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Daily News Alert

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Job market tightens for direct marketers

Story posted: January 15, 2008 - 12:45 pm EDT

Owatonna, Minn.—Reflecting the economy at large, direct marketers expect more hiring freezes and increased layoffs this quarter...

"All of our hiring indicators are turning more negative," said Jerry Bernhart, president of Bernhart Associates...

Fifty-eight percent of direct marketer respondents said they plan to add staff during the first quarter, down 2% from last year's fourth-quarter survey...

In addition, the percentage of companies imposing a hiring freeze for the first quarter increased four percentage points to 13%.

A total of 79 companies responded to the online survey the week of Jan. 7.

—Carol Krol

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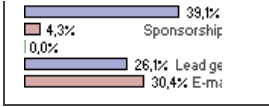
Outside of search marketing, where are you spending the most online?



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