

Vacature.
An independent single branded
recruitment solution company



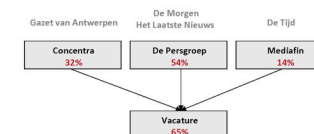
Corporate 2008 - ICMA II_Page_01.jpg



Corporate 2008 - ICMA II_Page_02.jpg

Ownership print solutions

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



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Organisation print

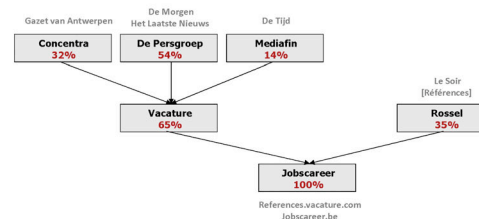
- › Dedicated and separate organization away from editors
- › Focused only on the Dutch speaking recruitment market
- › Brand and product separated from the mother titles
- › One brand : Vacature
- › 'Must have' career solutions :
 - › Focus on the reader
 - › Appealing to latent job seekers
 - › Jobs 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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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

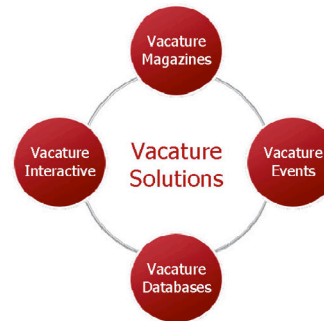
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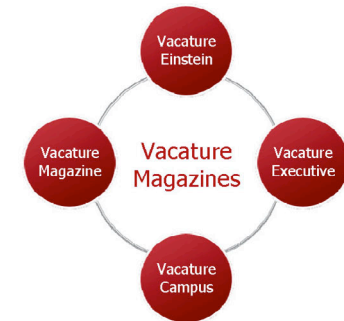
Vacature Solutions



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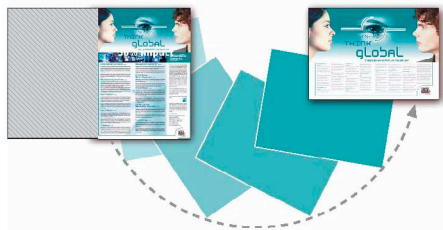
Vacature Magazines



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Vacature Magazine



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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

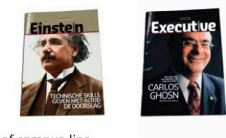
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Vacature Magazine Extensions

› Launch of 2 target group magazines



› Launch of campus-line



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Vacature Events



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Vacature Events

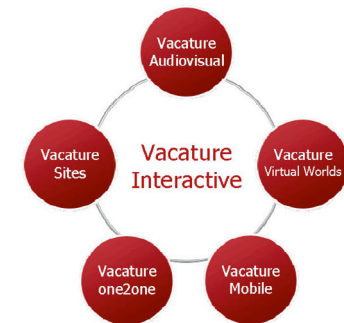


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Vacature Interactive



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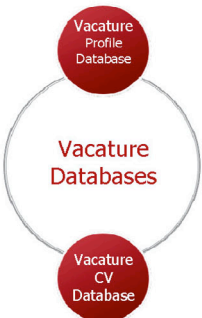
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Build profitable internet business

- » 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

40%

on the national market
(2007)

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Marketshare readership print

70%

Deduplicated readership
(2007)

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Marketshare revenues internet

65%

Deduplicated surfership
(2007)

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Christophe Glorieux
[ICMA Conference]
voor m/v met talent
Vacature.

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