

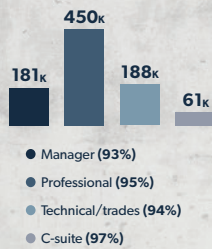
CLIMBING THE LADDER

3.3M NEWS BRAND READERS ARE ACTIVELY SEEKING A JOB*2

3.5M AUSTRALIANS ARE SEEKING A JOB*1

1 IN 5 NEWS BRAND READERS ARE ACTIVELY SEEKING A JOB*4

61K READERS SEEKING A JOB ARE C-SUITE LEVEL*3



NEWS BRANDS REACH 92% OF ALL THOSE LOOKING FOR A JOB*2

3.5M

3.3M

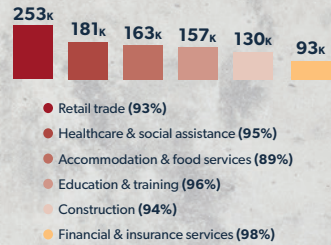
1 IN 5

NEWS BRAND READERS CURRENTLY LOOKING FOR A JOB (K)

NEWS BRANDS PROVIDE EMPLOYMENT ADVERTISERS WITH REACH IN SCALE

3.3M NEWS BRAND READERS ARE JOB SEEKERS*2

NEWS BRANDS REACH OVER A QUARTER OF A MILLION JOB SEEKERS WHO ARE IN THE RETAIL INDUSTRY (253K)*3



THE EMPLOYMENT SECTION PROVIDES EMPLOYMENT ADVERTISERS WITH HIGHLY EFFICIENT TARGETING

JOB SEEKERS : +25% MORE LIKELY (125ix)*6

C-SUITE JOB SEEKERS : +34% MORE LIKELY (134ix)*6

JOB SEEKERS ARE MORE LIKELY TO BE READING THE EMPLOYMENT SECTION OF THE NEWSPAPER*6

WHOLESALE TRADE WORKERS : +107% MORE LIKELY (207ix)*6

PERCENTAGE OF NEWSPAPER EMPLOYMENT SECTION READERS LOOKING FOR A JOB: INDEXED AGAINST ALL AGED 14+ LOOKING FOR A JOB

EMPLOYMENT SECTION READERS ARE 25% MORE LIKELY TO BE ACTIVELY LOOKING FOR A JOB 125ix*6



FOR WORKERS IN WHOLESALE (207ix) AND CONSULTATION (187ix) JOB SEEKERS ARE TWICE AS LIKELY TO BE FOUND READING THE EMPLOYMENT SECTION*6

