

Monthly Page Views	26,402,826
---------------------------	-------------------

Unique Browsers	4,555,517
------------------------	------------------

Top Page Page Views	1,912,419
----------------------------	------------------

Category	Page Views	Unique Browsers
Retailing & Services	1,050,917	257,885
Information & Communications	379,273	120,291
Manufacturing	2,671,445	271,483
Politics, Economics & International business	5,034,711	695,077
Skill & Life	5,056,291	655,049

Nikkei Business Online Members	2,469,239
---------------------------------------	------------------

Number of email delivery

Nikkei Business Online Email	786,839
-------------------------------------	----------------

Menu	Period	PV	CLICK	CTR
In-feed text	Jan. 1-Jun. 30	435,605	154	0.04%
	Jan. 16-22	115,081	32	0.03%
	Jan. 20-Feb. 19	155,497	33	0.02%
	Jan. 5-Feb. 2	307,798	50	0.02%
	Jan.11-Mar. 28	112,944	24	0.02%
	Jan. 30-Mar. 5	22,611	8	0.04%
	Jan. 26-Feb. 23	143,004	23	0.02%
	Jan.10-Feb. 9	259,225	40	0.02%
	Jan.11-Mar. 14	135,972	23	0.02%
	Jan. 1-Mar. 9	360,740	59	0.02%
	Jan. 1-31	314,877	136	0.04%
	Jan. 19-Feb. 27	198,763	30	0.02%
	Jan. 19-Feb. 16	177,354	61	0.03%
	Feb. 26-Mar. 30	99,248	21	0.02%

Average	0.02%
---------	-------

Menu	Period	PV	CLICK	CTR
Welcome banner	Jan.1-Jun. 30	169,453	1,253	0.74%
	Jan.1-Jul. 31	168,400	1,369	0.81%
	Jan. 30-Feb. 26	1,801	12	0.67%
	Jan. 29-Feb. 7	11,134	120	1.08%
	Jan. 16-22	73,500	283	0.39%
	Jan. 30-Feb. 26	1,794	13	0.72%
	Jan. 4-31	158,214	1,686	1.07%
	Jan.1-31	186,335	1,428	0.77%
	Jan.1-31	186,129	1,405	0.75%
	Jan. 30-Mar. 5	1,496	6	0.40%
	Jan. 26-Feb. 23	10,293	100	0.97%
	Jan.19-Mar. 15	48,532	365	0.75%
	Jan.18-Mar. 14	30,733	201	0.65%
	Jan. 26-Mar. 23	7,514	82	1.09%
	Jan. 20-21	561	7	1.25%
	Jan. 4-31	180,635	5,317	2.94%
	Jan. 19-Feb. 27	35,883	414	1.15%
	Jan. 19-Feb. 16	46,058	384	0.83%
	Jan. 23-Feb. 9	36,224	493	1.36%
	Jan. 23-Feb. 22	19,202	299	1.56%
1st rectangle	Jan. 1-31	65,524	68	0.10%
	Jan. 1-31	62,978	43	0.07%
	Jan. 1-31	524,433	347	0.07%
	Jan. 1-31	524,426	219	0.04%
	Jan. 30-Feb. 26	27,858	8	0.03%
	Jan. 1-Mar. 30	1,411,413	1,317	0.09%
	Jan. 9-17	9,259	5	0.05%
	Jan. 20-Feb. 19	62,138	17	0.03%
	Jan. 15-Feb. 9	645,322	244	0.04%
	Jan. 19-Feb. 28	66,180	13	0.02%
	Jan. 16-22	250,278	264	0.11%
	Jan. 30-Feb. 26	12,688	8	0.06%
	Jan. 15-Feb. 24	71,159	25	0.04%
	Jan. 5-Feb. 2	107,368	64	0.06%
	Jan. 11-Mar. 28	37,501	13	0.03%
	Jan. 13-14	2,302	3	0.13%
	Jan. 12-23	102,157	68	0.07%
	Jan. 16-Feb. 15	88,486	45	0.05%
	Jan. 26-Feb. 23	44,489	36	0.08%
	Jan. 10-Feb. 9	88,579	28	0.03%
	Jan. 19-Feb. 26	50,510	129	0.26%
	Jan. 19-Mar. 15	82,204	28	0.03%
	Jan. 18-Mar. 14	37,687	14	0.04%
	Jan. 26-Mar. 23	16,487	9	0.05%
	Jan. 1-Mar. 9	139,070	70	0.05%
	Jan. 1-31	56,972	117	0.21%
	Jan. 27-28	3,610	1	0.03%
	Jan. 20-21	30,663	6	0.02%
	Jan. 19-Feb. 27	77,561	26	0.03%
	Jan. 19-Feb. 16	63,878	18	0.03%
Jan. 12-Feb. 9	86,448	34	0.04%	
Jan. 23-Feb. 22	58,522	44	0.08%	

