



# Online Property: Certificate of Activity

For the period: 1 October 2008 - 31 October 2008

## Web



Property Name: CWJobs.co.uk



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### Media Owner:

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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	19,005	321,166
Visits	23,839	739,012
Page Impressions	178,468	5,532,513
Email Job Referrals	60	1,860
Online Job Referrals	1,377	42,694
Online Job Applications	9,609	297,885

### 2. Network Domains/URLs:

www.cwjobs.co.uk

https://payment.cwjobs.co.uk

http://recruiter.cwjobs.co.uk

Please see the Media Owner statement in section 9 for content description.

### 3. Daily Activity:

Date	Unique User/Browsers	Visits	Page Impressions	Email Job Referrals	Online Job Referrals	Online Job Applications
01-Oct-08	24,173	30,514	226,827	79	1,575	11,409
02-Oct-08	22,563	28,394	204,680	55	1,402	10,270
03-Oct-08	19,623	24,430	179,288	48	1,522	9,015
04-Oct-08	10,844	12,228	74,593	18	667	5,308
05-Oct-08	10,468	11,866	81,513	33	674	4,872
06-Oct-08	24,349	31,348	255,113	86	1,834	11,819
07-Oct-08	25,479	32,176	245,342	67	2,143	13,006
08-Oct-08	23,693	30,208	235,298	51	2,015	12,961
09-Oct-08	22,030	28,061	211,794	55	1,638	10,936
10-Oct-08	18,662	23,393	170,214	57	1,181	8,631
11-Oct-08	9,825	11,014	69,057	85	625	4,614
12-Oct-08	9,548	10,765	71,924	70	657	5,405
13-Oct-08	25,140	32,280	258,695	59	2,831	12,449
14-Oct-08	24,931	31,724	250,437	124	2,189	12,631
15-Oct-08	25,074	31,921	239,479	67	1,887	12,734
16-Oct-08	22,578	28,824	218,439	65	1,777	11,843
17-Oct-08	18,519	23,242	167,584	63	1,300	8,862
18-Oct-08	9,807	11,013	65,713	32	554	4,128
19-Oct-08	9,375	10,705	77,043	21	663	5,631
20-Oct-08	24,227	31,269	253,932	93	1,683	13,057
21-Oct-08	23,761	30,284	235,324	158	1,861	13,158
22-Oct-08	24,162	30,935	236,277	68	1,824	12,185
23-Oct-08	22,181	28,273	211,267	67	1,490	11,321
24-Oct-08	17,467	22,097	161,253	48	1,137	8,590
25-Oct-08	9,216	10,371	61,644	13	501	3,722
26-Oct-08	9,186	10,527	75,403	15	548	4,882
27-Oct-08	22,093	28,829	234,165	53	1,566	11,006
28-Oct-08	21,665	27,853	209,402	67	1,209	11,505
29-Oct-08	21,054	26,959	201,318	62	1,399	11,318
30-Oct-08	20,531	26,291	197,222	42	1,233	11,751
31-Oct-08	16,941	21,218	152,273	39	1,109	8,866



