

## graduate-jobs.com creates partnership with The Independent

The Independent, Britain's most free thinking newspaper and graduate-jobs.com <http://www.graduate-jobs.com> has agreed a partnership to co-brand and cross sell graduate services. The agreement increases exposure of the graduate-jobs.com brand on the Student Channel of The Independent website - <http://www.independent.co.uk/student> - This section currently attracts more than 361,000 page impressions per month. The partnership also includes creation of a co-branded website - <http://independent.graduate-jobs.com> The website has been created for Independent readers to access the latest graduate jobs, which runs on the graduate-jobs.com job board platform.

Additionally, jobs and campaigns on graduate-jobs.com are fed directly to the co-branded website helping to increase overall readership and exposure. graduate-jobs.com offers this additional co-branded site as a value add to any new or existing campaign and could increase overall response by as much as 10%.

**Pippa Taylor from The Independent said,** "The Independent has been working with graduate-jobs.com for over 2 years and we are delighted to be continuing our partnership. With their well established presence in the graduate market and our heritage in the education sector we are able to offer a unique platform to those seeking opportunities to study or work."

**Gerry Wyatt from graduate-jobs.com said,** "Our partnership with The Independent gives us a great opportunity to increase our exposure and develop our relationship with one of Britain's outstanding newspapers. Ultimately its our clients who will receive the real benefit with increased application quality."

**For more information, or just a chat please get in touch with Chris - [chris.may@graduate-jobs.com](mailto:chris.may@graduate-jobs.com) or call 020 7609 7603**

= ends =

### All about graduate-jobs.com

[graduate-jobs.com](http://graduate-jobs.com) registers one in five of all UK graduates and is the only W3C 'AA' rated accessible graduate job board in the UK. Created by two college friends the company has independently grown to a turnover of more than £1m. We aim to allow both SMEs and large companies a level playing field in order to attract University graduates. Since inception we have guided thousands of graduates onto the first stage of their careers.