



Online Property: Certificate of Activity

For the period: 1 January 2009 - 31 January 2009

Web



Property Name: grapevinejobs



Contents

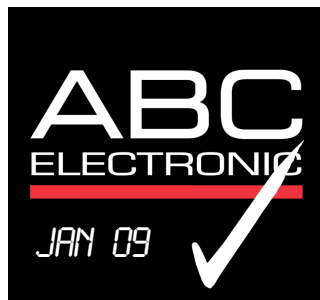
1. Total Qualifying Worldwide Traffic
2. Network Domains/URLs
3. Daily Activity
4. Additional Notes
5. Glossary of Terms
6. Counting System
7. Audit Opinion by ABCe
8. About ABCe
9. Media Owner Statement

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Media Owner:

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London
NW1 0AD

Contact:

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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	2,135	40,189

2. Network Domains/URLs:

www.grapevinejobs.com

www.grapevinejobs.co.uk

Please see the Media Owner statement in section 9 for content description.

3. Daily Activity:

Date	Unique User/Browsers	Date	Unique User/Browsers
01-Jan-09	639	17-Jan-09	1,031
02-Jan-09	1,328	18-Jan-09	1,194
03-Jan-09	919	19-Jan-09	2,933
04-Jan-09	1,092	20-Jan-09	2,542
05-Jan-09	3,462	21-Jan-09	2,426
06-Jan-09	2,989	22-Jan-09	2,421
07-Jan-09	2,675	23-Jan-09	2,150
08-Jan-09	2,698	24-Jan-09	994
09-Jan-09	2,263	25-Jan-09	1,229
10-Jan-09	1,012	26-Jan-09	3,221
11-Jan-09	1,176	27-Jan-09	3,402
12-Jan-09	3,288	28-Jan-09	3,229
13-Jan-09	3,009	29-Jan-09	2,756
14-Jan-09	2,548	30-Jan-09	2,070
15-Jan-09	2,301	31-Jan-09	1,028
16-Jan-09	2,174		





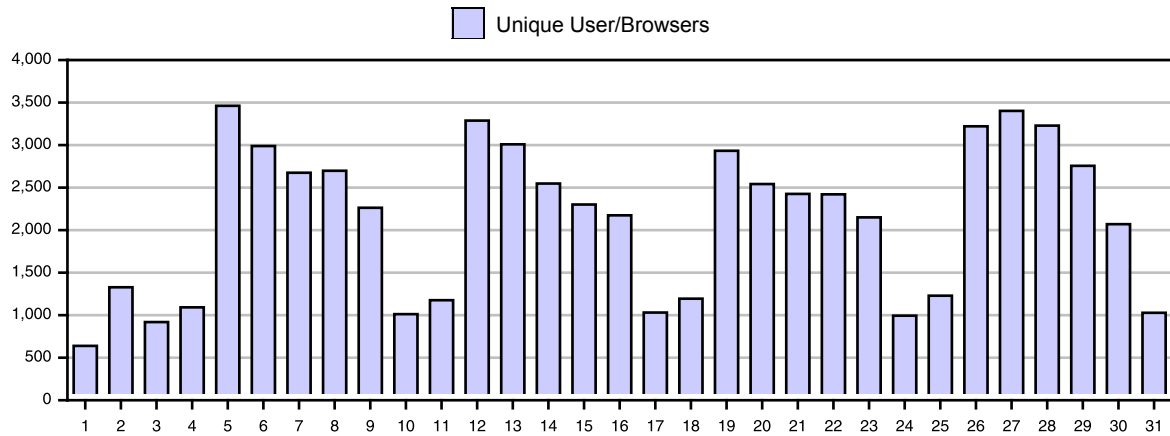
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4. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Glossary of Terms:

UNIQUE USER/BROWSER

A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.

This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

MONTHLY UNIQUE USER/BROWSERS

The de-duplicated net number of Unique User/Browsers for the month.

Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

SYNDICATED CONTENT

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. Syndicated content may or may not be included in certified traffic.

INVALID TRAFFIC

Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.

Note that the global ABCE/IAB list of robots and spiders is available from the ABCE website.

6. Counting System:

This site used a third party to count the data supporting this certificate.

7. Audit Opinion by ABCE

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCE has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

8. About ABCE

ABCE is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCE is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCE certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCE supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit www.abce.org.uk and www.jicwebs.org.

ABCE is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 255647) and limited by guarantee. The company is industry owned and non-profit distributing.





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9. Media Owner Statement

grapevinejobs is exclusively for jobs in the broadcast, media & entertainment sectors. The site is targeted at industry professionals NOT the general public and for this reason, grapevinejobs is never advertised ? instead, visitors and clients find us through word-of-mouth (the real grapevine!) Since its launch in 2001, grapevinejobs has won consistent praise for its attractive, simple appearance and its advanced user-friendly functionality - and the consistently high calibre of applicants ensures our advertisers return again and again.

