

# recruitment

**When embarking on a recruitment campaign, media choice cannot be left to chance**

*There is nothing more important for a company than securing the best people; and finding the right job makes life better for any individual. As the media landscape evolves, there are an increasing number of potential opportunities to reach jobseekers. Across metropolitan Barnsley the job pages of the local newspaper remain the primary recruitment channel that adults refer to first.*



**Recruitment channel used first when looking for a job**

**83,000** adults refer to the Barnsley Chronicle Group first when looking for information about a new job



**62,000 adults read the job pages of the Barnsley Chronicle Group in the last 7 days**

**Locations that readers work in or would be prepared to travel to**

- Barnsley – 94,000
- Sheffield – 36,000
- Rotherham – 30,000
- Doncaster – 25,000
- Wakefield – 24,000
- Leeds – 21,000
- Huddersfield – 12,000
- Pontefract – 11,000

Base: All reading in the last month

Source: ISL April-May 2007 within the Barnsley Chronicle 10%+ household penetration.