

# Own Your Recruitment Market

**TRIBUNE** **recruitology.**  
PUBLISHING



# The Problem

- Employers not finding the right people: 7.3 million+ job openings unfilled



# Job Seekers Go to Many Places, Not Just One



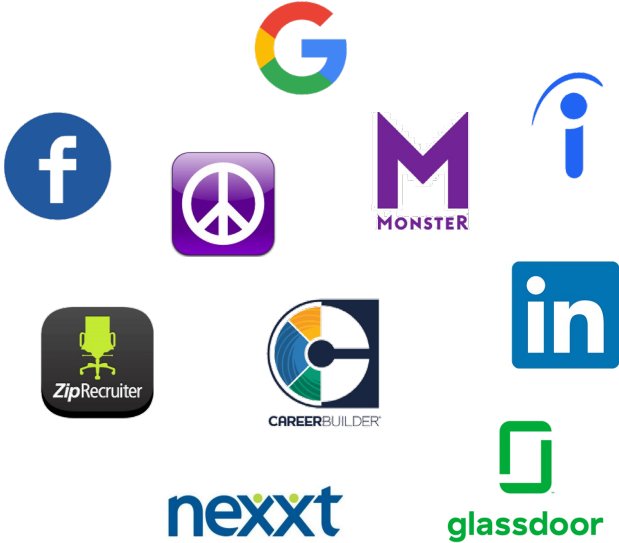
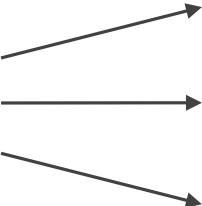
# Evolution of the Recruitment Opportunity



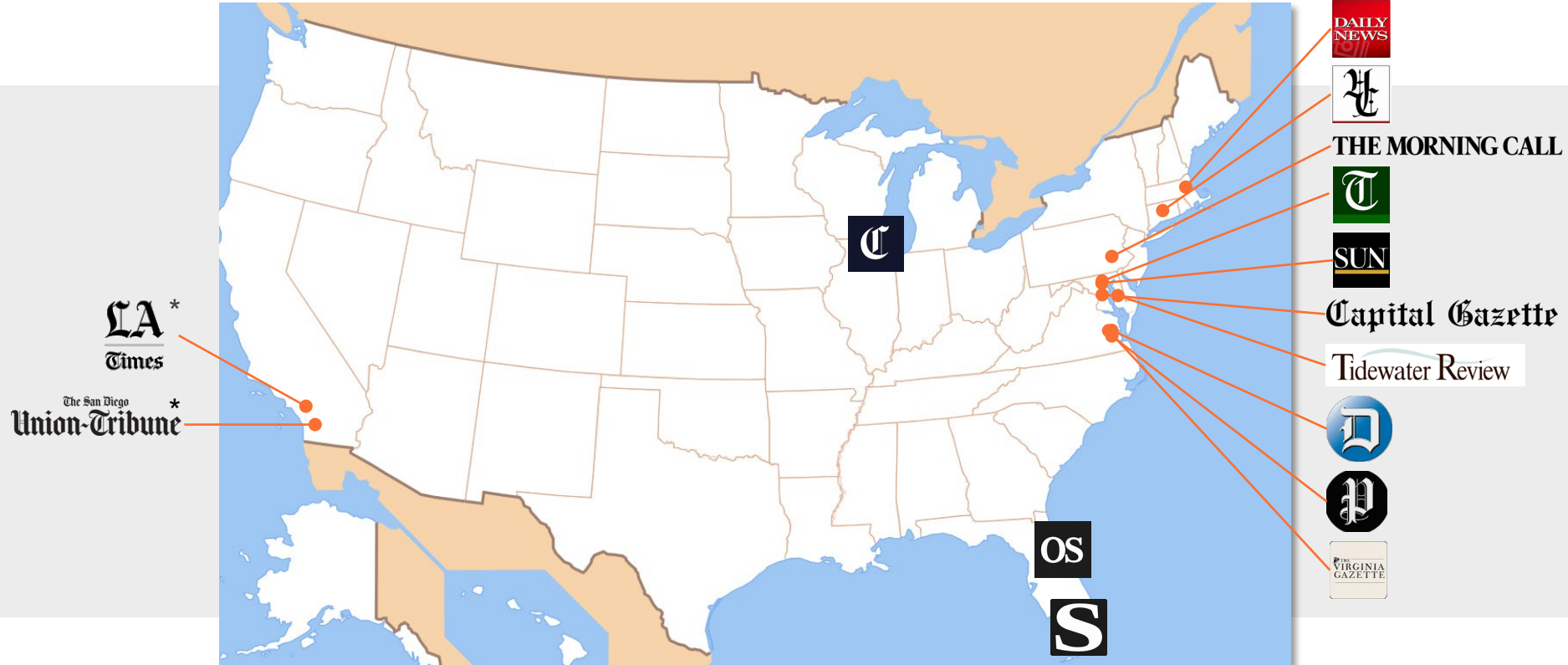
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## Leading Publication in Several Major Metro Areas



# Our Job Board Transition Goals



## One-stop shop recruitment solution for clients

- Job board
- Resume mining
- Branding / data and analytics / marketing / SEO expertise / ecommerce, etc.



## Industry leading product performance

- Increase ROI for customers
- Strong partnership and support
- Greater profitability



# Success Metrics to Track Progress

*Very strong initial results*



- ↑ Total units sold
  - Up 13% vs. same time-period prior to transition
- ↑ Number of products per order
  - Results: Up 12%
- ↑ TribPub Recruitment digital revenue
  - Results: Up 15% vs. PY
  - Recruitology-related product suite accounts for 85%+ of digital RCT revenue
- ↑ Increased sales performance on “other” products (not standard job posting)

**More Customer Choice = Greater Satisfaction**

# What's Ahead?



- ✓ Enterprise accounts
- ✓ PERM labor ads
- ✓ Email marketing
- ✓ Ecommerce
- ✓ Editorial group buy-in