



We are market leaders





The Market. If you're looking for something, you'll find it on the Internet

Why recruit online in the first place?

- ▶ Over 60% of all Swiss companies use the Internet several times a week generally, it is well-qualified employees and job-seekers who use the Internet
- ▶ Cost-effective: < 10% average costs print advert vs. online ad
- ▶ Fast, up to date, flexible – easy administration
- ▶ More than 80'000'000 job ads were read in 2008



The Company. Who we are

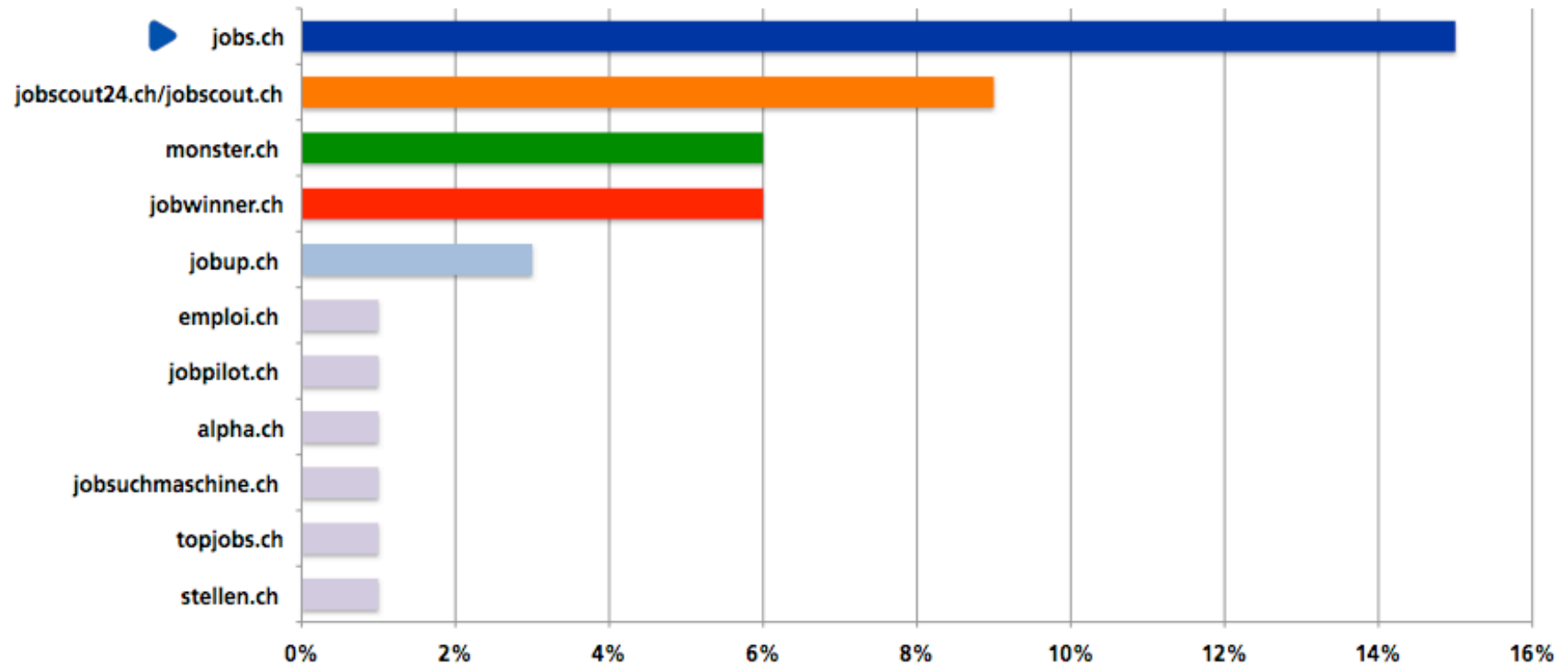
Switzerland's biggest job portal for staff recruitment

- ▶ Publication of more than 30,000 adverts from some 6,000 companies
- ▶ Consistently more than 1,600,000 visitors per month
- ▶ Over 14,000,000 page impressions per month
- ▶ Daily up to 75,000 visitors (Unique Clients)
- ▶ In excess of 55,000 registered job-seekers
- ▶ The best-known Web site for job-seekers in Switzerland



The highest recognition level by far: 15.4%

“What Internet address would you enter if you were looking for a job?”



