

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Site Name: www.get.hobsons.co.uk

Network Domains:

[List on page 2](#)

Period Covered by Certificate:

1 November - 30 November 2006

Site Content: (Publisher's Statement)

Thousands of students regularly use www.get.hobsons.co.uk to find a graduate employer, current vacancy, work placement or training opportunity.

Updated daily, the GET website contains comprehensive information on graduate career areas including law, engineering, finance, management and IT. Students can also find information and advice on securing their first graduate job, how to perform at assessment centres, and how to write the perfect CV.

The site also contains in-depth profiles of over 230 graduate employers in a variety of sectors, and searchable listings of hundreds more recruiters.

The GET message board gives users a forum to discuss recruitment issues and share application hints and tips, while the regularly updated calendar of careers fairs, recruiter events and application deadlines keeps students up-to-date with relevant information.

Publisher:

Hobsons Plc
Challenger House
42 Adler Street
London
E1 1EE

Contact:

Paul Clark
Commercial Director
020 7958 5082

paul.clark@hobsons.co.uk



1. Total qualifying traffic for the certification period 1 November - 30 November 2006

| | <u>Daily Averages</u> | <u>Total</u> |
|------------------|-----------------------|--------------|
| Unique Users | 3,875 | 107,200 |
| Page Impressions | 14,776 | 443,285 |

2. Network Domains

www.get.hobsons.co.uk

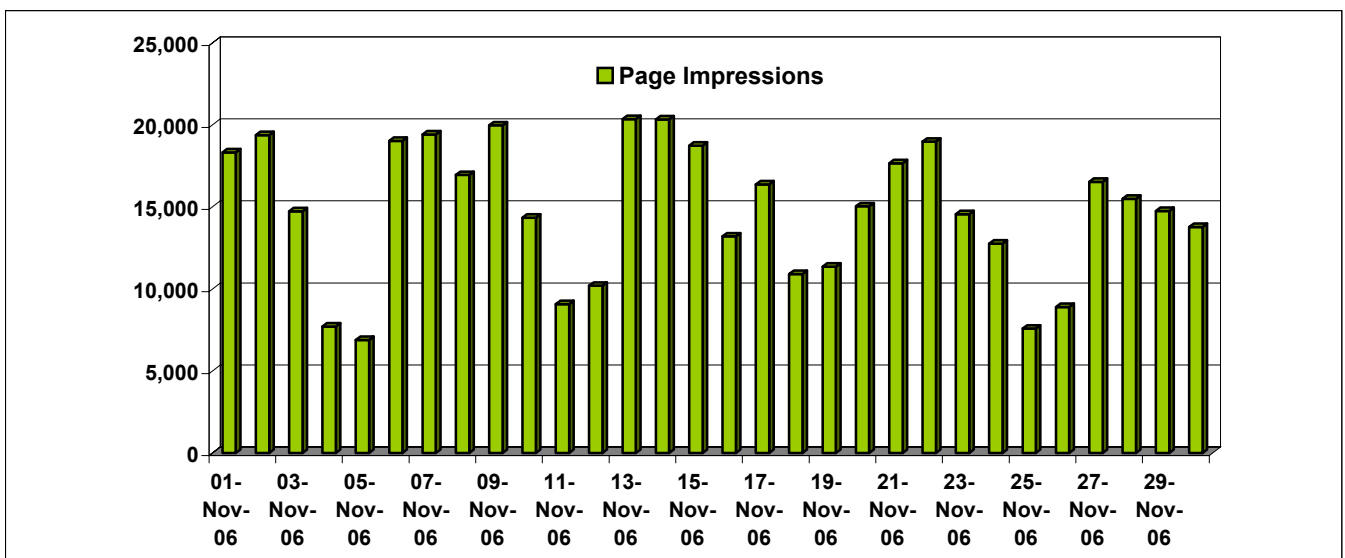
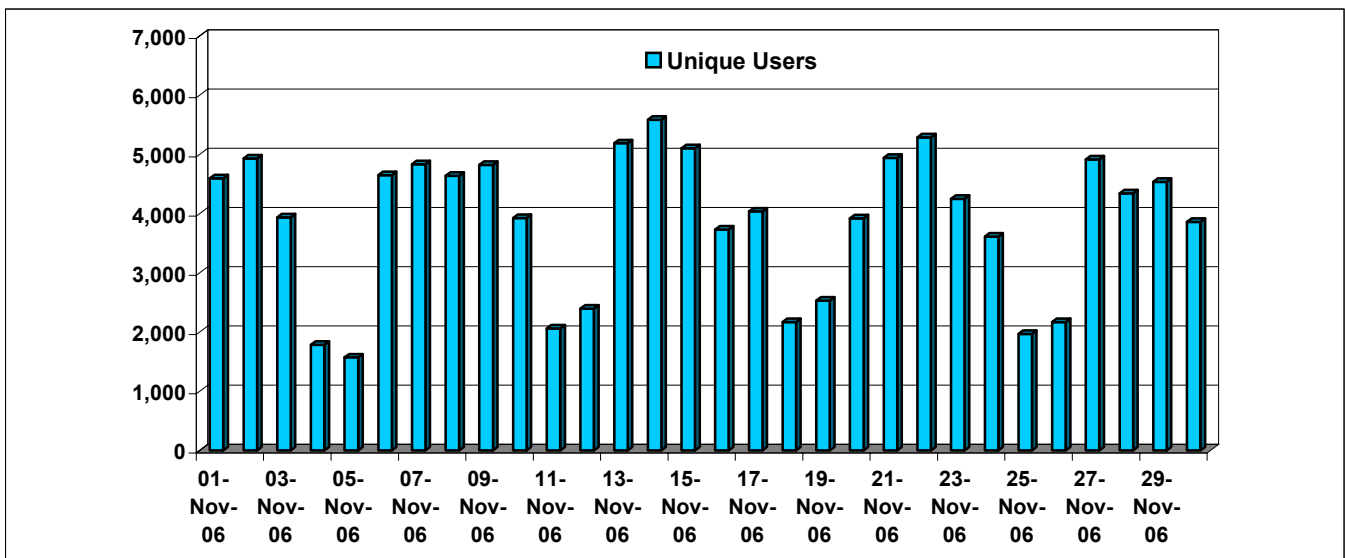
www.gmc.hobsons.co.uk



