

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Network Name:

Irish Jobs

Network Domains/URLs:

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Period Covered by Certificate:

1 January- 31 January 2008

Network Content: (Media Owner's Statement)

Irishjobs.ie is Ireland's largest and most successful recruitment advertising web-site. It is the most relevant medium in Ireland for both recruiters and job-seekers to come together, with more people visiting the site and staying longer than any other recruitment advertising web-site in the market. For recruiters, Irishjobs.ie makes it easy to find the right person for the job as it features:

- 24 hour, 7 days a week access to high calibre job seekers from all disciplines.
- The opportunity to promote and advertise the company profile to job seekers.
- Access to our extensive database of resumes - Recruiters can tailor their search based on their particular needs and requirements.
- For tailored recruitment, they can advertise to Graduate and Executive job seekers in unique sections of our site dedicated to these positions.

Media Owner:

IrishJobs.ie
3rd Floor South Block
The Malthouse
Grand Canal Quay
Dublin 2

Contact:

Valerie Sorohan
Marketing Manager
+00 353 1 6709900
Valerie@irishjobs.ie

IrishJobs.ie

Putting power in your hands

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

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	24,900	526,548
Visits	31,077	963,397
Page Impressions	346,877	10,753,187

2. Network Domains/URLs

www.irishjobs.ie

www.exp.ie

www.irishjobs.com

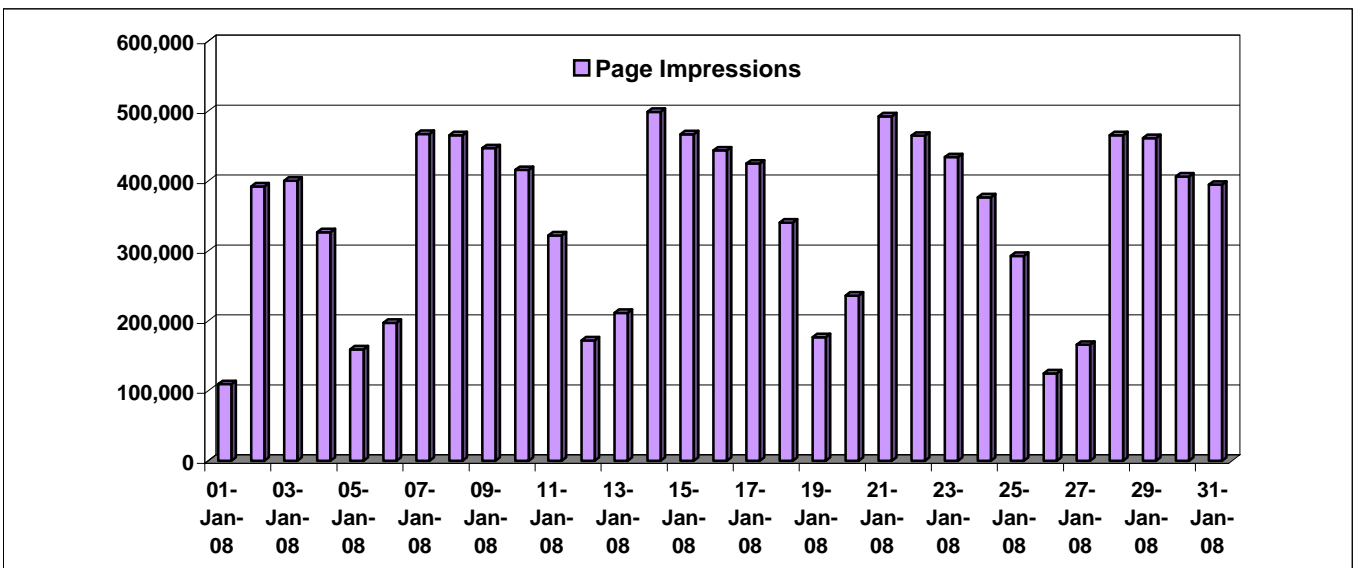
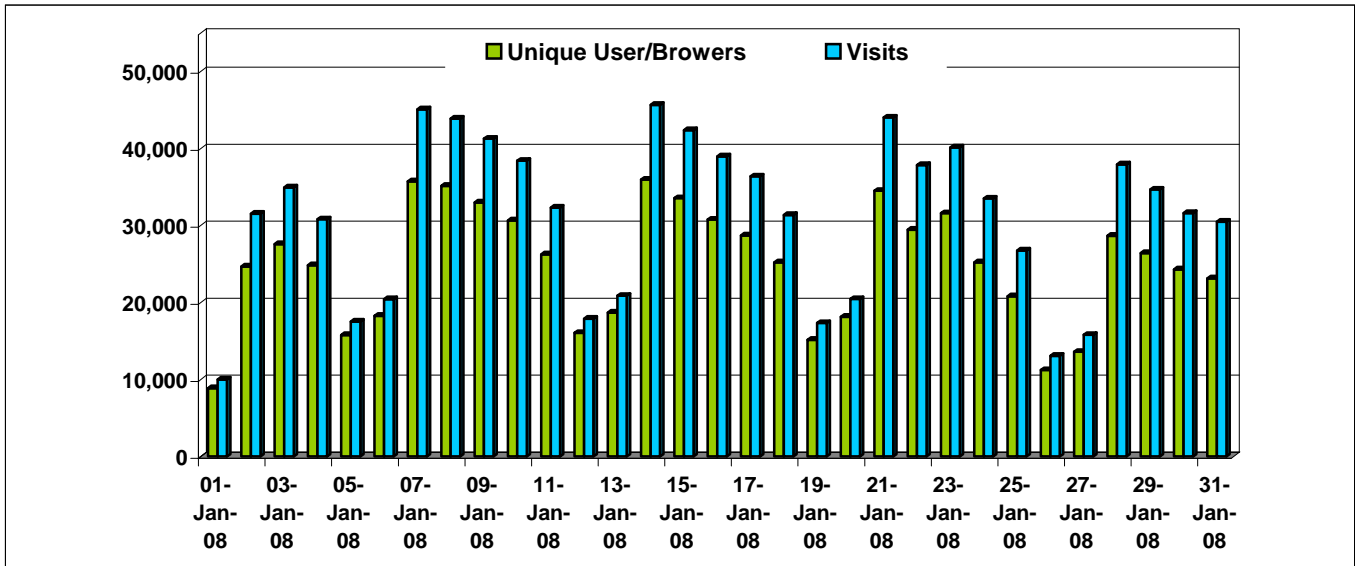
IrishJobs.ie