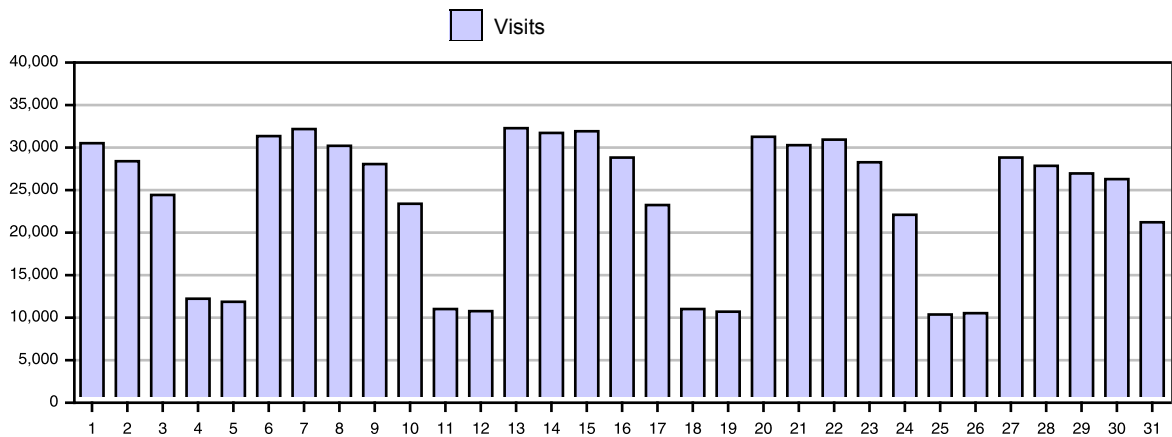
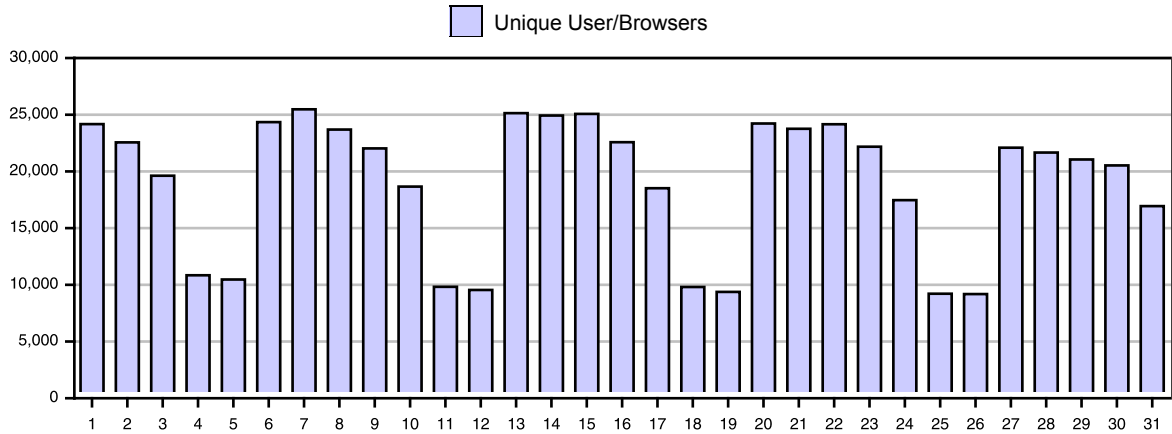
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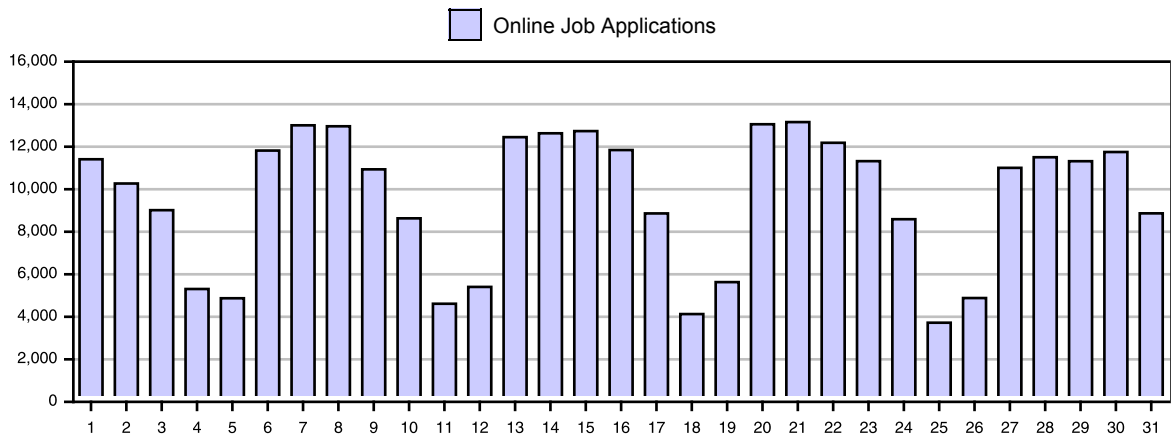
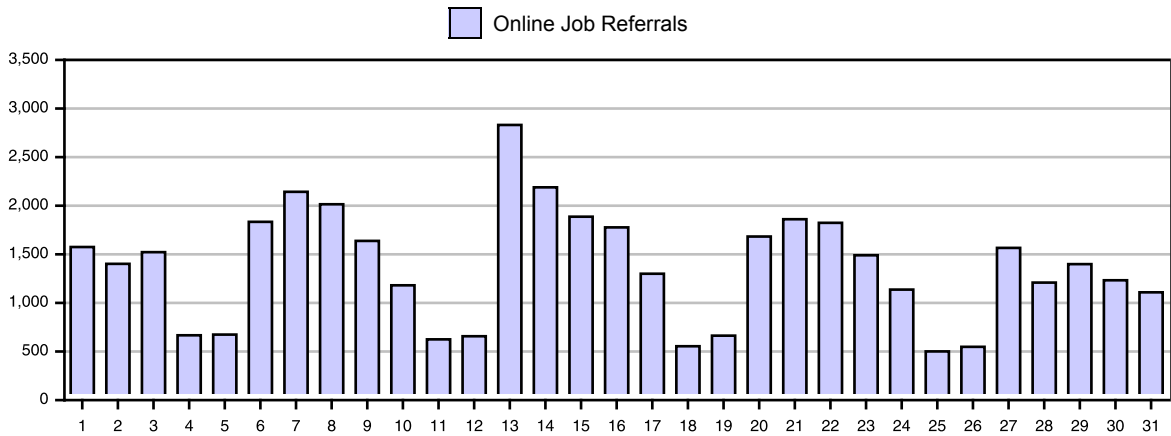
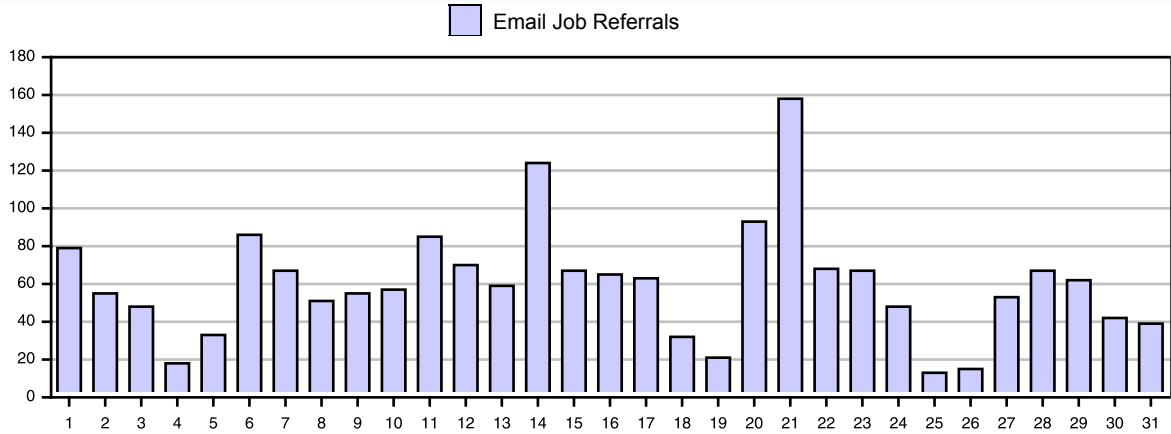
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### 4. Additional Notes:

