

# Employment Weekly 2016

## Hampton Roads' Job Resource

The Employment Weekly section of The Virginian-Pilot reaches a different and diverse group of job seekers (candidates looking for their next career move or better pay), exiting military, and younger job seekers beginning their career.

### Distribution Method

This section is available at over 1,000 locations, including military bases, area grocery stores such as Farm Fresh and Food Lion, WaWa, high school and college campuses and in freestanding boxes throughout the Southside and Peninsula, reaching non-subscribers.

Every week over 32,500 copies of CareerConnection's Employment Weekly tab is rack distributed in Hampton Roads. During its 7-day shelf life, an estimated 70,400 job seekers / readers review the opportunities published.

### Reach Qualified Prospects with Every Message



Each week over 70,400 job seekers read Hampton Roads Employment Weekly.



23% of those job seekers in Hampton Roads are military.



**Total market coverage with one ad on the Southside and Peninsula.**

### Cities covered:

Chesapeake, Hampton, Newport News Extending into Williamsburg, Norfolk, Portsmouth, Suffolk, Virginia Beach

Source: Scarborough Research 2015, release 1 - v 11/25/15



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### EXPAND YOUR REACH!

- Free publication
- 32,500 copies every week
- Over 1,000 pick-up locations
- Farm Fresh and Food Lion stores
- Freestanding boxes throughout Hampton Roads
- All military bases
- Convenience stores and high traffic retail centers
- Greenbrier Mall
- WaWa
- All VA Employment Commission Offices
- Universities & libraries
- Office/Industrial parks
- Colleges, technical and trade schools
- Area high schools

### REACH A DIFFERENT MORE DIVERSE AUDIENCE

- Targets a younger job seeker
- Reaches a more diverse audience
- Reaches the military on base, free rack distribution
- Distribution on high school and college campuses reaches first-time job seekers
- Exclusive distribution partnerships with malls and retailers expands reach into the marketplace
- Free distribution reaches passive job seekers that recognize a better career opportunity with your company

### TARGETED READERSHIP

- Focused exclusively on job seekers
- Increase your applicant pool by reaching more job seekers!
- Run multiple listings affordably

## 2016 Demographics

### Active Job-Seekers:

More than 58,000 Hampton Roads adults are currently unemployed and looking for work.

### Passive Job-Seekers:

More than 264,000 Hampton Roads adults plan to look for a new job in the next 12 months.

Source: Scarborough Research 2014