

Campus Recruit Magazine

www.campusrecruitmag.com

The Market

According to the U.S. Department of Education, National Center for Education Statistics, there are over 17 million college students in the United States, and this number is growing. This group wields over \$20 billion in discretionary spending power.

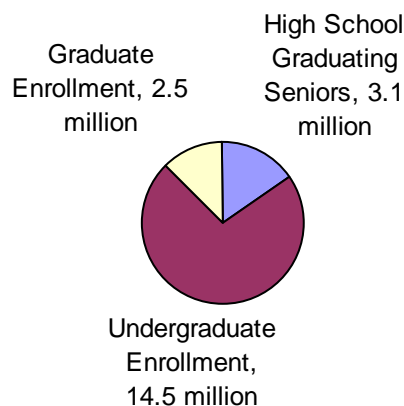
Career-wise, 55% of students we surveyed did or plan on doing an internship while in college. 64% of students we surveyed plan to look for a full time job after college. Over 80% of students we surveyed said finding the right career was important to them.

Campus Recruit Magazine is aimed at reaching college students and graduating high school seniors and providing them with valuable information and advice that will help them develop the skills they need to attain a fulfilling career. In addition to a career information section, the magazine will also feature sections on education, health and fitness, entertainment, technology, 'Our World' and a section called 'Smarts' on tips for college students.

Campus Recruit magazine is targeted towards college students and graduating high school seniors across the United States. We work with guidance counselors and career service centers to fill the career resource gaps that exist in high schools and college campuses across the country. The magazine will feature articles on choosing the right career for you, how to answer the difficult interview questions and many more. It will also feature CEOs, senior executives, government officials and other successful professionals around the country, giving a view of how they got to where they are today and what academic and professional choices they made along the way.

Our magazine serves a wide group of people, however, since Campus Recruit magazine is mainly targeted towards college students (both undergraduate and graduate) and graduating high school students, our readers are typically between the ages of 17 to 35 years old.

United States Student Population Statistics



Source: U.S. Department of Education, National Center for Education Statistics, 2002