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



DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	VISITS
01-Jan-08	8,874	109,642	10,002	17-Jan-08	28,710	424,918	36,376
02-Jan-08	24,666	392,074	31,535	18-Jan-08	25,213	340,560	31,369
03-Jan-08	27,595	400,490	34,933	19-Jan-08	15,145	176,728	17,329
04-Jan-08	24,839	326,784	30,800	20-Jan-08	18,131	236,077	20,450
05-Jan-08	15,776	159,254	17,512	21-Jan-08	34,501	492,430	44,027
06-Jan-08	18,257	197,235	20,441	22-Jan-08	29,461	464,752	37,847
07-Jan-08	35,730	467,143	45,096	23-Jan-08	31,594	434,033	40,152
08-Jan-08	35,144	465,299	43,889	24-Jan-08	25,205	376,580	33,514
09-Jan-08	32,999	446,879	41,278	25-Jan-08	20,809	292,907	26,745
10-Jan-08	30,647	415,781	38,408	26-Jan-08	11,223	124,894	13,059
11-Jan-08	26,266	322,092	32,317	27-Jan-08	13,593	165,876	15,795
12-Jan-08	16,045	172,098	17,901	28-Jan-08	28,672	465,282	37,931
13-Jan-08	18,683	211,585	20,873	29-Jan-08	26,416	461,299	34,666
14-Jan-08	35,963	498,872	45,676	30-Jan-08	24,305	406,327	31,626
15-Jan-08	33,544	466,889	42,376	31-Jan-08	23,128	394,725	30,498
16-Jan-08	30,763	443,682	38,976				



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.

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

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 software developed in house 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)
February 2008