

## NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
Saxon House, 211 High Street,  
Berkhamsted, Hertfordshire  
HP4 1AD,  
UNITED KINGDOM

Tel: +44(0) 1442 200830 Fax: +44(0) 1442 200705  
URL: <http://www.abce.org.uk> Email: [info@abce.org.uk](mailto:info@abce.org.uk)

**certainty in a virtual world**

**Network Name:**  
BlueLineJobs

**Network Domains/URLs:**

[List on page 2](#)

**Period Covered by Certificate:**

1 September - 30 September 2007

**Site Content: (Media Owner's Statement)**

Blue Line Jobs is the UK's leading specialist Crime Management Jobsite, attracting an audience of Crime Management professionals from across the Police, Criminal Justice, Enforcement and Fraud/Financial Crime sectors.

Our niche proposition facilitates the targeted advertising of a wide range of Criminal Justice, Fraud/Financial Crime and enforcement roles by allowing sector employers to place their vacancies in front of our audited monthly audience of 64,000 individuals.

Our third audit with ABCe is a continuation of our commitment to openness and transparency with our clients and potential clients alike.

This strategy is further demonstrated by our demographic survey undertaken by NORAS which is available on request.

**Media Owner:**

Red Snapper Recruitment  
104 St John Street  
London,  
EC1M 4EH

**Contact:**

Martin Jerrold  
Operations Manager  
0207 490 5001  
[martin@bluelinejobs.co.uk](mailto:martin@bluelinejobs.co.uk)

www.

**BLUENEJOBS**.co.uk

THE POLICE & CRIMINAL JUSTICE COMMUNITY JOB SITE

### 1. Total qualifying traffic for the certification period 1 September - 30 September 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	3,141	64,018
Visits	3,717	111,520
Page Impressions	17,493	524,782



## 2. Network Domains/URLs

[www.bluelinejobs.co.uk](http://www.bluelinejobs.co.uk)

[www.bluelinecareers.co.uk](http://www.bluelinecareers.co.uk)

[www.bluelinejobs.com](http://www.bluelinejobs.com)

www.

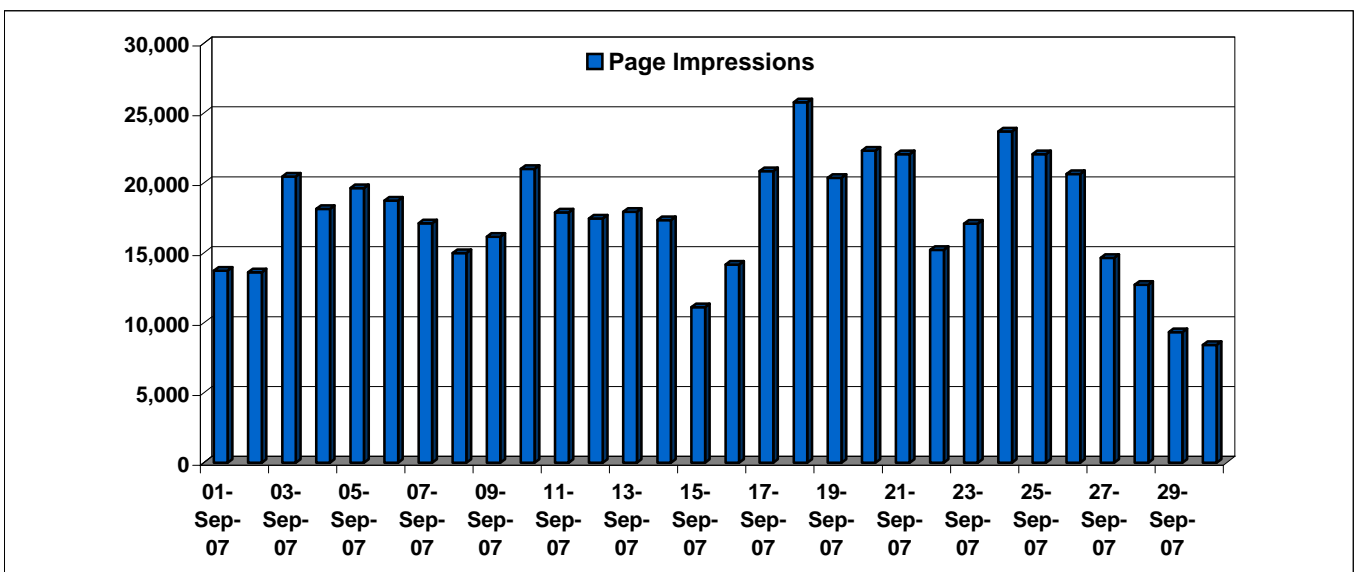
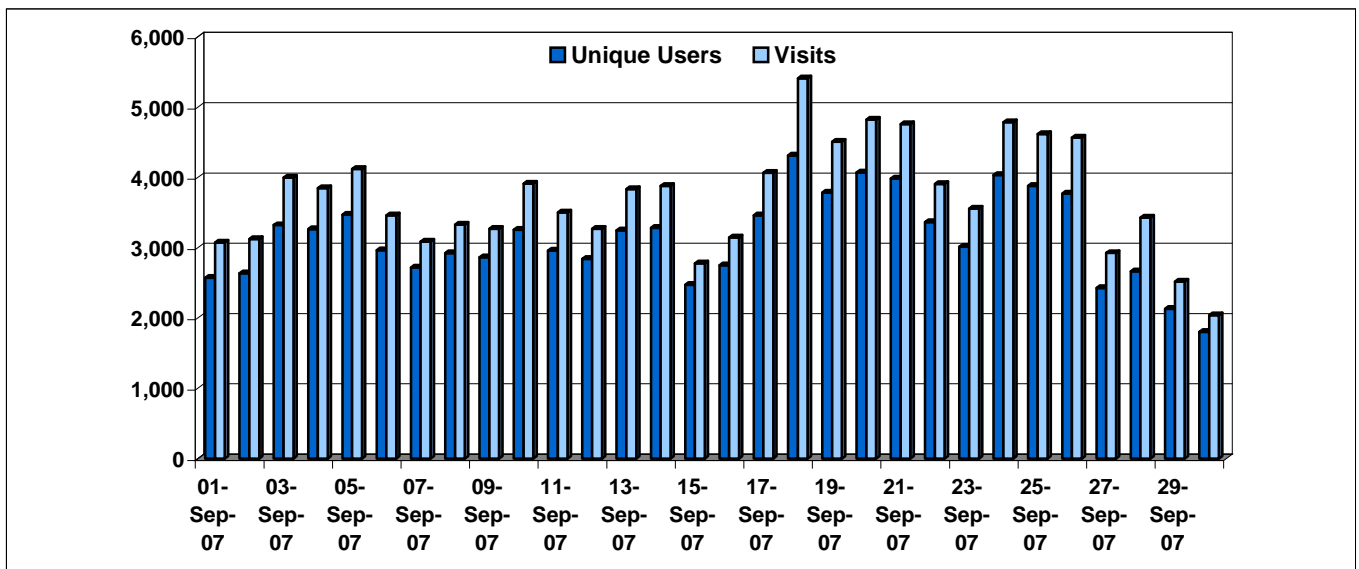
**BLUENEJOBS** co.uk

