

Vacature.

An independent single branded recruitment solution company



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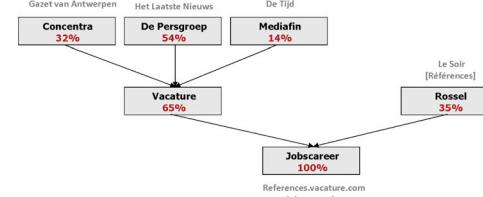
Organisation print

- » Dedicated and separate organization away from editors
- » Focused only on the Dutch speaking recruitment market
- » Brand and product separated from the mother titles
- » One brand : Vacature
- » 'Must have' career solutions :
 - » Focus on the reader
 - » Appealing to latent job seekers
 - » Jobs and career advice content
- » One stop shopping print – on line solution
- » Very efficient circulation that reaches the 50% of non-readers and minimizes waste within reader groups falling outside target groups

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Ownership on line

- » Founded in 2002
- » Bundled marketshare of 10%



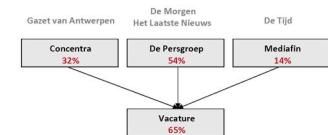
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Ownership print solutions

- » Founded in 1996
- » Bundled marketshare of 30%



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Organisation on line

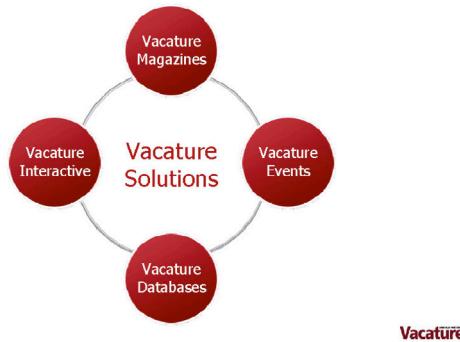
- » Dedicated and separate organization focused on the e-market (same building)
- » Additional Editor : Références (marketleader French speaking Belgium)
- » Launch of a National site : References.vacature.com
- » 'Must have' career medium versus Monster jobsite concept:
 - » Focus on the surfer
 - » Appealing to latent job seekers
 - » Jobs and career advice content
- » Takeover of number 2 : Jobscareer.be
- » Largest audience: references.vacature.com (careersite) + jobscareer.be (jobsite)
- » Different sales approach : 'hunters' instead of 'farmers'
- » Heavy brand and marketing investments
- » Very strong support of the print title

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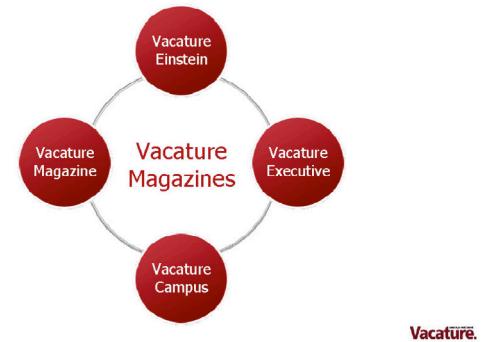


Vacature Solutions



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Vacature Magazines



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Vacature Magazine



Vacature Magazine

Attractiveness

- » Strong editorial content
- » Glossy cover → upscale perception
- » Cut & stapled
- » Handy size
- » Rigid structure (editorial part – ads part)
- » Fewer ads per page → stronger impact

Lifespan

- » Magazines live longer, stay on coffee table
- » Different reading moments during the week
- » Can be read anywhere
- » Longer lifespan → more readers → better result

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Vacature Magazine Distribution

Open distribution

- › Free access to Vacature for everybody
- › Newspaper shops : Vacature no longer linked with newspaper
- › Lots of extra distribution points on places frequented by target group

Closed distribution

- › Vacature still linked with newspaper for subscribers
- › Exclusion of subscribers not belonging to Vacature target groups

Active distribution

- › Active push of Vacature towards target group

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Vacature Magazine Extentions

- › Launch of 2 target group magazines

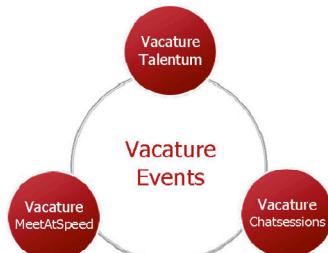


- › Launch of campus-line



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Vacature Events



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Vacature Events



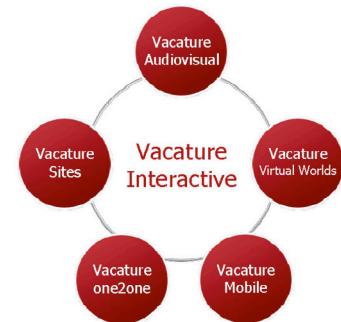
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Vacature Interactive



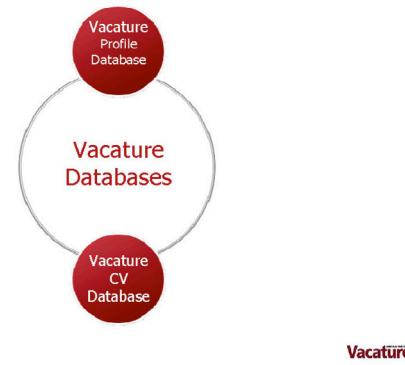
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Build profitable internet business

- › Vacature Sites
 - › Hub between different interactive solutions
 - › End result provider
- › Impuls providers
 - › Vacature Audio-Visual
 - › Vacature Live
 - › Vacature TV
 - › Vacature Radio
 - › Vacature Virtual Worlds
 - › Vacature Career City on Second Life
 - › Vacature Virtual Talentum
 - › Vacature One to One
 - › Vacature Webinars
 - › Vacature Careercoach – Vacature Blogging
 - › Vacature Talentum Chatsessions
 - › Vacature Mobile
 - › Mobile.vacature.com
 - › Vacature GPS

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Vacature Databases



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Revenues



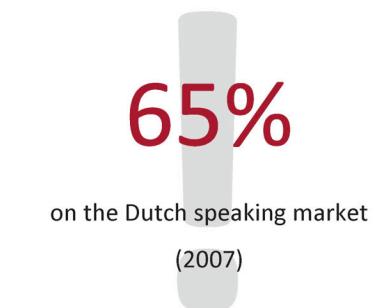
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Revenues



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Marketshare revenues print



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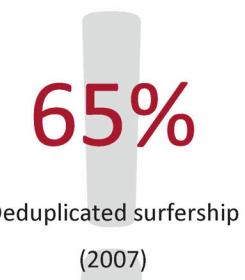
Marketshare revenues internet



Marketshare readership print



Marketshare revenues internet



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An independent single branded
recruitment solution company

Christophe Glorieux
[ICMA Conference]

Vacature.
voor m/v met talent

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