

Online Certificate

March 2011



Setting the standard

eFinancialCareers

eFINANCIALCAREERS.COM
THE FINANCIAL JOB MARKETPLACE

Key information

Certificate type

Digital

Metric type

Web traffic

ABC headline

73,559 Daily average Unique Browsers

Period

1 March 2011 to 31 March 2011

Market sector

Consumer - classified - recruitment

Worldwide traffic

	Daily average	Monthly total
Unique Browsers	73,559	1,317,232
Page Impressions	731,941	22,690,174

Domains

www.efinancialcareers.co.uk
<http://jobs.efinancialcareers.co.uk>
www.efinancialcareers.com
<http://jobs.efinancialcareers.com>
www.efinancialcareers.sg
www.efinancialcareers.fr
<http://jobs.efinancialcareers.sg>
<http://emploi.efinancialcareers.fr>
www.efinancialcareers.hk
<http://jobs.efinancialcareers.hk>

See page 2 for more domains

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This certificate is supported by the following organisations



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Online Property: Certificate of Activity

For the period: 1 March 2011 - 31 March 2011

Property Name: eFinancialCareers

Daily Qualifying Worldwide Traffic

	Daily Average
Unique Browsers	73,559
Page Impressions	731,941

Monthly Qualifying Worldwide Traffic

	Monthly Total
Unique Browsers	1,317,232
Page Impressions	22,690,174

Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

www.efinancialcareers.co.uk
http://jobs.efinancialcareers.co.uk
www.efinancialcareers.com
http://jobs.efinancialcareers.com
www.efinancialcareers.sg
www.efinancialcareers.fr
http://jobs.efinancialcareers.sg
http://emploi.efinancialcareers.fr
www.efinancialcareers.hk
http://jobs.efinancialcareers.hk
http://news.efinancialcareers.co.uk
www.efinancialcareers.it
www.efinancialcareers-gulf.com
www.efinancialcareers.com.au
http://jobs.efinancialcareers.com.au
http://lavori.efinancialcareers.it
http://jobs.efinancialcareers-gulf.com
www.efinancialcareers.de
http://jobs.efinancialcareers.de
http://theedgesingapore.efinancialcareers.com
http://actu.efinancialcareers.fr
www.efinancialcareers.ch
www.efinancialcareers-canada.com
www.efinancialcareers.cn
http://students.efinancialcareers.co.uk
http://jobs.efinancialcareers.ch
http://jobs.efinancialcareers-canada.com
http://news.efinancialcareers.com
http://news.efinancialcareers.sg
www.efinancialcareers.ie
http://jobs.efinancialcareers.cn
http://fr.efinancialcareers.ch
http://news.students.efinancialcareers.co.uk
www.efinancialcareers.lu
http://jobs.efinancialcareers.ie
http://emploi.fr.efinancialcareers.ch
www.efinancialcareers.nl
http://offresfinance.agefi.fr
http://banen.efinancialcareers.nl
http://emploi.efinancialcareers.lu
www.efinancialcareers.jp
http://news.efinancialcareers.hk
http://jobs.financeasia.efinancialcareers.com
www.efinancialcareers.be



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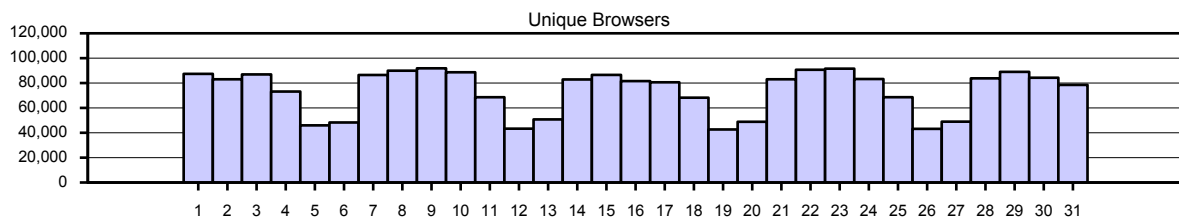
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Daily Activity

