

WEBSITE 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

certainty in a virtual world

Site Name: The Career Engineer

Website Domain:

www.thecareerengineer.com

Period Covered by Certificate:

1 October - 31 October 2006

Site Content: (Publisher's Statement)

www.thecareerengineer.com was launched to provide a quality specialist Internet recruitment service to the Engineering Industry within the UK. Since its launch in 2001 it has gained a reputation with Engineering organisations of being able to target hard to find skilled Engineers across a wide range of technical disciplines in industries including Aerospace, Automotive, Defence, Chemical, Electronics, Telecommunications, Oil and Petrochemical civil and Construction.

Developed following extensive research into the requirements of the UK's professional Engineering community the site has established a substantial and continually growing specialist audience and concentrates on providing a variety of available positions in a straightforward easy to use format. The Career Engineer has proven to be an effective recruitment tool for Recruitment companies and direct employers of all sizes.

Publisher:

The Career Engineer Ltd
43 Fairfield road
Bournheath
Worcestershire
B61 9JW

Contact:

Keith Lowe
Director
T: 0845 603 1106
E: keith@thecareerengineer.com

THE CAREER ENGINEER

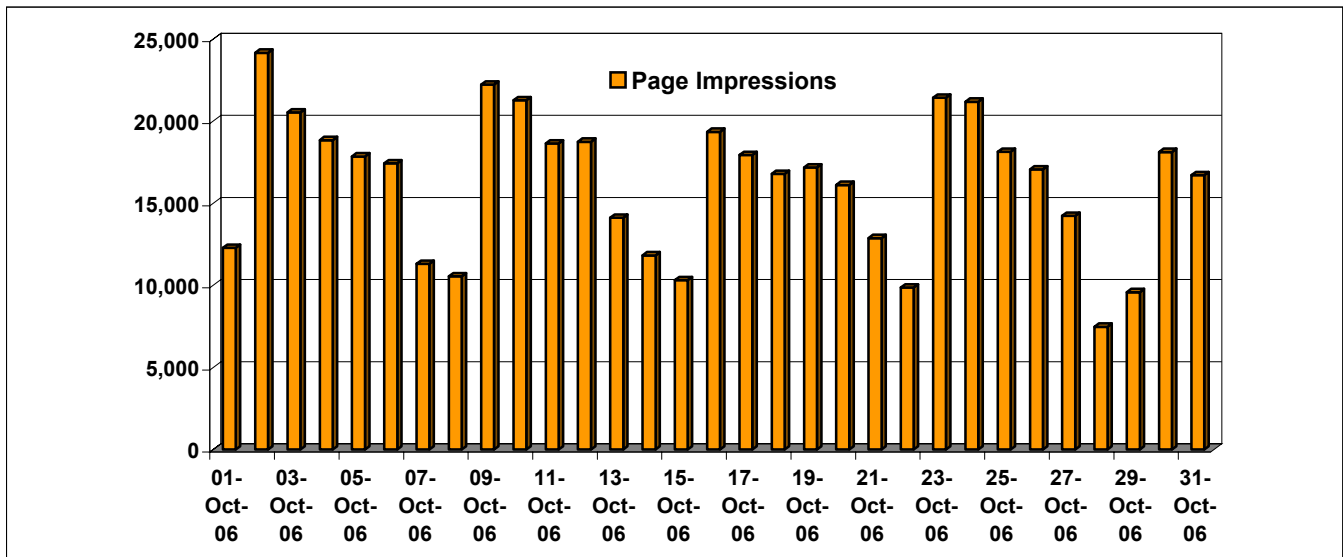
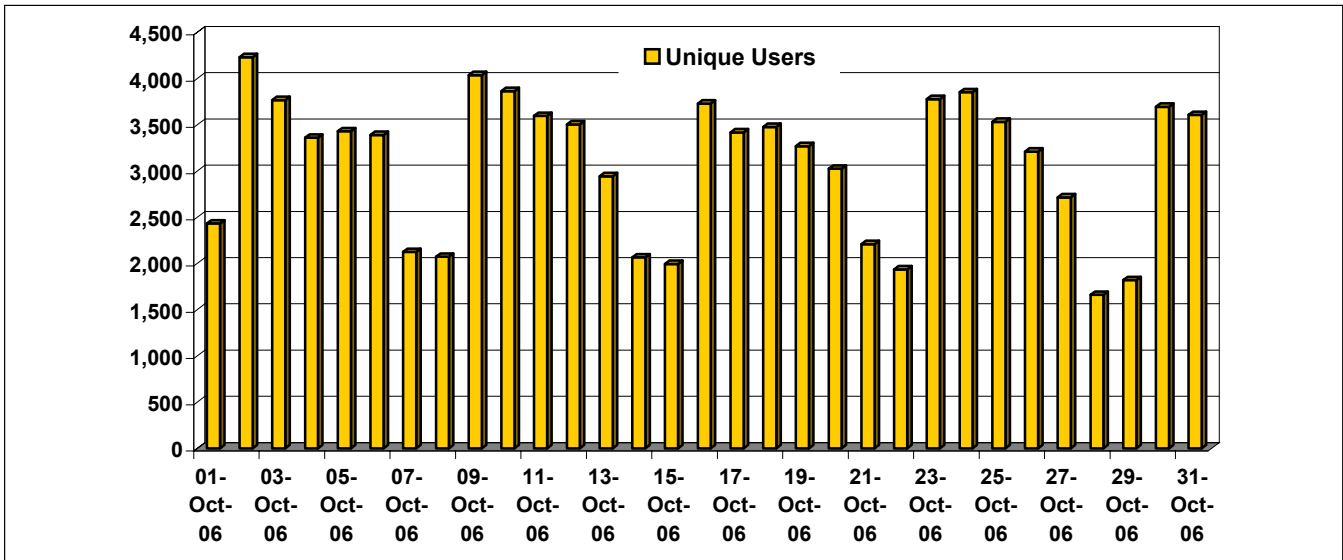
1. Total qualifying traffic for the certification period 1 October - 31 October 2006

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	3,090	70,038
Page Impressions	16,266	504,241

2. Daily Activity: Unique Users and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Oct-06	2,433	12,290	17-Oct-06	3,419	17,937
02-Oct-06	4,233	24,173	18-Oct-06	3,477	16,796
03-Oct-06	3,768	20,531	19-Oct-06	3,270	17,177
04-Oct-06	3,362	18,844	20-Oct-06	3,025	16,116
05-Oct-06	3,431	17,850	21-Oct-06	2,211	12,882
06-Oct-06	3,392	17,437	22-Oct-06	1,936	9,870
07-Oct-06	2,125	11,307	23-Oct-06	3,779	21,435
08-Oct-06	2,074	10,552	24-Oct-06	3,853	21,189
09-Oct-06	4,038	22,234	25-Oct-06	3,532	18,136
10-Oct-06	3,866	21,271	26-Oct-06	3,210	17,063
11-Oct-06	3,597	18,641	27-Oct-06	2,716	14,239
12-Oct-06	3,506	18,747	28-Oct-06	1,662	7,481
13-Oct-06	2,944	14,121	29-Oct-06	1,821	9,588
14-Oct-06	2,067	11,824	30-Oct-06	3,696	18,130
15-Oct-06	1,995	10,317	31-Oct-06	3,608	16,711
16-Oct-06	3,731	19,352			



3. Additonal 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.

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

5. Counting System

This site used HitMatic (www.hitmatic.com) to count the data supporting this certificate.



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.



7. NORAS 2007 Participant



Electronic Media Audits Limited (ABC ELECTRONIC)
January 2007

