

Actively searching for a new job is the main reason for consuming recruitment information:

- Online is considered more effective than print for active job seekers and provides future recruitment ideas
- Print is considered more effective for editorial, special reports, browsing the market and looking at the competition
- Newspapers have fallen behind recruitment sites as the #1 media source
- Online is used more often than print in finding a new job, but the frequency of using both channels is similar on a weekly and monthly basis

When comparing the effectiveness of print and online channels:

- Print is seen as more effective at providing both high salaries and senior jobs
- Online is seen as more effective at providing a larger range of higher quality and relevant jobs
- People in senior positions, especially C-suite executives tend to use both channels more frequently and have a higher trust in print than less senior executives in providing recruitment information

Executive Appointments audience

- Over a third of readers never miss Executive Appointments on a Thursday with half of them being regular readers
- More C-suite executives are regular readers than less senior level executives
- Editorial is a key motivator as to why respondents choose print

- **Global:** 69% of FT Circulation outside the UK
- **Senior:** 35% are C-suite executives
- **High salaries:** Average income £129,689

They come from a wide range of sectors...

- 40% Professional Services (from Legal and Accountancy to Retail, IT & Media)
- 28% Financial Services
- 20% Manufacturing, Engineering & Utilities
- 11% Public Sector

Both passive and active job seekers...

- 47% browse the market
- 45% are actively looking for a job

exec-appointments.com audience

- 45% are heavy users, visiting numerous times a week
- More C-suite executives are regular users than less senior level executives
- Print is highly valued and not just as a source for new jobs
- Editorial is an important part of the candidate user experience

- **Global:** 68% have lived or worked abroad
- **Senior:** Senior: 37% are C-suite executives
- **High salaries:** Average income £129,520

They come from a wide range of sectors...

- 48% Professional Services (from Legal and Accountancy to Retail, IT & Media)
- 21% Financial Services
- 19% Manufacturing, Engineering & Utilities
- 9% Public Sector

Active and loyal job seekers...

- 73% are active job seekers
- 24% do not visit another recruitment site

- A combination of both FT print and online platforms can increase an advertisers potential audience reach by 21% to 26%
- Financial Times and exec-appointments.com are in great shape despite the market downturn...
...Financial Times has an increasing global circulation 441,728 (ABC Jan-Dec 2008)
...exec-appointments.com has 208,466 unique users (ABCe October 2008)

Reach a senior executive global audience with FT Recruitment Solutions.