

## How is the recruitment market changing?

- Market confidence is starting to increase with 79% of our audience more likely to change position than they were a year ago; however, there are still mixed feelings about the recruitment landscape
- Newspapers and recruitment sites have continued to play an important part in job seeking, despite continued popularity with networking (both online and in person)
- Trust in newspapers as a recruitment media source has increased by 13% since the 2008 survey, with only peer recommendation beating it

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

- Online is considered more effective for actively searching for a new job and salary comparison due to the volume of different roles available
- Print has a wider range of factors that attract job seekers, including editorial and special reports; because of this, it remains the media of choice to engage 'passive' job seekers

## When comparing the effectiveness of print and online channels:

- Print is favoured by job seekers looking for senior, high-salaried jobs
- Online is seen as more effective for its ability to deliver a wide range of up-to-date jobs
- 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

### Executive Appointments audience

- Nearly a third of readers never miss Executive Appointments on a Thursday with half of them reading at least every other edition; 42% don't read recruitment pages of another title
- Over half of the Executive Appointments audience come from outside the UK, 51% of these don't read the recruitment pages of another international title
- Editorial is a key motivator as to why respondents choose print
- **Global:** 54% of the Executive Appointments readership is from outside the UK
- **Senior:** 38% are C-suite executives
- **High salaries:** average income £113,884

### They come from a wide range of sectors

- 30% Professional Services
- 29% Financial Services
- 25% Manufacturing, Engineering & Utilities
- 10% Public Sector

### exec-appointments.com audience

- 42% are heavy users, visiting numerous times a week, a testament to our job alerts; unlike other job boards, we don't repeatedly send out the same jobs in our emails
- Over a quarter of exec-appointments.com users don't visit any other recruitment site
- Perception has changed since the previous survey; our audience finds online increasingly more effective for finding jobs that they would actually apply for, as well as being the channel that delivers the highest number and widest range of roles
- **Global:** 42% of exec-appointments.com users are from outside the UK
- **Senior:** 37% are C-suite executives
- **High Salaries:** average income £114,777

### They come from a wide range of sectors

- 36% Professional Services
- 23% Financial Services
- 25% Manufacturing, Engineering & Utilities
- 11% Public Sector

- A combination of both FT print and online platforms can increase an advertiser's potential audience reach by 18% to 34%; nearly half of our audience uses both channels

- The Financial Times and exec-appointments.com are in great shape despite tough market conditions...  
...Financial Times: daily global readership of 1.5m (ADGA May 2010)  
...exec-appointments.com: unique users 157,520 (ABCe October 2009)

Reach a senior executive global audience with FT Recruitment Solutions.