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CAREERONE.COM.AU SETS NEW RECORD FOR SECOND MONTH IN A ROW

News Digital Careers today announced that its online employment brand, CareerOne.com.au, has reported a record month in traffic for the second month in a row.

According to the latest Nielsen Market Intelligence Ranking Report, CareerOne.com.au recorded 1,338,376 unique browsers in June 2008. This number is up from last month's record of 1,271,848 unique browsers.

The result put CareerOne.com.au in clear second position in the online employment market. Seek retained its first place position with 2,716,592 unique browsers in June 2008.

CareerOne.com.au also finished the month in second position for average daily browsers with 70,042 recorded in June.

Since its re-launch in October 2007, CareerOne.com.au has achieved three record months in traffic and has overtaken MyCareer.com.au to become the second most visited employment website.

Dr Stephen Hollings, chief executive officer, News Digital Careers acknowledged CareerOne.com.au's success with particular emphasis on the sustained brand investment.

"Our continued above the line marketing, combined with online campaigns has led to ever stronger audiences, which have found real value in our editorial and job support features like company profiles, as well as our job listings.

"While the growth in our audience is a strong result, the growth in our applications is even better news. Attracting keen candidates to our site who apply for jobs is where we really deliver value for all our customers."

CareerOne.com.au's exclusive audience was at a record high according to the latest Nielsen Market Intelligence Ranking Report, and job applications also reached record numbers.

Similarly, the site's resume database attracted the highest numbers yet in June bringing the total number of resumes on the database to over 700,000.

"We have still more to do, but these results demonstrate CareerOne's continued desire and ability to reinvigorate competition in the market," Dr. Hollings concluded.

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Source: NNR: Market intelligence Domestic Employment Category June 2008

About CareerOne.com.au:

CareerOne.com.au is News Digital Media's (News Limited's digital business) national digital employment brand. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers and News Digital Media, creating a leading recruitment service with truly national reach. With more than 100,000 job listings and an unrivalled collection of career advice, articles and resources, CareerOne provides unrivalled information and support for people looking for jobs or interested in their career development. CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.