Date	Unique Browsers	Page Impressions
01-Mar-11	87,372	919,849
02-Mar-11	83,016	877,420
03-Mar-11	86,938	855,275
04-Mar-11	73,166	686,675
05-Mar-11	45,958	381,509
06-Mar-11	48,280	436,423
07-Mar-11	86,474	938,747
08-Mar-11	89,940	966,201
09-Mar-11	91,839	955,828
10-Mar-11	88,669	864,026
11-Mar-11	68,594	654,247
12-Mar-11	43,308	362,163
13-Mar-11	50,746	460,595
14-Mar-11	82,869	905,139
15-Mar-11	86,538	887,272
16-Mar-11	81,565	820,460
17-Mar-11	80,610	801,487
18-Mar-11	68,228	648,581
19-Mar-11	42,654	345,960
20-Mar-11	48,839	441,749
21-Mar-11	83,023	933,009
22-Mar-11	90,676	947,768
23-Mar-11	91,560	905,586
24-Mar-11	83,242	820,871
25-Mar-11	68,603	635,738
26-Mar-11	43,162	350,153
27-Mar-11	48,954	439,212
28-Mar-11	83,776	918,064
29-Mar-11	88,986	914,726
30-Mar-11	84,260	841,568
31-Mar-11	78,493	773,873



Counting System

This site used Adobe (Omniure BU), SiteCatalyst (www.omniture.com) to count the data supporting this certificate.





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Audit Opinion by ABC

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

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

This product is registered with ABC by eFinancialCareers Ltd.

Media Owner Statement

eFinancialCareers, a Dice Holdings company, serves the global financial community as one of the leading network of career sites for professionals working in banking and the financial markets and those firms seeking to employ them. For financial services professionals our mission is to provide the best job opportunities, job market news and analysis, salary surveys and career advice. For customers our mission is to help companies engage with and hire the most qualified finance professionals around the world. With sites in 14 markets and 5 languages across North America, Europe, the Middle East and Asia-Pacific, our specialty focus and our audience of highly-skilled banking and finance professionals enable employers to reach hard-to-find, experienced candidates. eFinancialCareers is designed for the specific needs of the financial services professional: the job opportunities available are from companies around the world and cover a wide choice of positions for investment bankers, traders, asset managers, analysts, risk managers, treasurers, auditors, CFOs, graduate trainees and many others in the financial community. Job seekers can carry out highly targeted job searches, set up search agents and post resumes; and we publish job market news, analysis and advice to help them make well-informed career decisions. eFinancialCareers' journalists around the world ensure that essential news and advice on hiring trends, pay and professional development is regularly updated. For students and those interested in getting into the industry, the eFinancialCareers Student Centre provides help and insight into beginning a career in finance whilst giving employers an ideal place to source the brightest and best entering the workplace. eFinancialCareers' expanding international network of sites enables recruiters and employers to access the best talent in financial centres around the world. The job posting process enables hiring managers to specify their exact requirements and include questions within the application process. Our advertising options enable employers to highlight their employment brand and our resume database search allows customers to locate candidates with specialised skill-sets quickly and efficiently.

About ABC

ABC is the independent, impartial, industry-owned auditing service that provides a stamp of trust for the media industry. Our digital audits deliver trusted certification for a wide range of platforms including web activity, email, podcasts, VOD, IPTV, ad servers, ad networks, mobile and many more. For more information and to view ABC certificates please visit www.abc.org.uk

An ABC audit can also demonstrate best practice principles. For example ABC's work with IASH (www.iash.org.uk) ensures that its internet advertising sales house members adhere to key elements of a strict code of conduct when placing advertising inventory on sites.

ABC delivers verification to industry standards as agreed by JICWEBS

Joint Industry Committee for Web Standards (www.jicwebs.org)

JICWEBS representatives meet 4 times a year to agree census based standards for digital media. ABC then audits to these industry-agreed standards. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies:



ABC Associates

The ABC Associate Scheme enables suppliers to the digital media industry to ensure their systems are capable of compliance with JICWEBS industry standards. Once accredited they can then facilitate ABC audits, so helping their clients deliver reporting which is transparent and trusted. A full list of accredited ABC Associates can be found on: www.abc.org.uk

International Federation of ABCs (www.ifabc.org)

ABC chairs the IFABC web standards group, a global network of industry owned media auditing organisations, working to develop common international standards for digital media measurement.



