



# Online Property: Certificate of Activity

For the period: 1 October 2008 - 31 October 2008

## Web

LondonCareers.net

Property Name: LondonCareers.net

# LondonCareers.net

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### Issued by:

ABCe  
Saxon House,  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax +44 (0) 1442 200702

www.abce.org.uk  
info@abce.org.uk  
ABC Ref: 20385/15984474



### Media Owner:

**Independent Newspapers (UK) Ltd**  
Independent House  
191 Marsh Wall  
London  
E14 9Rs

### Contact:

Bill Swanson  
Managing Director  
+44 (0) 20 7005 2318  
b.swanson@independent.co.uk





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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	5,635	152,335
Page Impressions	28,900	895,910

### 2. Network Domains/URLs:

www.londoncareers.net

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

### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-08	6,600	35,670	17-Oct-08	4,823	24,462
02-Oct-08	6,450	34,344	18-Oct-08	3,085	15,415
03-Oct-08	5,346	29,917	19-Oct-08	3,739	18,895
04-Oct-08	3,353	16,662	20-Oct-08	7,809	39,296
05-Oct-08	4,074	21,220	21-Oct-08	6,679	34,547
06-Oct-08	8,161	43,328	22-Oct-08	5,945	31,053
07-Oct-08	7,347	39,632	23-Oct-08	6,497	33,751
08-Oct-08	6,464	32,835	24-Oct-08	5,121	25,174
09-Oct-08	6,795	34,060	25-Oct-08	3,077	15,285
10-Oct-08	5,577	26,648	26-Oct-08	3,837	19,513
11-Oct-08	3,170	14,776	27-Oct-08	6,208	31,592
12-Oct-08	4,382	19,494	28-Oct-08	6,079	31,254
13-Oct-08	7,489	39,572	29-Oct-08	5,439	28,565
14-Oct-08	6,872	35,311	30-Oct-08	5,673	28,711
15-Oct-08	7,712	38,897	31-Oct-08	4,572	24,169
16-Oct-08	6,311	31,862			





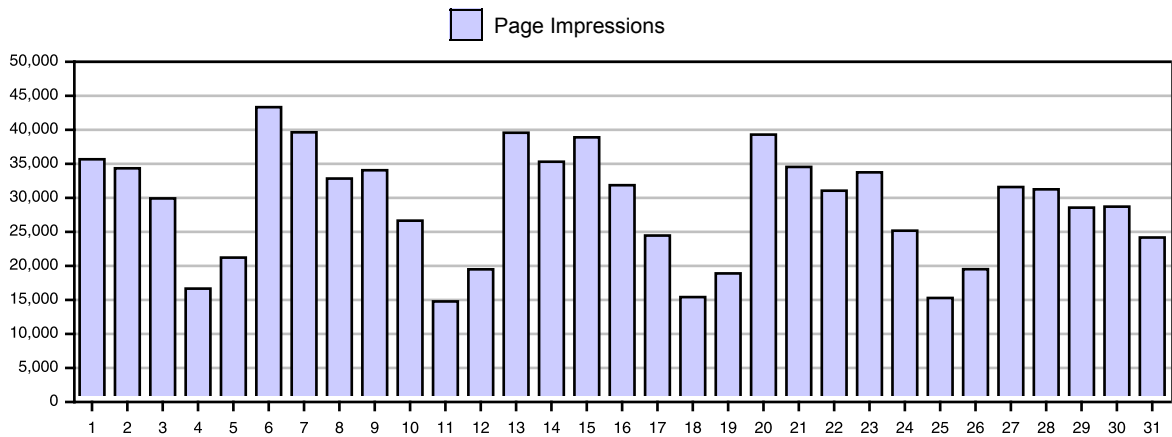
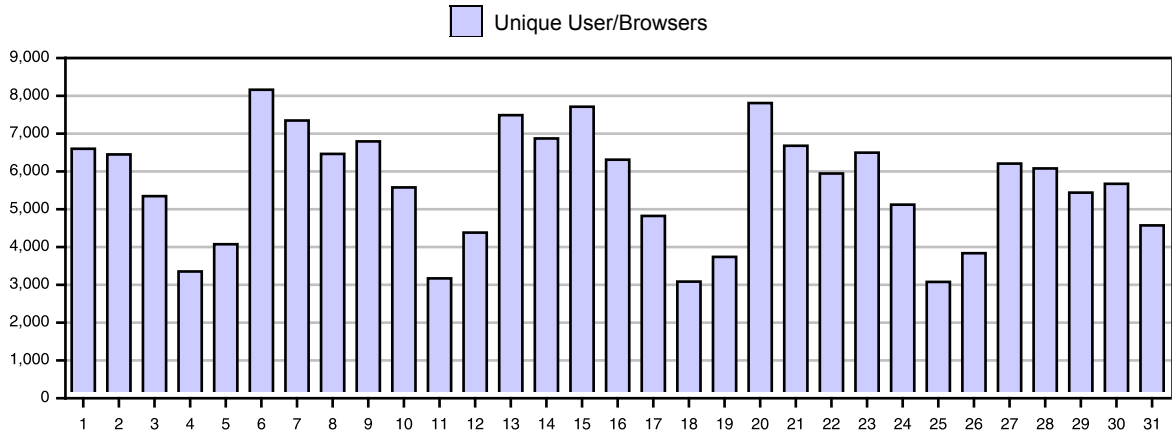
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### 4. Additional Notes:

- 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.

#### 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 HBX SiteCatalyst ([www.omniture.com](http://www.omniture.com)) to count the data supporting this certificate.



### 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.





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## 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

LondonCareers.net are proud to announce another successful ABCe audit showing an increase of 36% year on year. The website has continued to grow from strength to strength and we are delighted to remain one of the most visited websites in the London on-line recruitment market, visited by clients and candidates alike. Our aim is to make it easy for candidates to find the right job in the London market from leading recruiters. The website provides valuable features such as career advice, training programmes, job alerts, CV upload plus much more. In the current economic climate, our commercial team are offering a wide array of cost saving packages throughout the website giving recruiters valuable brand awareness and the facility to post an unlimited number of vacancies to the website while having the option of searching through our database of 25,000 CV's. We aim to provide a professional service to all clients working with us, with the help of our experienced commercial and technical teams who are on hand to help with any queries and ensure that when you decide to work with LondonCareers.net the experience continues throughout the period of your contract and beyond.

