

# NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
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**certainty in a virtual world**

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**Network Name:**  
[exec-appointments.com](http://exec-appointments.com)

**Network Domains/URLs:**  
[List on page 2](#)

**Period Covered by Certificate:**  
1 October - 31 October 2007

**Site Content: (Media Owner's Statement)**  
exec-appointments.com is the leading global executive jobsite. We bring together blue-chip employers, recruiters and high-quality candidates via a versatile service that is simple, efficient and cost-effective. Our award-winning website combines a powerful search engine with newspaper-quality display advertising of senior jobs across all sectors and global locations.

**Media Owner:**  
Exec-Appointments Ltd  
[www.exec-appointments.com](http://www.exec-appointments.com)  
[www.non-execs.com](http://www.non-execs.com)

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# exec-appointments.com

*global executive jobs*

## 1. Total qualifying traffic for the certification period 1 October - 31 October 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	7,825	153,032
Page Impressions	46,122	1,429,782



## 2. Network Domains/URLs

[www.exec-appointments.com](http://www.exec-appointments.com)

[www.non-execs.com](http://www.non-execs.com)

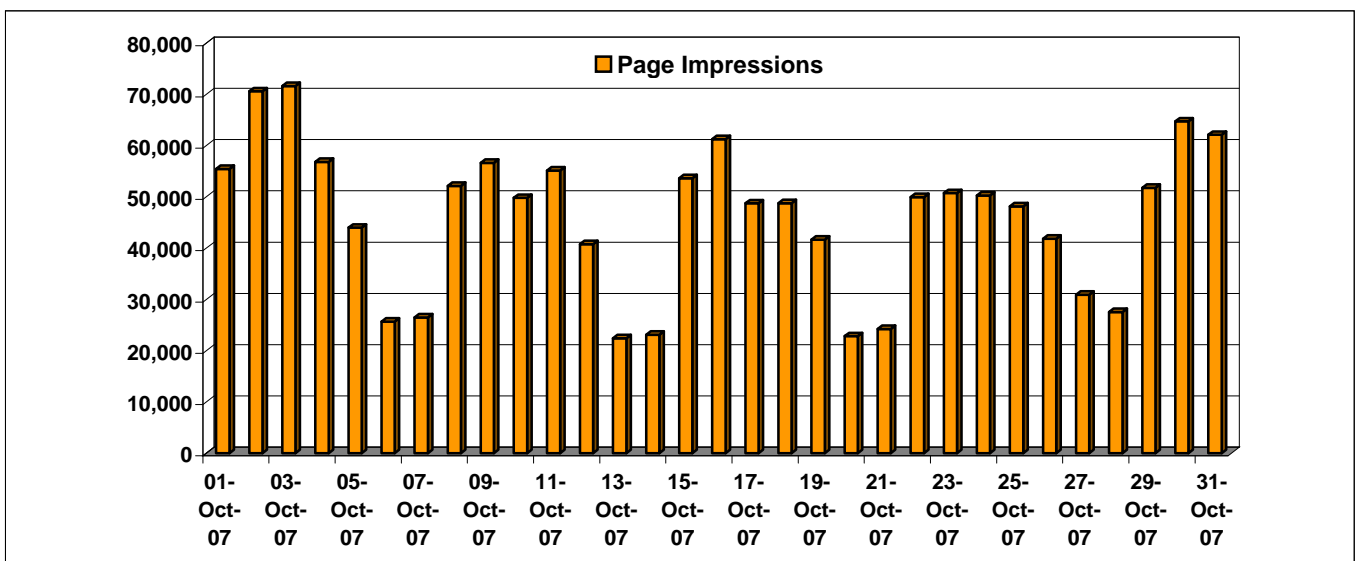
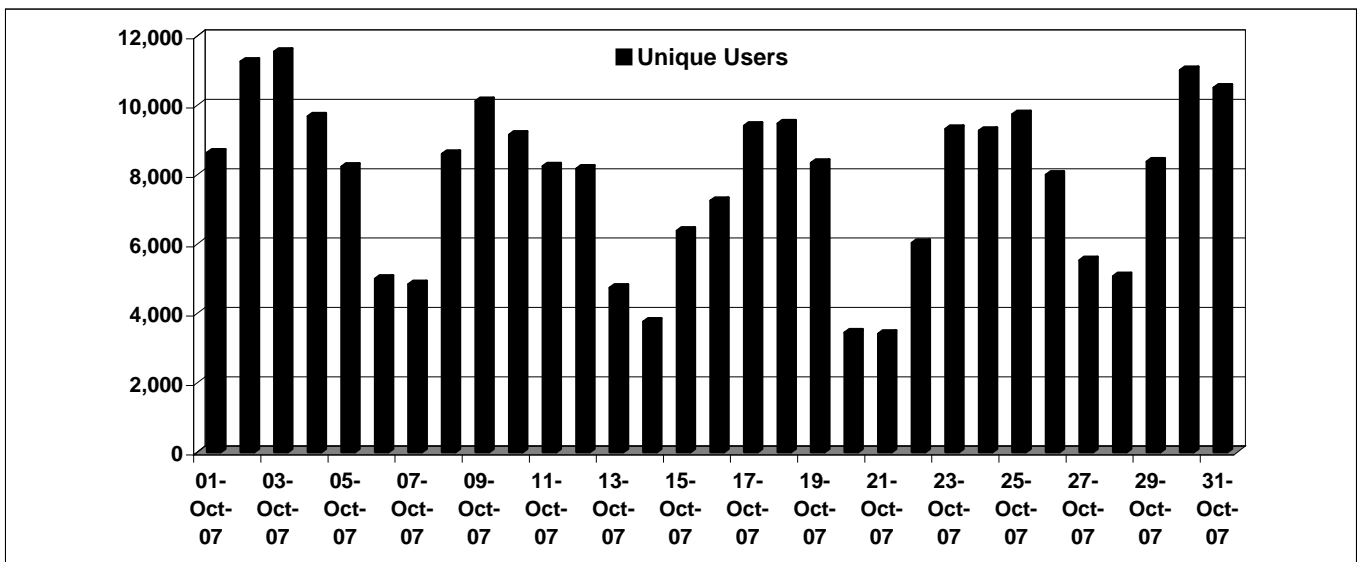
[www.mba-direct.com](http://www.mba-direct.com)

