



Online Property: Certificate of Activity

For the period: 1 October 2009 - 31 October 2009

Web

eFINANCIALCAREERS.COM
THE FINANCIAL JOB MARKETPLACE

Property Name: eFinancialCareers

eFINANCIALCAREERS.COM

THE FINANCIAL JOB MARKETPLACE

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Revised Data

This certificate has been reissued on 18 February 2010 for the following reason(s).

A breakout of 'UK Domain Traffic' was added to the certificate

Issued by:

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ABC Ref: 20985/16680267



Media Owner:

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1. Total Qualifying Worldwide Traffic:

Metric: eFinancialCareers	Daily Averages	Total
Unique User/Browsers	79,413	1,523,597
Page Impressions	593,144	18,387,462
Metric: UK Domains Traffic		
Unique User/Browsers	19,849	360,448
Page Impressions	175,838	5,450,973

2. Network Domains/URLs:

eFinancialCareers

www.efinancialcareers.co.uk
 www.efinancialcareers.com
 http://jobs.efinancialcareers.co.uk
 http://jobs.efinancialcareers.com
 www.efinancialcareers.fr
 www.efinancialcareers.sg
 http://emploi.efinancialcareers.fr
 http://jobs.efinancialcareers.sg
 http://news.efinancialcareers.co.uk
 www.efinancialcareers.it
 www.efinancialcareers.hk
 http://jobs.efinancialcareers.hk
 www.efinancialcareers-gulf.com
 http://lavori.efinancialcareers.it
 www.efinancialcareers.com.au
 http://jobs.efinancialcareers-gulf.com
 http://jobs.efinancialcareers.com.au
 http://jobs.efinancialcareers.de
 www.efinancialcareers.de
 www.efinancialcareers.ch
 http://jobs.efinancialcareers.ch
 http://news.efinancialcareers.com
 http://actu.efinancialcareers.fr
 www.efinancialcareers-canada.com
 www.efinancialcareers.co.za
 http://jobs.efinancialcareers-canada.com
 www.efinancialcareers.se
 www.efinancialcareers.dk
 www.efinancialcareers.fi
 http://lavoro.milanofinanza.it
 www.efinancialcareers.jp
 www.efinancialcareers.nl
 www.efinancialcareers.ie
 http://students.efinancialcareers.co.uk
 www.efinancialcareers.be
 http://jobs.efinancialcareers.ie
 http://news.students.efinancialcareers.co.uk
 http://jobs.efinancialcareers.jp
 www.efinancialcareers.lu
 http://emploi.efinancialcareers.be
 http://carriere.milanofinanza.it
 http://banen.efinancialcareers.nl
 http://jobs.efinancialcareers.co.za
 http://offresfinance.lexpansion.com
 http://emploi.efinancialcareers.lu
 http://fr.efinancialcareers.ch
 http://emploi.fr.efinancialcareers.ch
 http://news.efinancialcareers.sg
 http://offresfinance.agefi.fr
 http://jobs.financeasia.efinancialcareers.com
 http://jobs.efinancialcareers.se
 http://defaultrisk.efinancialcareers.com
 http://jobs.scotland.efinancialcareers.co.uk
 http://jobs.dealbreaker.efinancialcareers.com
 http://jobs.thedeal.efinancialcareers.com
 http://jobs.reuters.efinancialcareers.co.uk
 http://jobs.efinancialcareers.dk
 http://jobs.technology.efinancialcareers.co.uk
 http://news.efinancialcareers.hk
 http://jobs.en.efinancialcareers.nl
 http://news.efinancialcareers.com.au
 http://en.efinancialcareers.nl
 http://jobs.nni.efinancialcareers.com
 http://scotland.efinancialcareers.co.uk
 http://jobs.en.efinancialcareers.be
 www.efinancialcareers-norway.com
 www.theedgesingapore.efinancialcareers.com
 http://jobs.careers.nasdaq.com
 http://jeunes-diplomes.efinancialcareers.fr
 http://origin.efinancialcareers.com

UK Domains Traffic

www.efinancialcareers.co.uk
 http://jobs.efinancialcareers.co.uk
 http://news.efinancialcareers.co.uk
 http://students.efinancialcareers.co.uk
 http://news.students.efinancialcareers.co.uk
 http://jobs.scotland.efinancialcareers.co.uk





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<http://jobs.reuters.efinancialcareers.co.uk>

