

**WEBSITE ACTIVITY  
INTERNATIONAL AUDIT REPORT**



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**certainty in a virtual world**

**Website Name:**  
SecsintheCity.co.uk

**Website Domain:**  
[www.secsinthecity.co.uk](http://www.secsinthecity.co.uk)

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

**Site Content: (Media Owner's Statement)**  
SecsintheCity is a leading job board for PA, secretarial, administration and office support roles throughout the UK. Advertising thousands of jobs on behalf of leading recruitment agencies and employers across the country

**Media Owner:**  
SecsintheCity  
4th Floor  
Beaumont House  
Kensington Village  
Avonmore Road  
London  
W14 8TS

**Contact:**  
Simon Prince, Marketing Manager  
020 7 228 9000  
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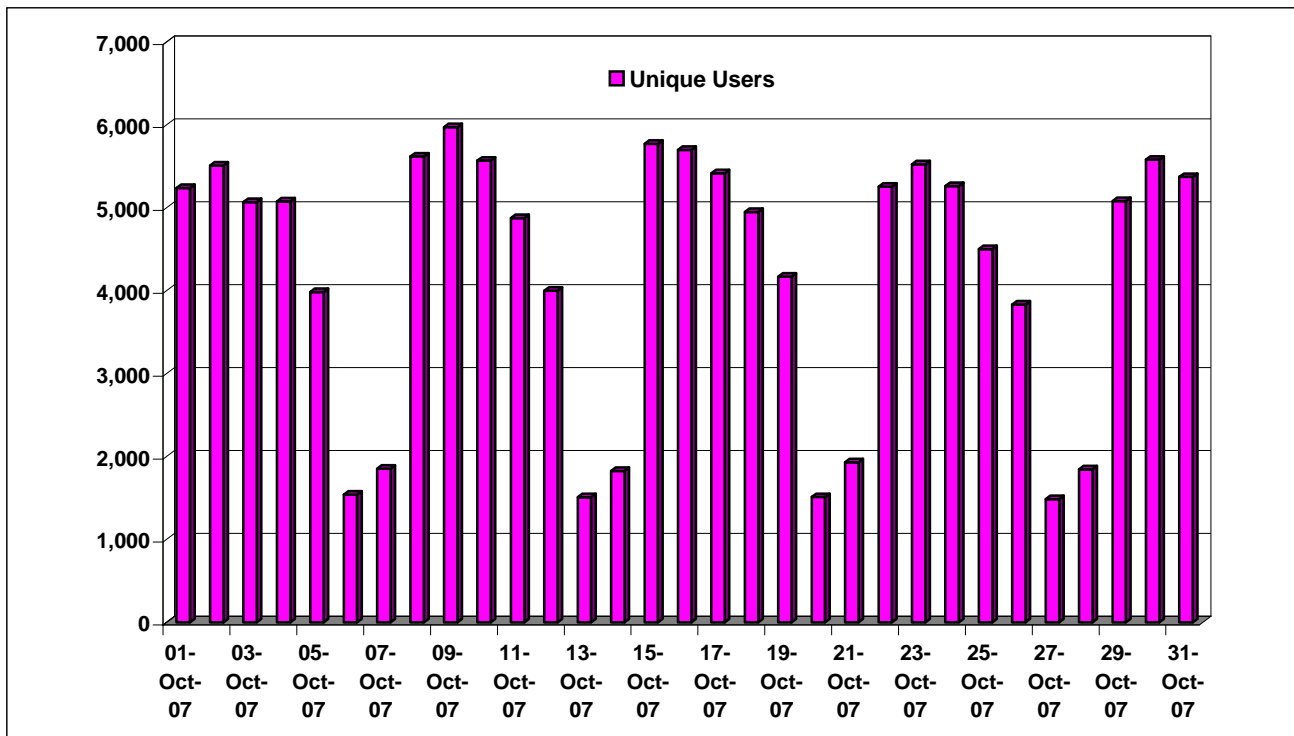
**1. Total qualifying traffic for the certification period 1 October - 31 October 2007**

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	4,221	80,567

## 2. Daily Activity: Unique Users



DATE	UNIQUE USERS	DATE	UNIQUE USERS
01-Oct-07	5,238	17-Oct-07	5,417
02-Oct-07	5,510	18-Oct-07	4,951
03-Oct-07	5,069	19-Oct-07	4,170
04-Oct-07	5,078	20-Oct-07	1,512
05-Oct-07	3,985	21-Oct-07	1,931
06-Oct-07	1,541	22-Oct-07	5,256
07-Oct-07	1,854	23-Oct-07	5,526
08-Oct-07	5,620	24-Oct-07	5,264
09-Oct-07	5,974	25-Oct-07	4,502
10-Oct-07	5,570	26-Oct-07	3,835
11-Oct-07	4,877	27-Oct-07	1,485
12-Oct-07	3,999	28-Oct-07	1,844
13-Oct-07	1,510	29-Oct-07	5,082
14-Oct-07	1,826	30-Oct-07	5,581
15-Oct-07	5,773	31-Oct-07	5,373
16-Oct-07	5,700		



### 3. 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.

### 4. 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.

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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### 5. Counting System

This site used HBX ([www.visualsciences.com](http://www.visualsciences.com)) to count the data supporting this certificate.



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### 6. 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)  
December 2007