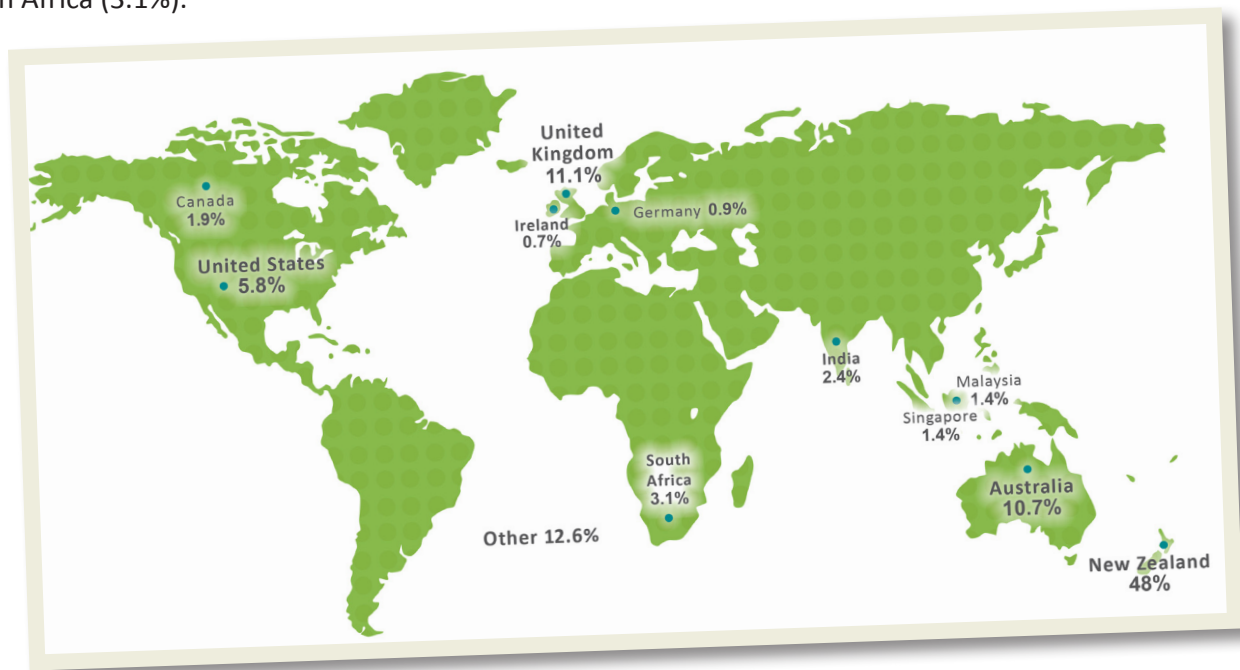


# A year in the life of UniJobs

## 4<sup>TH</sup> QUARTER & 2010 STATISTICAL REPORT

Since its launch in 2009, UniJobs.co.nz has become a solid success and has experienced much growth. UniJobs is being utilised on a regular basis by most universities in New Zealand. **1,526 jobs were advertised on UniJobs this year** (with 260 of them being from this quarter, the fourth). This high number therefore proves that **UniJobs.co.nz is fast becoming an industry standard for Higher Education Job Advertising in New Zealand.**

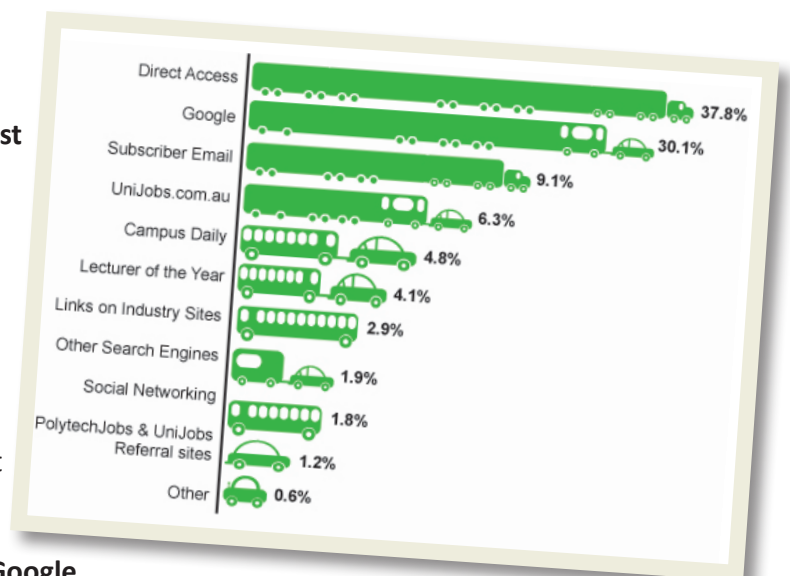
Traffic to UniJobs was at an all time high with **over 350,000 unique browsers** visiting the site in 2010, with 103,610 of them visiting in this quarter. The average number of unique browsers a day to the site was 983. 51% of these are international browsers generally originating from United Kingdom (11.1%) then Australia (10.7%), United States (5.8%) and South Africa (3.1%).



UniJobs finished the year with **25,684 subscribers who receive weekly job alerts.** UniJobs experiences its **highest day of traffic consistently on Wednesday's, the day subscriber emails are sent out,** confirming that UniJobs subscribers are not only reading their subscriber emails, but also interested in the content and positions advertised within it.

Most browsers accessed UniJobs directly (37.8%), which testimony to the **effectiveness of UniJobs' marketing activities.** Google was responsible for the second largest portion of traffic flow for the quarter (30.1%); with our browser numbers continually growing, these figures illustrate the **importance of ranking as number one on Google.**

The remaining UniJobs traffic comes from the following sources, as indicated on the graph beside.



A very limited amount of banners are currently available on UniJobs.co.nz's home page, search page and subscriber emails. The average number of unique clicks of interest on banners for this quarter was **2,561 clicks per banner,** with banners receiving anywhere from **over 1,200 clicks to nearly 4,500 clicks,** depending on their placement on the page. That's an average of 714 clicks of interest per week (**102 clicks per day**) per banner.

To enquire about banner availabilities please contact UniJobs on +61 3 9596 0008.