<http://jobs.technology.efinancialcareers.co.uk>

<http://scotland.efinancialcareers.co.uk>

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

3. Daily Activity: eFinancialCareers

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	81,750	654,489	17-Oct-09	57,958	382,051
02-Oct-09	66,802	535,401	18-Oct-09	65,011	395,683
03-Oct-09	44,752	326,841	19-Oct-09	99,939	766,762
04-Oct-09	49,010	329,956	20-Oct-09	105,493	811,886
05-Oct-09	85,690	710,117	21-Oct-09	104,712	765,699
06-Oct-09	87,265	737,011	22-Oct-09	103,859	731,333
07-Oct-09	74,626	609,238	23-Oct-09	86,478	609,615
08-Oct-09	80,340	647,373	24-Oct-09	60,321	406,269
09-Oct-09	69,519	540,330	25-Oct-09	64,772	401,973
10-Oct-09	45,784	302,412	26-Oct-09	101,457	764,882
11-Oct-09	49,771	346,664	27-Oct-09	106,938	820,097
12-Oct-09	81,786	705,832	28-Oct-09	100,858	753,387
13-Oct-09	87,445	742,208	29-Oct-09	99,410	709,353
14-Oct-09	77,266	636,233	30-Oct-09	84,366	602,481
15-Oct-09	94,975	666,985	31-Oct-09	59,633	378,963
16-Oct-09	83,807	595,938			





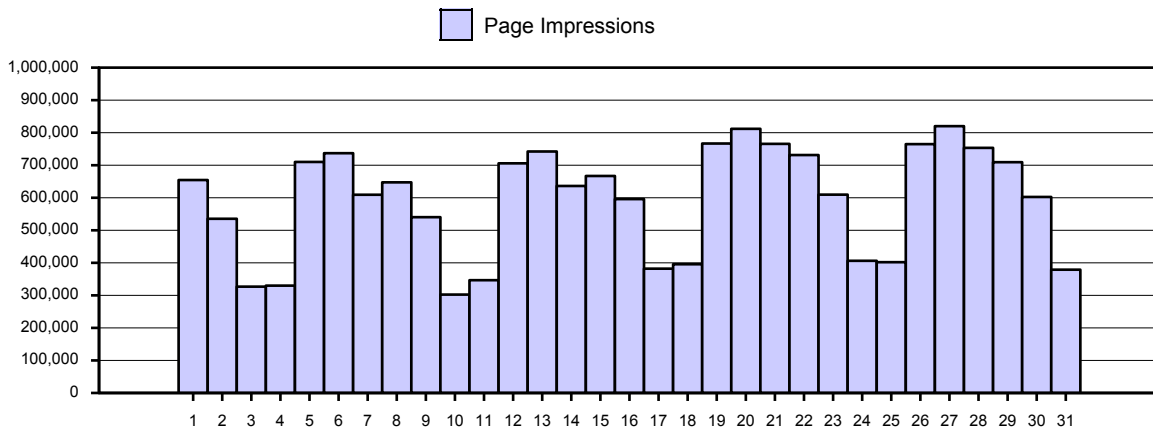
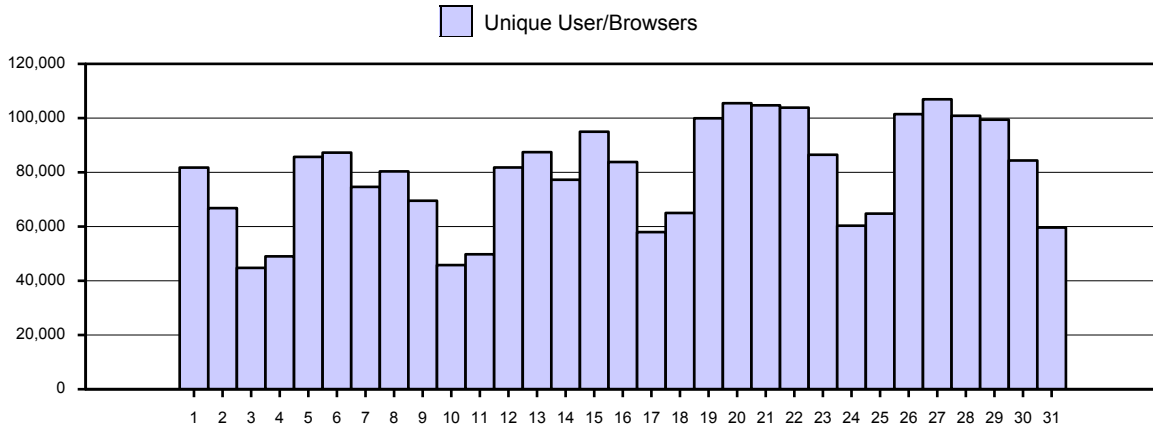
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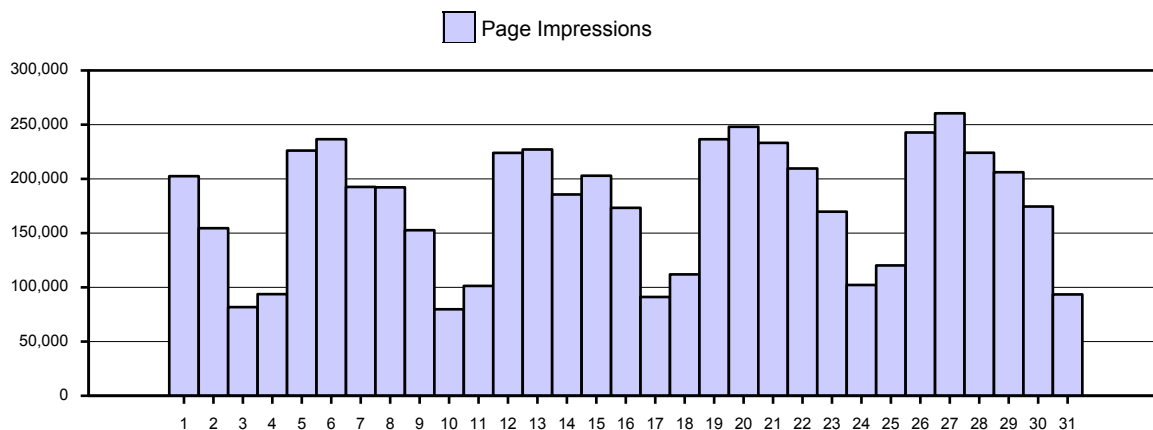
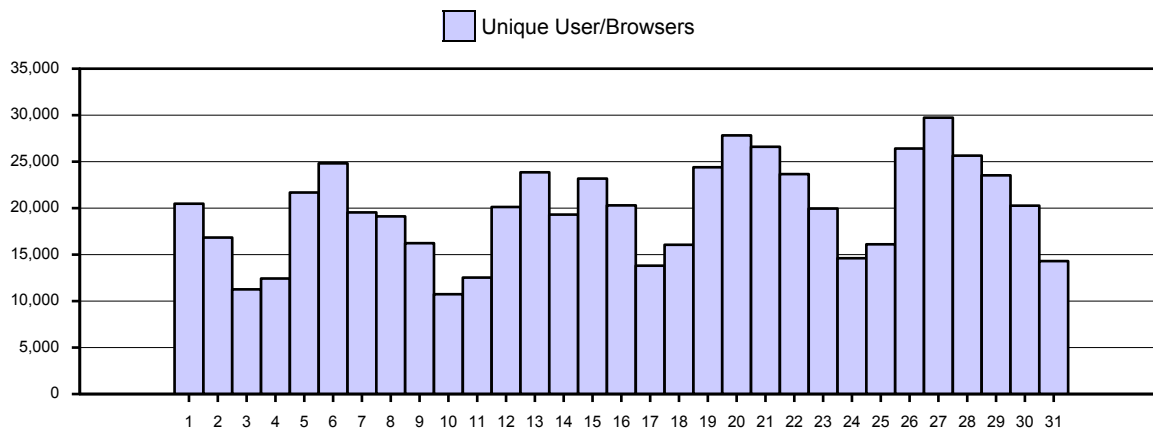
Web