Average	1.11%
---------	-------

Average	0.07%
---------	-------

Menu	Period	PV	CLICK	CTR
2nd rectangle	Jan. 9-17	31,709	8	0.03%
	Jan. 20-Feb. 19	143,359	32	0.02%
	Jan. 19-Feb. 28	148,041	38	0.03%
	Jan. 15-Feb. 14	208,722	46	0.02%
	Jan. 5-Feb. 2	302,184	113	0.04%
	Jan. 11-Mar. 28	112,246	21	0.02%
	Jan. 13-14	4,129	2	0.05%
	Jan. 16-Feb. 15	270,348	77	0.03%
	Jan. 26-Feb. 23	95,800	35	0.04%
	Jan. 10-Feb. 9	255,778	39	0.02%
	Jan.19-Mar. 15	173,435	40	0.02%
	Jan.18-Mar. 14	99,639	30	0.03%
	Jan. 26-Mar. 23	41,784	13	0.03%
	Jan. 1-Mar. 9	340,408	115	0.03%
	Jan. 1-31	152,954	260	0.17%
	Jan. 19-Feb. 27	185,322	59	0.03%
	Jan. 19-Feb. 16	170,717	27	0.02%
	Jan. 12-Feb. 9	250,382	55	0.02%
	Jan. 23-Feb. 22	137,420	75	0.05%
	Jan. 1-31	1,049,234	210	0.02%
Smartphone 1st rectangle	Jan. 1-Jun. 30	261,384	271	0.10%
	Jan. 1-31	832,065	648	0.08%
	Jan. 1-19	10,088	28	0.28%
	Jan. 20-Feb. 19	2,021	4	0.20%
	Jan. 15-Feb. 9	540,626	464	0.09%
	Jan. 30-Feb. 26	1,839	5	0.27%
	Jan. 11-Mar. 28	44,295	45	0.10%
	Jan. 5-Mar. 1	76,408	48	0.06%
	Jan. 13-14	2,622	2	0.08%
	Jan. 1-25	200,111	182	0.09%
	Jan. 19-Mar. 15	2,677	2	0.07%
	Jan. 18-Mar. 14	1,596	3	0.19%
	Jan. 26-Mar. 23	346	1	0.29%
	Jan. 1-31	198,032	444	0.22%
	Jan. 1-12	100,017	76	0.08%
	Jan. 23-29	62,656	40	0.06%
	Jan. 13-14	716	1	0.14%
	Jan. 20-21	1,931	1	0.05%
	Jan. 19-Feb. 27	52,014	45	0.09%
	Jan. 19-Feb. 16	47,731	29	0.06%
Jan. 12-Feb. 9	93,243	90	0.10%	
Jan. 23-Feb. 22	24,502	33	0.13%	
Smartphone header panel	Jan. 1-Jun. 30	291,747	467	0.16%
	Jan. 5-Feb. 2	205,797	342	0.17%
	Jan. 26-Mar. 30	504,825	659	0.13%

Average	0.03%
---------	-------

Average	0.10%
---------	-------

Average	0.15%
---------	-------

Menu	Period	PV	CLICK	CTR
Smartphone In-feed	Jan. 1-Jun. 30	230,624	179	0.08%
	Jan.5-Mar. 2	219,062	81	0.04%
	Jan. 30-Feb. 26	40,103	18	0.04%
	Jan. 1-Mar. 31	233,479	116	0.05%
	Jan. 19-Feb. 28	113,473	25	0.02%
	Jan. 30-Feb. 26	19,963	9	0.05%
	Jan. 15-25	101,656	37	0.04%
	Jan. 15-Mar. 28	157,733	64	0.04%
	Jan. 16-Feb. 15	299,929	75	0.03%
	Jan. 26-Feb. 25	51,033	23	0.05%
	Jan. 1-Mar. 23	231,566	88	0.04%
	Jan. 1-Mar. 23	231,637	53	0.02%
	Jan. 18-Mar. 31	126,891	35	0.03%
	Jan. 1-Mar. 31	232,594	88	0.04%
	Jan. 19-Mar. 15	112,165	45	0.04%
	Jan. 18-Mar. 14	127,413	76	0.06%
	Jan. 26-Mar. 23	51,359	19	0.04%
	Jan. 7-Mar. 31	209,128	68	0.03%
	Jan. 1-Mar. 30	231,136	56	0.02%
	Jan. 1-Mar. 23	232,892	47	0.02%
	Jan. 19-Feb. 27	113,112	33	0.03%
	Jan. 19-Feb. 18	112,855	41	0.04%
	Jan. 12-Feb. 11	177,409	63	0.04%
	Jan. 23-Feb. 22	78,359	13	0.02%
Smartphone welcome banner		58,367	259	0.44%
		292,182	1,442	0.49%
		210,025	1,971	0.94%
		2,512	10	0.40%
Smartphone text ad		5,529,352	605	0.01%
		1,698,612	116	0.01%

Average	0.04%
---------	-------

Average	0.65%
---------	-------

Average	0.01%
---------	-------