

## PROPERTY ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
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**certainty in a virtual world**

### Property Name:

Nljobs.com

### Property Domain:

[www.nijobs.com](http://www.nijobs.com)

### Period Covered by Certificate:

1 January- 31 January 2008

### Property Content: (Media Owner's Statement)

Nljobs.com is Northern Ireland's number one dedicated recruitment website, providing an excellent platform, for jobseekers to find their dream job and for recruiters to find the right person for the job.

Nljobs.com, enables jobseekers to search a comprehensive database of relevant, up-to-date vacancies across all disciplines - with nearly 350 companies currently advertising over 5,300 vacancies. Plus they can access career news and analysis developed by the Nljobs.com editorial team.

For recruiters Nljobs.com makes it easy to find the right person for the job by providing access to high calibre jobseekers 24 hours a day, 7 days a week.

### Media Owner:

Nljobs.com  
16 Donegall Square South  
Belfast, BT1 5JH  
Northern Ireland

### Contact:

Valerie Sorohan  
Marketing Manager  
+ 44 28 90434477  
[Valerie@irishjobs.ie](mailto:Valerie@irishjobs.ie)

# Nljobs.com

## It's time to go online

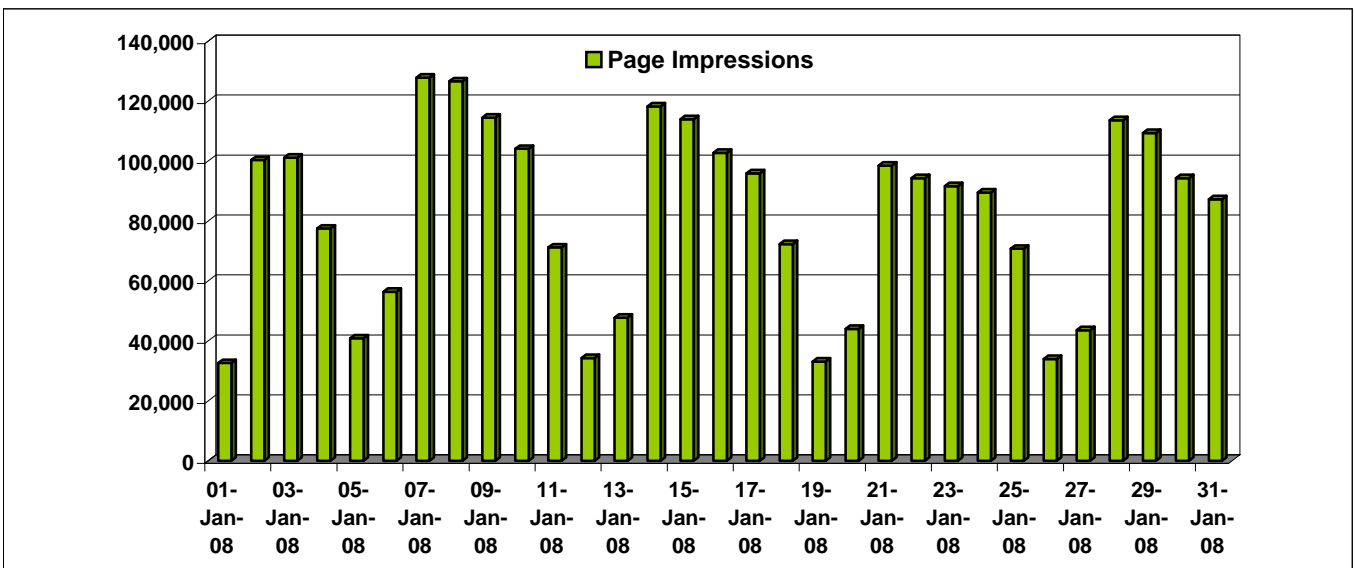
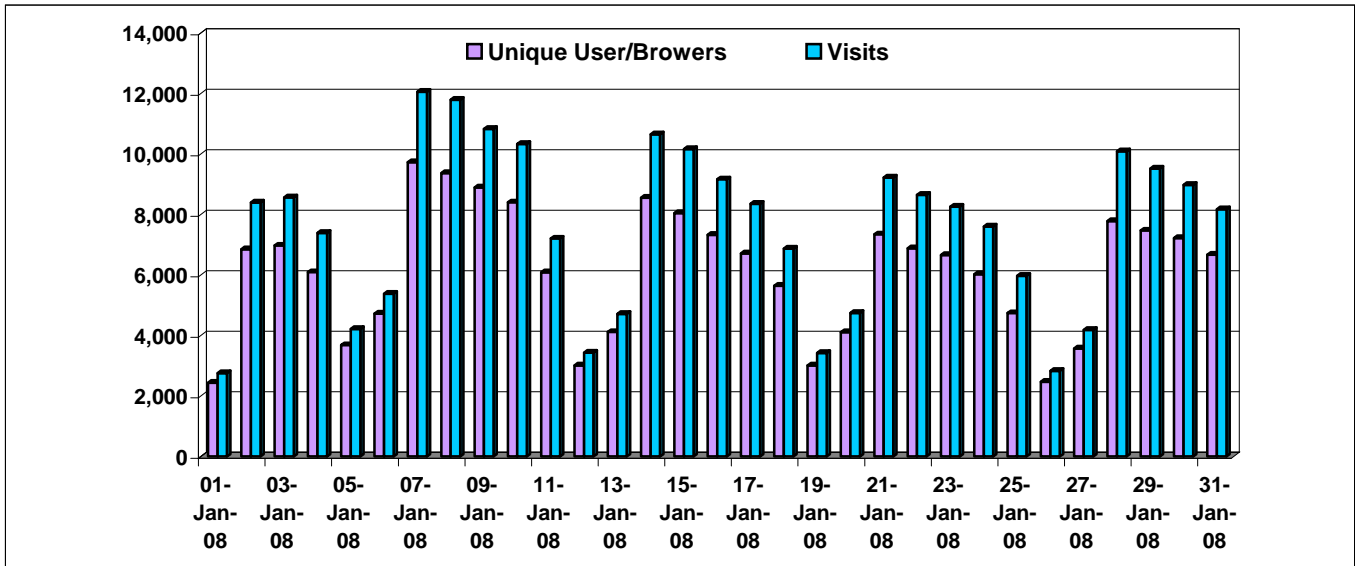
### 1. Total qualifying traffic for the certification period 1 January- 31 January 2008