exec-appointments.com  
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### 3. Daily Activity: Unique Users and Page Impressions

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DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Oct-07	8,634	55,434	17-Oct-07	9,413	48,738
02-Oct-07	11,262	70,589	18-Oct-07	9,472	48,778
03-Oct-07	11,548	71,632	19-Oct-07	8,338	41,635
04-Oct-07	9,683	56,812	20-Oct-07	3,446	22,821
05-Oct-07	8,228	44,001	21-Oct-07	3,410	24,219
06-Oct-07	4,997	25,676	22-Oct-07	6,035	49,952
07-Oct-07	4,838	26,493	23-Oct-07	9,315	50,745
08-Oct-07	8,602	52,148	24-Oct-07	9,268	50,263
09-Oct-07	10,125	56,657	25-Oct-07	9,740	48,140
10-Oct-07	9,154	49,805	26-Oct-07	8,001	41,863
11-Oct-07	8,243	55,140	27-Oct-07	5,537	30,913
12-Oct-07	8,171	40,768	28-Oct-07	5,070	27,556
13-Oct-07	4,743	22,422	29-Oct-07	8,374	51,754
14-Oct-07	3,760	23,092	30-Oct-07	11,020	64,726
15-Oct-07	6,385	53,641	31-Oct-07	10,511	62,113
16-Oct-07	7,246	61,256			



## 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.

**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)  
December 2007

