

## Subscriber information

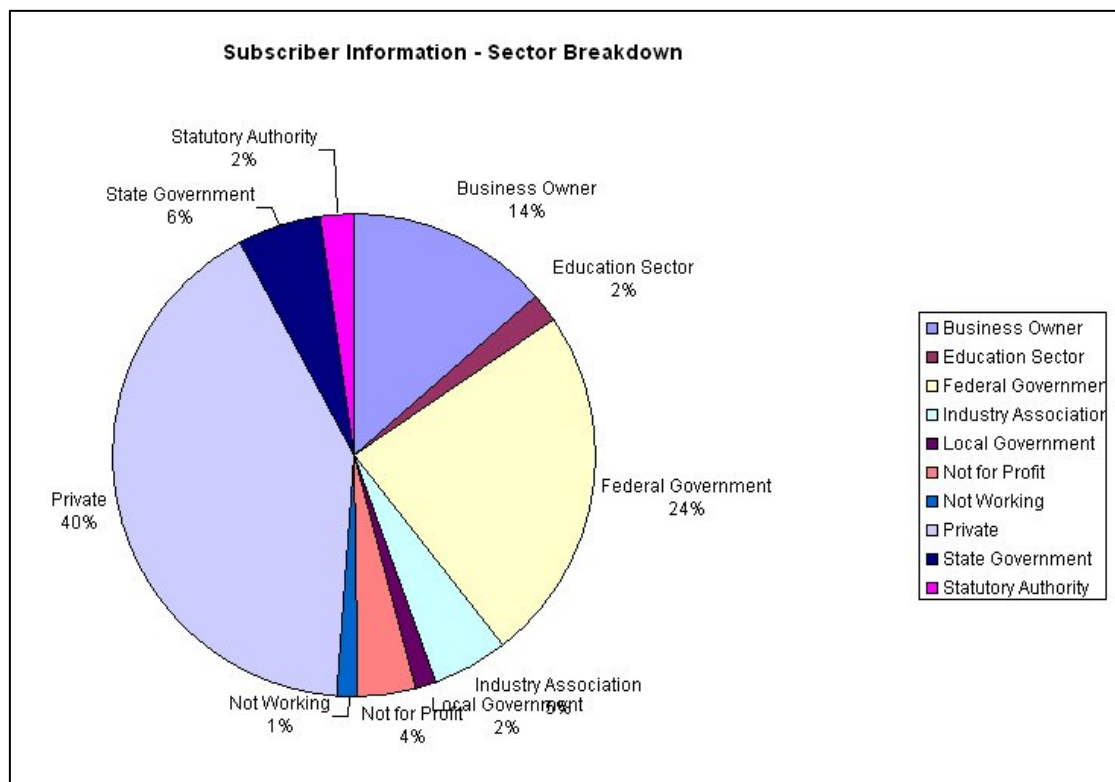
- **Over 1,175 people are actively subscribed to Professional Way**
- Subscriber numbers have increased by 20% over the past twelve months
- 50% of all subscribers have been referred to our service
- We have a loyal subscriber base, the majority of our current subscribers joined in 2003
- Professional Way continues to grow through word of mouth and targeted advertising activities (e.g. government newsletters)

## Where they work

- 32% work within a federal or state government department or agency
- **54% work within the private sector**
- 14% work within the education, not for profit and industry association sectors

## Top three categories

- **Business & management (791)**
- Broad professional skills (771)
- Building, Construction and Engineering (596)

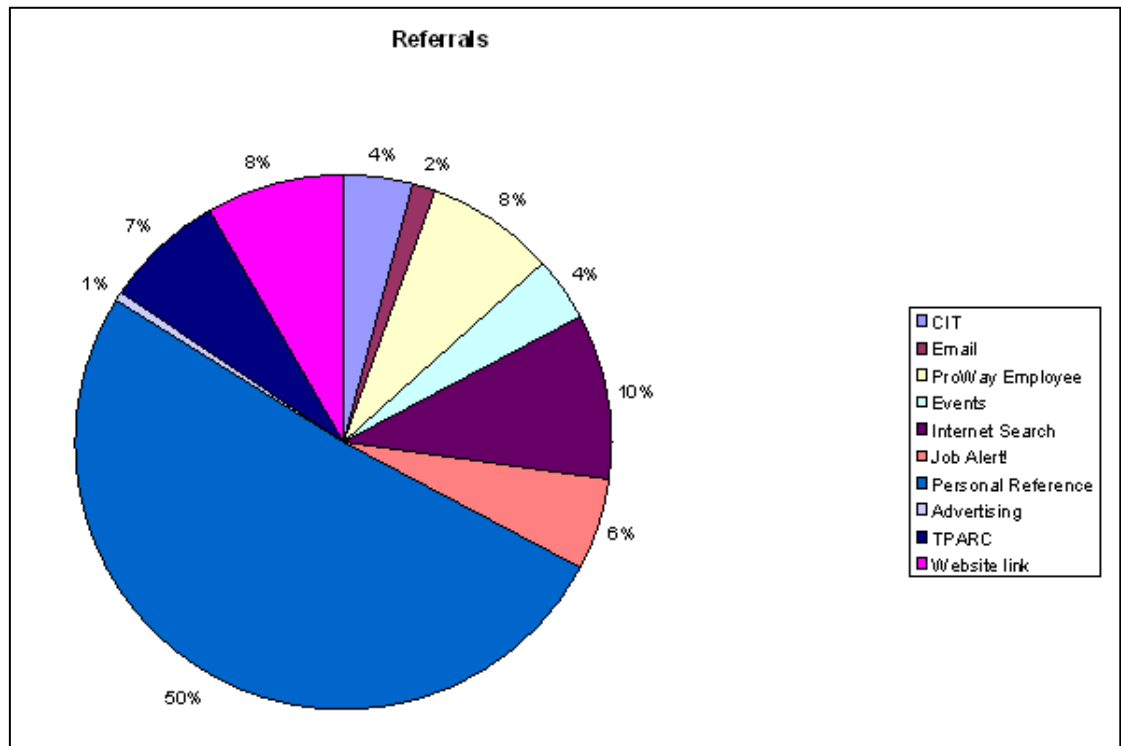


## Five fastest growing categories (since May 2005)

- **Awards & Government Grants (266%)**
- Politics (238%)
- Education (137%)
- Telecommunications (121%)
- Travel, Tourism & Events (74%)

## How subscribers hear about the service

- 50% hear through word of mouth
- 10% internet search
- 8% website link



## Feedback

*"Professional Way succinctly presents current information and is easily scanned to pick up events of interest. I will continue to recommend it to others."* (Private Consultant, 2008)

*"Professional Way keeps me well informed about events relevant to my constantly changing industry."* (Video Editor from Images Online, 2006)

*"Professional Way is such a good tool - I use it religiously! You need to know what is going on and it is absolutely invaluable... it should be global!"* (Macquarie University, 2006)

## Subscriber - Nominated Industries or Interests

