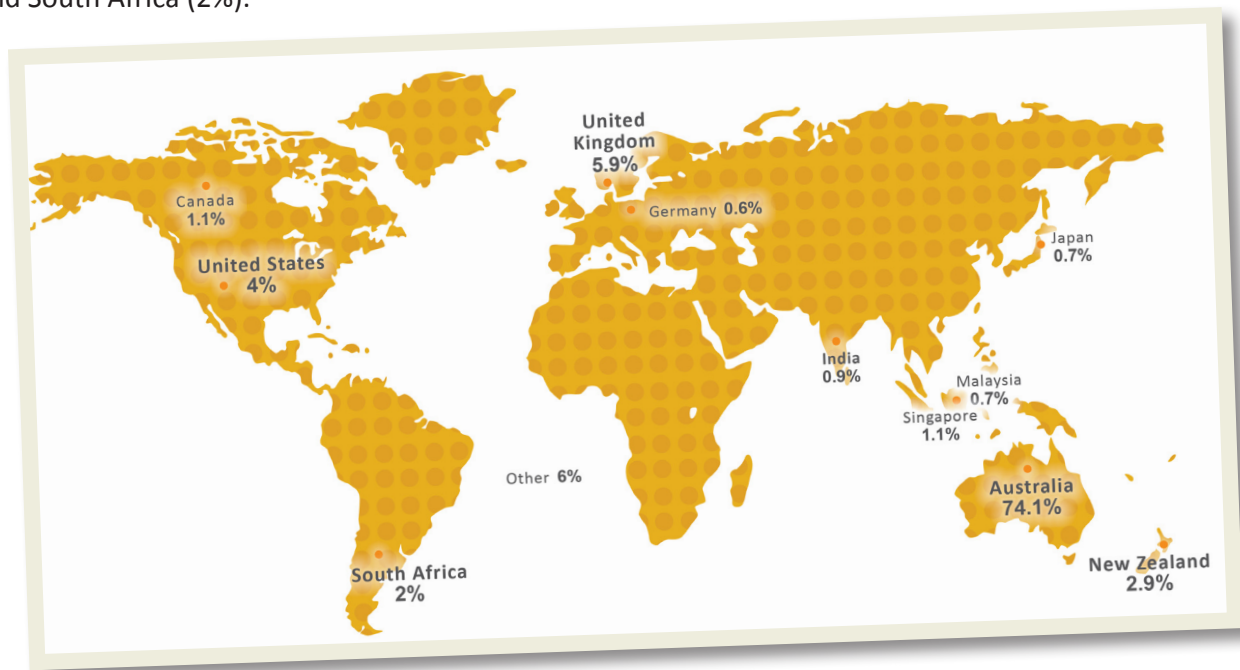


A year in the life of UniJobs

4TH QUARTER & 2010 STATISTICAL REPORT

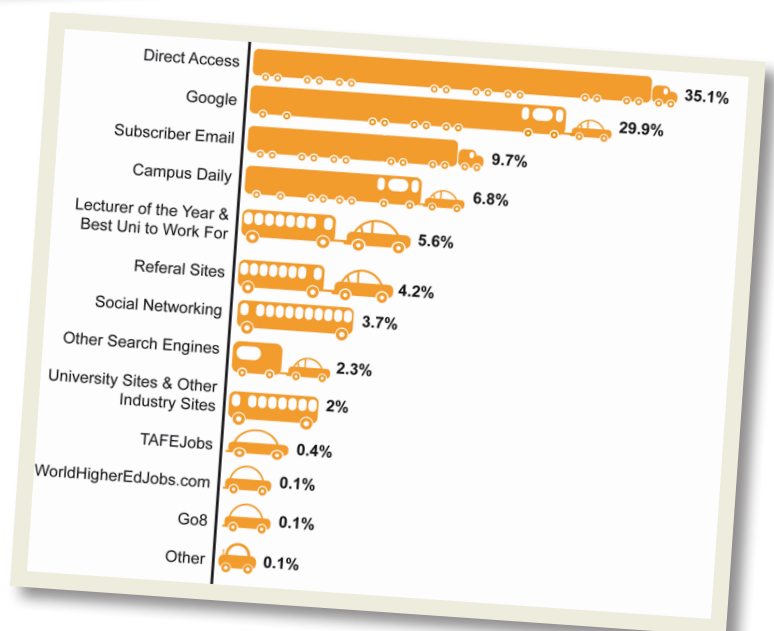
Since its launch in 2006, UniJobs has become a solid success and has experienced much growth. UniJobs is being utilised on a regular basis by all 39 universities in Australia. **11,566 jobs were advertised on UniJobs this year** (with 3,336 of them being from this quarter, the fourth) which is more than the previous two years (9,336 in 2009 and 9,136 in 2008), therefore proving that **UniJobs is now an industry standard for Higher Education Job Advertising**.

Traffic to UniJobs was at an all time high with **over 2.7 million unique browsers** visiting the site in 2010, with 608,853 of them visiting in this quarter. The average number of unique browsers a day to the site was 7,593. 26% of these are international browsers generally originating from United Kingdom (5.9%) then United States (4.0%), New Zealand (2.9%) and South Africa (2%).



UniJobs finished the year with **46,084 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 (35.1%), which testimony to the **effectiveness of UniJobs' marketing activities**. Google was responsible for the second largest portion of traffic flow for the quarter (29.9%); with our browser numbers continually growing, these figures illustrate **the importance of ranking 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.com.au's home page, search page and subscriber emails. The average number of unique clicks of interest on banners for this quarter was **5, 223 clicks per banner**, with banners receiving anywhere **from over 2,000 clicks to nearly 10,500 clicks**, depending on their placement on the page. That's an average of 1,298 clicks of interest per week (**186 clicks per day**) per banner.

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