



PV Report January 2008

<http://www.nikkeibp.co.jp/>

nikkei BPnet Monthly Page Views

21,254,423

Unique Browsers

2,120,618

nikkei BPnet Top Page

2,648,065

Category	Page Views
News (Top/New arrival/Feature)	546,406
Corporate & Management	1,960,376
IT	1,162,943
Manufacturing	480,686
Environment (ECO JAPAN)	1,475,720
China	245,588
Construction	325,748
Business Style	2,731,928
Work Style	1,159,536
Second Stage	1,369,412
Total	11,458,343

(Data from SiteCensus (Nielsen//NetRatings))

Menu	Period	PV	Click	CTR
Top large rectangle	Jan. 1 - 7	259,067	510	0.20%
	Jan. 15 - 21	535,571	483	0.09%
	Jan. 22 - 28	540,916	487	0.09%
Rotating large rectangle	Dec. 18 - Jan. 14	2,522,111	1,063	0.04%
	Dec. 18 - Jan. 14	2,523,321	990	0.04%

Average	0.11%
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Average	0.04%
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Menu	Guaranteed PV	PV	Click	CTR	
Rotating leaderboard		62,500	67,002	155	0.23%
		100,000	120,001	92	0.08%
		300,000	320,017	245	0.08%
		500,000	520,002	373	0.07%
	Corporate & Management	200,000	220,030	166	0.08%
	Manufacturing	200,000	220,016	204	0.09%
	ECO Japan	-	962,039	526	0.05%

Average	0.07%
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Menu	Period	PV	Click	CTR
Text ad	Jan. 1 - 7	1,233,951	591	0.05%
	Jan. 1 - 14	3,779,307	1,846	0.05%
	Jan. 8 - 14	2,545,356	890	0.03%
	Jan. 15 - 21	3,008,761	1,856	0.06%
	Jan. 15 - 21	3,008,761	5,881	0.20%
	Jan. 15 - 21	3,008,761	864	0.03%
	Jan. 22 - 28	3,085,998	7,176	0.23%
	Jan. 22 - 28	3,085,998	1,261	0.04%

Average	0.09%
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Menu	Period	PV	Click	CTR	
Category large rectangle	IT	Jan. 8 - 28	814,160	1,106	0.14%
	Manufacturing	Jan. 15 - 28	252,170	331	0.13%
	Construction	Jan. 15 - 28	170,840	320	0.19%
	Business Style	Jan. 15 - 28	1,674,065	1,423	0.09%
	Work Style	Jan. 15 - 28	377,709	256	0.07%
	ECO Japan	Jan. 15 - 28	512,406	573	0.11%

Average	0.11%
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