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## **MEDIA RELEASE**

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### **ABCe Audit confirms [Employment4students](http://www.e4s.co.uk) as the most visited job board for undergraduate work**

Employment4students (E4S) invited ABC Electronic (ABCe) to audit [www.e4s.co.uk](http://www.e4s.co.uk) in September 2008 to provide independently certified traffic figures as part of its drive to provide transparency to advertisers.

The audit recorded 211,104 unique visitors to [www.e4s.co.uk](http://www.e4s.co.uk) in September 2008, more than any other audited job board targeting undergraduate students for term time and holiday jobs.

Chris Eccles, Managing Director of Employment4student commented: "We are delighted to be working with ABCe to provide audited traffic figures to our clients. These figures confirm that E4S is the site of choice for more than 8000 students a day looking for term time and holiday jobs, Gap Year work and internships.

The ABCe certificate issued for [www.e4s.co.uk](http://www.e4s.co.uk) confirms:

- Audit period: 1<sup>st</sup> to 30<sup>th</sup> September 2008
- Unique User/Browsers: 211,104
- Biggest Day: 10,074 on 9<sup>th</sup> September 2008
- Daily average: 8,217
- Certificate: [http://www.abce.org.uk/ABCE\\_PDFS/Employment4students.co.uk0908w.pdf](http://www.abce.org.uk/ABCE_PDFS/Employment4students.co.uk0908w.pdf)

**~ENDS~**

#### **Notes for editors**

**ABC Electronic ([www.abce.org.uk](http://www.abce.org.uk))**

ABCe, established in 1996 as the industry owned, tri-partite, not for profit organisation, which works on behalf of advertisers, media buyers and media owners to provide third party

independent verification and certification for data related electronic media (Internet, email, SMS, Interactive TV, WAP, PDA, and streaming audio and video) in the UK and Ireland.

### **Employment 4 Students**

E4s was setup in 2000 by two university students using their first year student loan, in the wake of the introduction of tuition fees and abolition of student grants. The Company is owned by three ex-Royal Grammar School boys and a fellow university student and the E4S website now attracts more than 210,000 unique visitors each month.

[www.e4s.co.uk](http://www.e4s.co.uk) helps undergraduate university students, school and college students find part-time term-time jobs, part-time and temporary holiday jobs, gap year jobs in the UK and abroad, internships, and graduate entry jobs, as well as helping them save money on their purchases via 'Deal Zone'. Those recruiters looking to fill part-time temporary, seasonal, intern and graduate entry level positions have the facility to advertise job vacancies to these students either on a national or targeted regional basis.

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