3. Daily Activity: Unique Users and Page Impressions



| DATE | UNIQUE USERS | PAGE IMPRESSIONS | DATE | UNIQUE USERS | PAGE IMPRESSIONS |
|-----------|--------------|------------------|-----------|--------------|------------------|
| 01-Nov-06 | 4,596 | 18,318 | 16-Nov-06 | 3,732 | 13,203 |
| 02-Nov-06 | 4,932 | 19,374 | 17-Nov-06 | 4,035 | 16,370 |
| 03-Nov-06 | 3,935 | 14,741 | 18-Nov-06 | 2,167 | 10,903 |
| 04-Nov-06 | 1,783 | 7,713 | 19-Nov-06 | 2,529 | 11,354 |
| 05-Nov-06 | 1,570 | 6,884 | 20-Nov-06 | 3,918 | 15,039 |
| 06-Nov-06 | 4,651 | 19,023 | 21-Nov-06 | 4,943 | 17,657 |
| 07-Nov-06 | 4,835 | 19,416 | 22-Nov-06 | 5,285 | 18,978 |
| 08-Nov-06 | 4,637 | 16,952 | 23-Nov-06 | 4,247 | 14,562 |
| 09-Nov-06 | 4,821 | 19,974 | 24-Nov-06 | 3,611 | 12,757 |
| 10-Nov-06 | 3,922 | 14,338 | 25-Nov-06 | 1,967 | 7,581 |
| 11-Nov-06 | 2,058 | 9,081 | 26-Nov-06 | 2,169 | 8,894 |
| 12-Nov-06 | 2,393 | 10,198 | 27-Nov-06 | 4,912 | 16,535 |
| 13-Nov-06 | 5,187 | 20,352 | 28-Nov-06 | 4,339 | 15,490 |
| 14-Nov-06 | 5,586 | 20,328 | 29-Nov-06 | 4,536 | 14,759 |
| 15-Nov-06 | 5,104 | 18,728 | 30-Nov-06 | 3,860 | 13,783 |



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)".

For more detailed information go to: www.abce.org.uk

6. Counting System

This site used Websidestory (www.websidestory.com) to count the data supporting this certificate.



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.



Electronic Media Audits Limited (ABC ELECTRONIC)
January 2007