THE POLICE & CRIMINAL JUSTICE COMMUNITY JOB SITE

### 3. Daily Activity: Unique Users, Visits and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Sep-07	2,573	13,734	3,071	16-Sep-07	2,750	14,170	3,144
02-Sep-07	2,636	13,616	3,125	17-Sep-07	3,462	20,846	4,066
03-Sep-07	3,321	20,465	3,997	18-Sep-07	4,313	25,770	5,410
04-Sep-07	3,266	18,146	3,847	19-Sep-07	3,784	20,373	4,508
05-Sep-07	3,470	19,641	4,119	20-Sep-07	4,070	22,319	4,823
06-Sep-07	2,962	18,743	3,459	21-Sep-07	3,986	22,071	4,757
07-Sep-07	2,719	17,121	3,086	22-Sep-07	3,364	15,214	3,908
08-Sep-07	2,923	14,992	3,328	23-Sep-07	3,015	17,105	3,556
09-Sep-07	2,864	16,158	3,270	24-Sep-07	4,032	23,687	4,787
10-Sep-07	3,255	21,004	3,911	25-Sep-07	3,880	22,064	4,617
11-Sep-07	2,958	17,902	3,501	26-Sep-07	3,770	20,637	4,566
12-Sep-07	2,839	17,467	3,267	27-Sep-07	2,428	14,654	2,925
13-Sep-07	3,247	17,946	3,832	28-Sep-07	2,664	12,720	3,430
14-Sep-07	3,283	17,346	3,879	29-Sep-07	2,129	9,329	2,519
15-Sep-07	2,471	11,113	2,775	30-Sep-07	1,803	8,429	2,037



## 4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

## 5. Definitions used in this document

**UNIQUE USER:** Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

**VISIT:** Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

**PAGE IMPRESSION:** Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

**SYNDICATED CONTENT:** Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

**INVALID TRAFFIC:** Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see ([www.abce.org.uk](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

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## 6. Counting System

This site used software developed in house to count the data supporting this certificate.

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## 7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



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## 8. NORAS 2008 Participant

Electronic Media Audits Limited (ABC ELECTRONIC)  
November 2007