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	6,150	124,617
Visits	7,547	233,972
Page Impressions	81,998	2,541,930

## 2. 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	2,442	32,635	2,755	17-Jan-08	6,714	95,914	8,354
02-Jan-08	6,853	100,326	8,400	18-Jan-08	5,649	72,318	6,871
03-Jan-08	6,973	101,133	8,570	19-Jan-08	3,013	33,142	3,423
04-Jan-08	6,095	77,480	7,394	20-Jan-08	4,114	44,001	4,747
05-Jan-08	3,682	40,867	4,216	21-Jan-08	7,344	98,474	9,226
06-Jan-08	4,722	56,386	5,382	22-Jan-08	6,880	94,315	8,654
07-Jan-08	9,732	127,792	12,060	23-Jan-08	6,665	91,604	8,263
08-Jan-08	9,369	126,574	11,794	24-Jan-08	6,029	89,477	7,604
09-Jan-08	8,892	114,458	10,829	25-Jan-08	4,742	70,743	5,976
10-Jan-08	8,402	104,059	10,335	26-Jan-08	2,474	33,998	2,830
11-Jan-08	6,090	71,186	7,207	27-Jan-08	3,568	43,591	4,184
12-Jan-08	3,007	34,288	3,430	28-Jan-08	7,781	113,621	10,090
13-Jan-08	4,115	47,746	4,713	29-Jan-08	7,472	109,375	9,521
14-Jan-08	8,557	118,225	10,652	30-Jan-08	7,224	94,309	8,983
15-Jan-08	8,045	113,909	10,168	31-Jan-08	6,674	87,275	8,175
16-Jan-08	7,331	102,709	9,166				



### 3. 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.

### 4. 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](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

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### 5. Counting System

This site used software developed in house to count the data supporting this certificate.

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### 6. 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)  
March 2008

