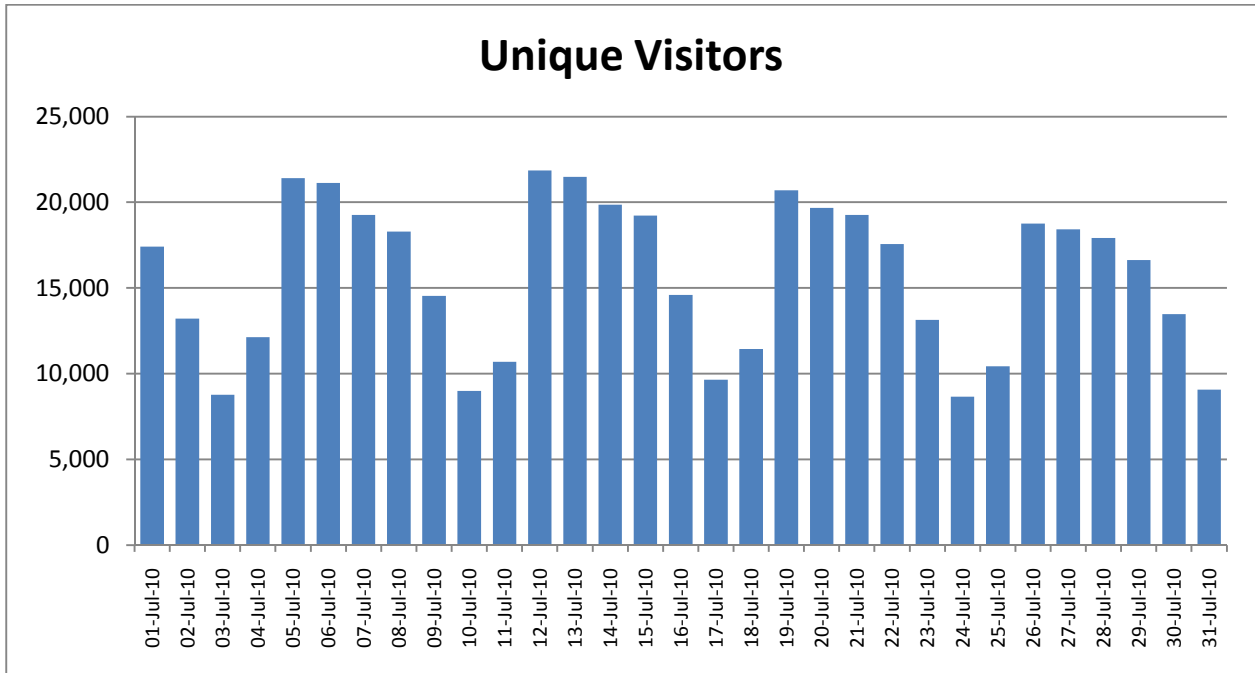
Note: The uniques claimed are de-duplicated and represent the number of new users on that specific day that have not been on the site during the month of Jul 2010.

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## 4. Additional Notes:

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

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## 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.

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## 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.

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## 7. Media Owner Analysis

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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 40 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.