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

### 5. 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 configurations 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 a 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.

#### VISIT

**A series of one or more Page Impressions, served to a valid Unique User/Browser, which ends when that Unique User/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 User/Browser. Note that, in addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique User/Browser identifiers to calculate this metric if desired.

#### ONLINE JOB APPLICATION

**The submission to a server of an application form or a CV by a valid User.**

#### 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.**

#### 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.**

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.

### 6. Counting System:

This site used WebTrends 7/8 On Demand ([www.webtrends.com](http://www.webtrends.com)) to count the data supporting this certificate.





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## 7. Audit Opinion by ABCe

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

## 8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS\*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

\*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit [www.abce.org.uk](http://www.abce.org.uk) and [www.jicwebs.org](http://www.jicwebs.org).

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

## 9. Media Owner Statement

CWJobs.co.uk is one of the UK's leading specialist IT recruitment websites, providing hundreds of recruiters with an excellent return on their IT recruitment spend. Candidates are acquired through a comprehensive online and offline marketing programme with advertised roles covering all IT skills, in all industry sectors and all regions of the UK and Ireland. CWJobs has offices throughout the UK and superior client service is ensured through Account Managers with both national and regional knowledge. In addition to the standard advertising package, CWJobs offers bespoke solutions to attract specific IT candidates. These include keyword sponsorship, targeted emails and enhanced job listings. Recruiters can also access an extensive database, containing over 126,000 IT jobseeker CVs, all registered or updated less than 18 months ago. In addition, the site provides its users with valuable industry information, such as live salary comparison data and dedicated specialist pages with tailored content for the most popular careers in IT.