Source: <http://trends.google.com/websites>



The People. You want the top pick

At home in every sphere of activity

Commercial		Technical		Service	
Administration/HR/Consulting/CEO	84'755	Information technology/Telecom	52'182	Medicine/Care/Therapy	23'450
Finance/Trusts/Real estate	33'228	Chemical/Pharma/Biotechnology	19'413	Public admin./Education/Social affairs	34'801
Banking/Insurance	31'590	Electronic/Mechanics/Engineering	20'121	Catering/Food/Tourism	48'001
Product mgmt/Purchasing/Forwarding	26'334	Machine-/Plant engin./Manufacturing	24'813	Graphic art/Typography/Printing	10'683
Marketing/Advertising/PR/Editorial	54'096	Construction/Architecture/Engineering	23'542	Guarding/Police/Customs/Rescue	7'249
Sales/Customer service/Administration	82'356	Automotive/Craft/Logistic/Transport	34'185	Sport/Personal care/Wellness	9'202

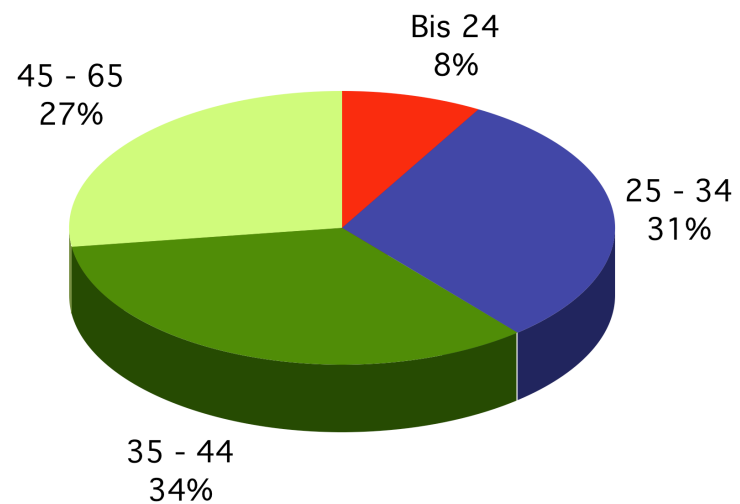
A total of **620,000 job seekers** read 14,000 adverts around **10'000'000 times** every month. Thus one advert gets an average of **700 viewings**.



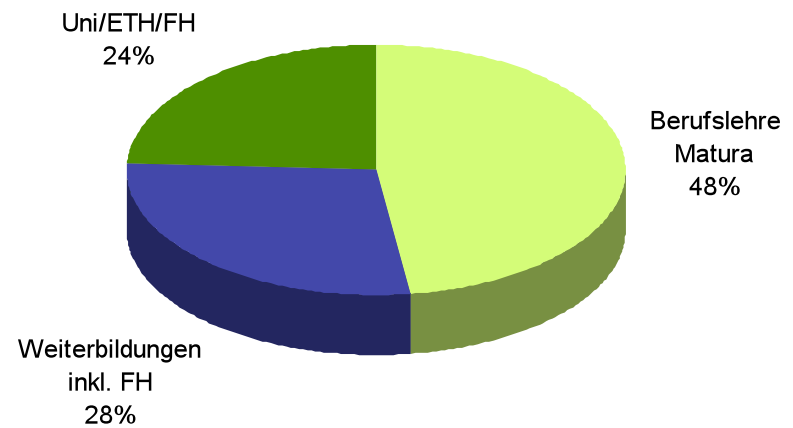
Sociodemographic Distribution

Registered Job-seekers

Age



Education





Placing an Ad

Quota

You purchase a certain number of individual ads and publish them on an as-needed basis.

Slots / Ad Account

You have a number of ad spaces available during the posting period and can place them as desired.

5 individual adverts: (unlimited time period)

Used	Used	Available	Available	Available
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5 individual adverts can each be displayed for 1 month.

Advertising account: 5 spaces until Dec 2009

Space used 	Space used 	Space used 	Space used 	Space free
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5 adverts can be displayed simultaneously



Imprint