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3a. Daily Activity Breakout: UK Domains Traffic

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	20,475	202,507	17-Oct-09	13,808	91,113
02-Oct-09	16,834	154,533	18-Oct-09	16,058	111,943
03-Oct-09	11,261	81,773	19-Oct-09	24,397	236,553
04-Oct-09	12,429	93,716	20-Oct-09	27,826	248,047
05-Oct-09	21,681	226,110	21-Oct-09	26,599	233,226
06-Oct-09	24,818	236,582	22-Oct-09	23,659	209,594
07-Oct-09	19,541	192,605	23-Oct-09	19,952	169,763
08-Oct-09	19,113	192,235	24-Oct-09	14,612	102,170
09-Oct-09	16,231	152,696	25-Oct-09	16,110	120,201
10-Oct-09	10,739	79,783	26-Oct-09	26,412	242,775
11-Oct-09	12,529	101,305	27-Oct-09	29,730	260,495
12-Oct-09	20,122	223,994	28-Oct-09	25,649	224,128
13-Oct-09	23,856	227,106	29-Oct-09	23,528	206,140
14-Oct-09	19,304	185,646	30-Oct-09	20,267	174,521
15-Oct-09	23,179	202,919	31-Oct-09	14,301	93,468
16-Oct-09	20,297	173,326			





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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 software developed in house 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.

This product is registered with ABC by eFinancialCareers Ltd.





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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 and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. 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.