Glossary of Terms

UNIQUE 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 website, in common with all measurement software. Counting of Unique Browsers may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved



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in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

DAILY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the day. Unless otherwise stated the Unique Browser data refers to worldwide activity.*

DAILY AVERAGE (DERIVED): *This is the sum of each day's traffic divided by the total number of days. Unique Browsers are not de-duplicated between days.*

WEEKLY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the week. Unless otherwise stated, the Unique Browser data refers to worldwide activity.*

WEEKLY AVERAGE (DERIVED): *This is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not de-duplicated between weeks.*

MONTHLY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the month. Unless otherwise stated, the Unique Browser data refers to worldwide activity.*

MONTHLY AVERAGE (DERIVED): *This is the sum of each month's traffic divided by the total number of months. Unique Browsers are not de-duplicated between months.*

PAGE IMPRESSION: *A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server. Automated Page Impressions will be broken out if greater than 5% of the total.*

In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window. In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

AUTOMATED PAGE IMPRESSION: *A Page Impression sent to a valid browser as a result of an automatic process.*

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed. Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total where such traffic forms 5% or more of the overall Page Impression count.

VISIT: *A series of one or more Page Impressions, served to a valid Unique Browser, which ends when that Unique Browser has not made a Page Impression for a 30-minute period.*

A Visit is effectively a near-continuous burst of activity by a valid Unique Browser. In addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique Browser identifiers to calculate this metric if desired.

VISIT DURATION: *The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Hence, the totals are averages.*

In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).

AV PLAY: *A file request by a valid browser for AV content.*

This can be measured in either of the following ways:

AV Play Event - A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.

AV Request - A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).

Automated AV Play - An AV Play started by a valid browser as a result of an automatic process.

REQUESTED DOWNLOAD: A request for a non-HTML file executable offline.

SEARCH: *The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server.*

In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others. The Search total for a site is distinct from its Page Impression total – Searches are a subset of valid Page Impressions.

DOMAIN: *A name that represents one or more IP addresses (typically web servers) owned by the media owner or its agents.*

URL: *A string of characters identifying where a networked content resource is available and the mechanism for retrieving it.*

SYNDICATED CONTENT: *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. Syndicated content may or may not be included in certified traffic.*

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

ABC excludes this internal and non-human traffic. The global ABC/IAB list of robots and spiders is available from the technical area on www.abc.org.uk.



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USER-INITIATED LOGGED EVENT: Any logged event that can be attributed to a particular Unique Browser.

ONLINE JOB APPLICATION: The submission to a server of an application form or a CV by a valid browser. The content of the application form or CV submitted is NOT reviewed as part of the audit. The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a "success" URL.

ONLINE JOB REFERRAL: A Click on a link within a job listing to a URL specified by a Recruiter.

EMAIL JOB REFERRAL: A Click on a mailto link within a job listing intended for the submission of applicant information and/or a CV to a recruiter.

RSS JOB REFERRAL IN: A Page Impression to a URL specified by a Recruiter served to a valid user as a result of redirection from a link in an RSS feed job listing clicked on by that user.

JOB APPLICATION REQUESTED DOWNLOAD: A Requested Download of a job-related document.

JOB CLICKOUT: Is defined as "A Click to an external (non-native) destination.
This metric can also be known as 'Referral' or 'Departure'".

CV REGISTRATION: A Page Impression served after a valid user has submitted a CV into the database of a recruitment site.

NEW CV REGISTRATION: A Page Impression served upon submission of a new CV into the database of a recruitment site from a valid browser active on that site.

ACTIVE CV REGISTRANT: A Registered User Account that has either made at least one New CV Registration or updated an existing CV in the month.

CV DETAILS PAGE IMPRESSION: A valid Page Impression that contains the particulars for a single CV only.

For a more comprehensive glossary of digital media terms please go to help on: www.abc.org.uk/jargon

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