

Nielsen Media Research

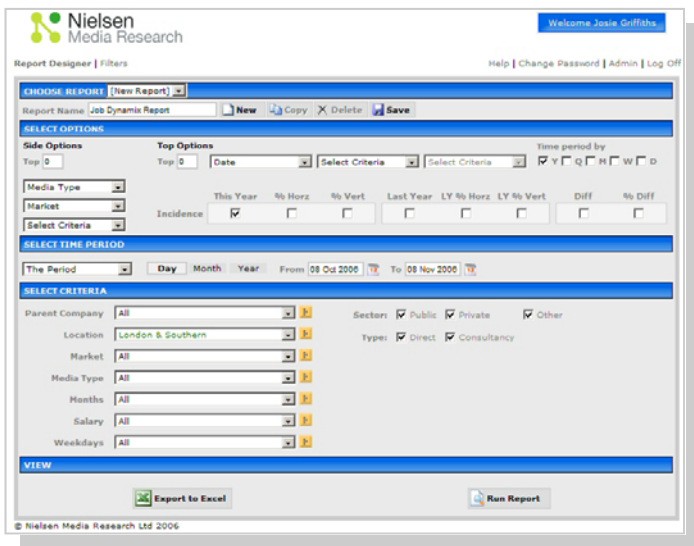
Job Dynamix

Job Dynamix

www.jobdynamix.co.uk

Job Dynamix provides you with access to recruitment advertising tracking on and offline. You can easily identify advertisers exclusive to the competition, lapsed advertisers and track the movements of the job market.

You can track thousands of job advertisements, compare press and online job sites, all in one place.



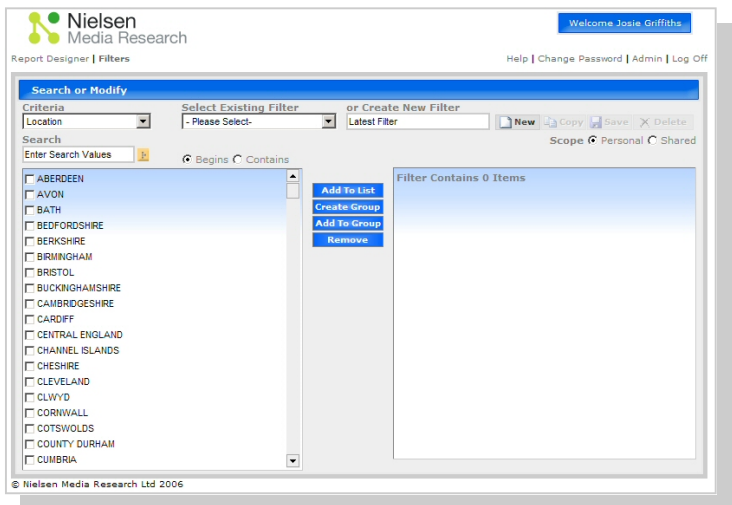
No more hours spent leafing through piles of magazines or trawling websites to find new advertisers, Job Dynamix does all the hard work.

You can view target lists of missed advertisers at the click of a button, with the contact information from the ad. You can compare the online and offline markets, report on accurate, independent market shares and year on year figures, and track the performance of your teams by person and account.

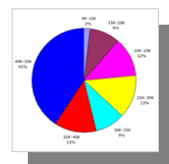
Your questions answered in a few clicks:

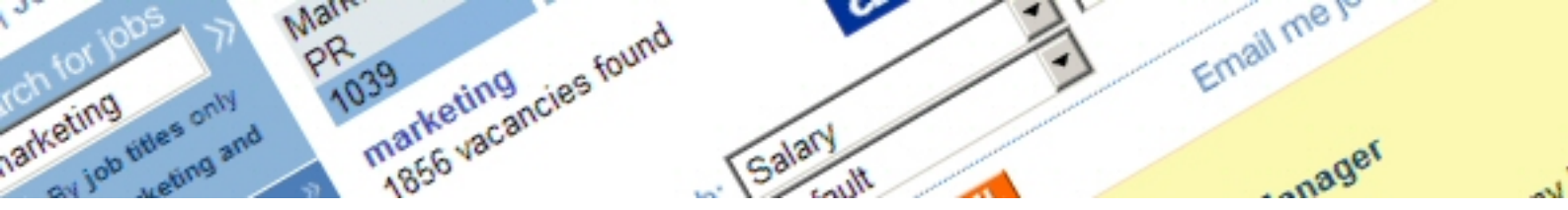
- ◆ Exclusive advertisers, who are they, how many pages did they run and where?
- ◆ New advertisers, are they in your publication?
- ◆ What salaries are being advertised?
- ◆ Is there growth or decline in a particular job sector?
- ◆ How much market share did your publication or site achieve?

Job Dynamix is easy-to-use with minimum training required because we've designed it especially for you. You can access your information wherever you can connect to the internet. So there is no need for software or data loading.



Your media sales teams can soon access Job Dynamix Sales View, a new tool designed exclusively for media sales teams. The moment they log on, they will see their position in the market, their leads and volumes.





We track the advertiser, whether it is a direct or consultancy ad, the public or private sector categorisation. All jobs are categorised by job title and market. For press ads you can see the skills, qualifications and languages and compare figures by CCM's, number of ads and number of jobs for online.

A screenshot of the Job Dynamix website interface. The top left features the Nielsen Media Research logo. The top right has the Job Dynamix logo and a login section with fields for "username" and "password", a "login" button, and a link for "Email Helpdesk". The main content area is divided into several blue panels with white text. The first panel on the left states: "Job Dynamix helps you target recruitment advertising sales leads quickly and easily from competitors' publications and websites. You won't have to leaf through piles of magazines, or look at hundreds of job boards, because you can view the details online. Advertisers have the contract details, so you can pick up the phone straight away." The middle panel shows a stack of magazines with titles like "LANCASHIRE & CUMBRIA BUILDING ISSUE 19", "Volume 15 Number 8: 413-476", "SHP APRIL 2006", "BUILDING ISSUE 18", and "PEOPLE MANAGEMENT". The right panel contains text: "Publishers and site owners can compare the online and offline markets, using independent market shares, automatically - no more typing into Excel spreadsheets. Sales Managers can track the performance of teams by person and account in one easy view. Call our Sales Team on t: 01344 469 200 now to arrange a demonstration." The bottom right panel shows a hand holding a pen over a document with a "building" logo.



Press

National & Regional titles are coded each day and are available within hours, no more leafing through piles of papers for each ad.



Radio

The only provider of recruitment advertisers activity nationally and regionally.



Internet

We track recruitment advertising online, all the time, so you don't have to.

To find out more about how Job Dynamix can help you find leads and generate more revenue, contact your account handler or our New Business Team on e: sales@nielsenmedia.co.uk.