



**Media release: 3 March, 2009**

**CAREERONE.COM.AU'S RECORD MONTHS CONTINUE**

*Website records highest ever traffic for second month in a row*

CareerOne.com.au, chief executive officer, Dr. Stephen Hollings today announced that the site had achieved a record month in traffic for the second month in a row.

According to the latest Nielsen Market Intelligence Ranking Report, CareerOne.com.au recorded 1,718,614 unique browsers in February 2009. This represents a 9.6 per cent growth on the number of unique browsers who visited the site in January 2009.

The result builds on the strong results CareerOne delivered in 2008, setting record traffic numbers in six months of the 12 months last year.

CareerOne.com.au also set a new traffic record of 104,525 average daily browsers for February 2009, the first time it has recorded an average daily browser result above 100,000.

Aggregate figures for the online employment category were at record levels with 4.87 million people looking for jobs in February 2009.

Dr. Stephen Hollings, chief executive officer of CareerOne.com.au indicated that a number of factors were driving the record numbers set in February.

"It's not only active job hunters contributing to this increase, but also Australian employees who are happy in their jobs but keeping their options open, as we found in CareerOne's recent research report, *Hunting the (hidden) Hunters*.

"Our strong results for February have really asserted our position in the category. We're now really starting to grow absolute browser numbers against Seek, we have recorded our highest ever share of the category and we have increased our audience by over half a million people from the same time last year. It's a fantastic result for CareerOne.com.au and for our customers."

This strong traffic result follows CareerOne.com.au releasing its '*Hunting The (Hidden) Hunters – A New Approach To Activating Australia's Latent Job Hunters*' report – introducing the C1-7 model, a new seven-segment needs-based model last week.

The report reveals what motivates these different types of people and how they can be encouraged to embark on a new job. It also showed that the economic downturn has led to an increase in job dissatisfaction, potentially making more employees more likely to consider new job opportunities.

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**For a copy of the full 'Hunting the (Hidden) Job Hunters – a new approach to activating Australia's latent job hunters', please refer to the above contact details or visit <http://www.careerone.com.au/hiddenhunters>.**

The study was conducted by The Acid Test for CareerOne.com.au in 2008 with additional research surrounding the economic climate carried out in January 2009.

**About CareerOne.com.au:**

CareerOne.com.au, one of Australia's leading digital employment brands, is a 50/50 joint venture between News Limited and Monster Worldwide.

CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers, News Digital Media and Monster.com, creating a leading recruitment service with national and international reach.

With jobs listed on-site and an unrivalled collection of career advice, articles, and resources, CareerOne.com.au provides first-class information and support tools for people looking for jobs wherever they are at in their career

CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.