



**Media Release**

**11 February, 2008**

**CareerOne.com.au has record January**

*Moving to second position in the online employment market*

News Digital Careers today announced that its digital employment brand CareerOne.com.au had reported a record month in traffic, claiming the second most visited online employment website in January 2008.

The announcement comes at a crucial and busy time for the recruitment industry in Australia. According to the latest Nielsen Market Intelligence Ranking Report, CareerOne.com.au recorded 1,213,033 unique browsers over January compared with MyCareer's 1,144,648 unique browsers over the same period.

This represents an impressive growth of 29 per cent on January 2007 for CareerOne which re-launched its website in October 2007.

"We have gathered tremendous momentum since our re-launch with our users responding positively to the changes we have made to our product and service," Dr. Stephen Hollings, chief executive officer of News Digital Careers said.

The number of monthly unique browsers for CareerOne.com.au was almost 70,000 more than those of MyCareer, which dropped to third place.

"This is a very proud moment for the CareerOne team with February looking to continue this encouraging trend following an aggressive marketing campaign and the recent launch of MySpace Jobs."

MySpace Jobs is a joint partnership with Fox Interactive Media's MySpace.com. The website provides an online employment platform for over 3.1 million MySpace users.

As part of CareerOne's integrated marketing campaign, CareerOne has implemented 'train station dominations,' taking over Town Hall station in Sydney and Flinders St station in Melbourne with outdoor advertisements.

The campaign also includes television and bus advertisements, a series of print advertisements as well as an extensive online and search marketing campaign.

The latest Nielsen Market Intelligence Ranking Report also showed CareerOne ahead of MyCareer in session time and average daily unique browsers.

The overall online employment category grew by 15 per cent on January 2007, driven by Seek with 15 per cent growth and CareerOne at 29 per cent. Seek.com.au retained the number one online employment website in January with 2,795,745 unique browsers over the month.

Source: NNR: Market intelligence Domestic Employment Category Jan 2007 – Jan 2008

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**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 60,000 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.

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