

December is a prime time for recruitment

Putting off your recruitment until January? You may want to think again as research shows that December is a prime time to recruit high-quality talent – so you could be missing a vital opportunity!



5 great reasons to recruit staff in December:

1. Not everyone celebrates the holiday period!

The majority of our international jobseeker audience are based in countries which do not celebrate Christmas or take holiday in December. It's therefore essential you continue your normal recruitment approach all year round – particularly to attract the best international talent!

2. Less competition for talent

Snap up the best talent before any of your competitors who may think it's better to leave recruitment until the New Year.

3. Take advantage of a lighter workload

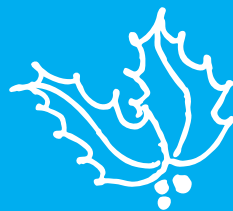
January is normally when recruiters are exceptionally busy and often inundated with CVs. Therefore start the New Year with a bang by getting your advertising, shortlisting and preparation for potential January interviews done during the quieter holiday period.

4. Highly active jobseekers

The extra free time that the holiday season often brings means that lots of jobseekers are frequently online (even more so thanks to smartphones and tablets) and thinking about their career status ahead of the New Year!

5. Start 2014 with your new employee in place

Hit the ground running and help free up much needed resources by having your new employee in place at the start of the New Year.



Great jobs for bright people





Great jobs for bright people

Our audience in December

Thousands of jobseekers use jobs.ac.uk in December and over the Christmas holiday period...so make sure you seize the opportunity and take advantage of more receptive jobseekers and idle competition!

Some key statistics

- **678,132** unique visitors used jobs.ac.uk in December 2012
- **5,695,988** page views in December 2012
- **13,819** unique visitors on Christmas Day 2012
- **22,362** unique visitors on New Years Eve 2012
- **140,000** unique visitors during the 2012 holiday period (24/12/12 to 31/12/12)

Source: Google Analytics



Don't wait until January, advertise in December and save 20%!!

As a thank you for your support in 2013, we are offering customers **20% discount off the cost of any Enhanced Advertising** on jobs.ac.uk booked for December.*

Pre-book your December advertising today by contacting your Account Co-ordinator on:

+44(0)24 7657 4140 or email global@jobs.ac.uk quoting reference DEC13

* Terms and Conditions of Offer

Discount only applies to Enhanced Advertising live on jobs.ac.uk between 1st and 31st December 2013 and booked directly by the employer. Please note to guarantee placement over the Christmas period, adverts must be received by 5.00pm on Wednesday 18th December 2013. Offer excludes Campaign Sites, Employer Videos & Basic Adverts. Cannot be used in conjunction with any other offer.

