

Advertising campaign gives reed.co.uk a record breaking start to 2008



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Industry: [Human Resources](#)

Press Release Summary: reed.co.uk, announce a flying start to 2008 as a heavy-weight marketing campaign provides record-breaking site activity

Press Release Body: Recruitment website, **reed.co.uk**, has announced that it has enjoyed a flying start to 2008 as a heavy-weight marketing campaign resulted in record-breaking site activity during January.

Recruiters using reed.co.uk received [over 1.27 million job](#) applications during January as more than 1.77 million unique jobseekers visited the site.

The **reed.co.uk** 'Love Mondays' advertising campaign is continuing to attract unprecedented numbers of jobseekers through promotion across London's transport network, national and local radio, and the national press.

The [recruitment website](#) campaign also includes branding across a range of digital channels and sits alongside existing activity across search engines, portals and directory sites.

Martin Warnes, Operations Director at reed.co.uk, commented:

"We've been delighted with the impact of our New Year advertising campaign, having already seen immediate results with records being

*broken across the site. This is great news for recruiters using **reed.co.uk**. As awareness of the reed.co.uk brand continues to rise, we're able to attract an ever more diverse range of jobseekers, giving recruiters an even more effective experience."*

2008's record site activity also includes the highest ever number of recruiters using the site. Over 10,000 [recruitment agencies](#) and employers posted jobs on reed.co.uk during January, with over 140 companies each receiving more than 1,000 applications. There are currently more than 280,000 jobs online at **reed.co.uk**, making it the UK's biggest commercial [job site](#).

Warnes continued:

"As well as benefiting from the recent launch of our [CV Search service](#), recruiters are feeling the benefit of posting their vacancies on reed.co.uk more than ever before. Our range of enhanced job posting services gives recruiters a real advantage by multiplying the number of applications they receive - by as many as six times, on average, compared to free listings."*

[ends]

* Guaranteed Response jobs received, on average, more than six times the number of applications made to free jobs during December 2007.

About

reed.co.uk:

reed.co.uk is the UK's leading online recruitment service. **Owned by Reed Executive PLC, reed.co.uk** enables jobseekers to search over 250,000 jobs from more than 10,000 recruiters across 38 industry sectors.

Registered jobseekers can receive email job alerts, save searches and make their details available to a range of recruiters, including **Reed's** network of trained recruitment consultants.

Recruiters of all types can benefit from reed.co.uk's range of innovative online recruitment solutions, including: free online job posting and applicant management with Freecruitment; job posting with Guaranteed Response; CV Search; targeted branding and email services.

ABCE audited traffic figures for reed.co.uk (October 2007):
1,695,762 unique users
49,763,969 page impressions
1,186,014 online job applications

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