



## Oikotie **Jobs** and Iltasanomat.fi News team

Combining new unique content with classified job ads  
[www.iltasanomat.fi/tyoelama](http://www.iltasanomat.fi/tyoelama)

a Sanoma company



# Introducing the participants



## **Oikotie.fi Jobs**

- Finland's biggest commercial job board
- 90 000 unique weekly visitors on average
- Over 40 000 job ads yearly from all business areas and targeted to all employee groups
- Visitor profile: Very good at attracting active, well educated jobseekers



## **Ilta-Sanomat.fi**

- Finland's biggest online news portal
- 2,4 million unique weekly visitors on average
- Good coverage over all of Finland and in all age and employee groups
- Before this no section for work-related articles



# How does the concept work?

- Ilta-Sanomat created a new section [iltasanomat.fi/tyoelama](http://iltasanomat.fi/tyoelama) with new content
- A unique angle: Articles cover work related topics factually but in an entertaining way
- Every Oikotie Job ad is listed in the section and next to every article there are very visible boxes for "newest jobs" or "most popular jobs"

The screenshot shows the 'TYÖELÄMÄ' section of the Ilta-Sanomat website. The main article is 'TOP 30: Tässä ovat Suomen parhaat työpaikat 2013'. Below the article is a photo of people in a store. To the right of the article is a sidebar titled 'KATSO TUUMAT TYÖPAIKAT' with a list of jobs. Below the article is a section titled 'Avoimet työpaikat' with a table of job listings. To the right of the job listings is a sidebar titled 'KATSO TUUMAT TYÖPAIKAT' with a list of jobs. At the bottom right is a banner for 'Tule kesä-töihin!' with the HUS logo.

Toimiala	Työtehtävä	Työnantaja	Sijainti
Valitse	Haetaan lentokonesivustuksen yst. SOL -vuorevastaava	Manpower Oy	Vantaa, Uusimaa
Sijainti	MYNTEEDUSTAJA (Pohjois-Suomi)	Manpower Oy	Uusimaa, Varsinais-Suomi, Etelä-Pohjanmaa, Keski-Pohjanmaa
Työsuhteen laatu	MYNTEEDUSTAJA (Pohjois-Suomi)	Manpower Oy	Uusimaa, Varsinais-Suomi, Etelä-Pohjanmaa, Keski-Pohjanmaa
Työn laatu	HR Consultant, Manager development	Nokia Oy	Esperoo, Uusimaa
Hakusana	viestintäpäällikkö	Helsinkiinso ry.	Helsinki, Uusimaa
	Seniorityöryhmän ohjaaja	Helsinkiinso ry.	Helsinki, Uusimaa
	Sovellusasiantuntija	Heeros Systems Oy	Jyväskylä, Keski-Suomi, Helsinki, Uusimaa
	Kriittisyöryhmä	Heikkiinso ry.	Helsinki, Uusimaa
	Projektipäällikkö	Heikkiinso ry.	Helsinki, Uusimaa
	Tuotantoyrityksistä	Transmen Oy Ab	Vantaa, Uusimaa
	Taloustieteen Helsingin Ila-Paikka	HL House	Helsinki, Uusimaa
	Back End PHP and Javascript Developer (Berlin)	Selkita	Helsinki, Uusimaa
	Sr. IT System Administrator (Bologna/Rome/Milan)	Selkita	Helsinki, Uusimaa

# **Value propositions for co-operation**

- Creating a completely new news section for worklife related articles and job ads**

## **For Candidates:**

Interesting and easy-to-read articles related to worklife as well as information on relevant job possibilities while you're reading

## **For Employers:**

More suitable candidates per job ad, visibility in a relevant target group.

## **For Itasanomat:**

Unique, interesting content brings altogether new readers to site, more pageviews and increased site stickiness. Content differentiates site from competitors.

## **For Oikotie:**

More relevant visitors and visibility to our customers' job ads.

# Results?

**250 000** readers in the new section on it's first week.

Now articles are read on average **350 000 – 800 000**  
times per week.

The readers have found the job listing from a new media and visit it regularly, bringing

**15 – 25%** more visitors to Oikotie's job ads per week.

Only **3%** of visitors are concurrent with Oikotie visitors, **97%** are completely new audience reached!

Better visibility and more visitors from **areas in Finland** and from candidate groups (especially **bluecollar, passive candidates**) previously challenging for Oikotie.

Revenue possibilities with **banners, new products** and - with increased visitors and a broader profile - altogether **new pricing options.**