

ITpro Monthly Page Views	<b>18,292,363</b>	Unique Browsers	<b>2,736,702</b>
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ITpro Top Page	<b>1,655,476</b>
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Theme	Page Views	Unique Browsers
Management	1,004,916	295,809
Information Systems	1,326,700	439,788
Database/Middleware	57,351	21,654
Server & Storage	412,327	129,141
Windows	961,527	389,336
Open Source/Linux	1,502,768	363,907
Network	2,167,343	622,514
Development	1,161,236	285,560
Security	1,164,700	409,307
IT Trend	653,212	343,985
<b>Total</b>	<b>10,412,080</b>	- - - - -

(Data from SiteCensus (Nielsen/NetRatings))

Menu	Period	PV	Click	CTR
Top rectangle	Feb. 5 - Mar. 3	1,358,381	2,272	0.17%
	Mar. 4 - 17	772,907	558	0.07%
	Mar. 18 - 24	337,204	679	0.20%
	Mar. 25 - 31	379,401	378	0.10%
Side square button	Mar. 1 - 31	3,784,389	1,774	0.05%
	Mar. 1 - 31	3,786,748	1,573	0.04%
	Mar. 10 - 25	2,003,948	873	0.04%
	Mar. 10 - 31	2,749,164	1,116	0.04%
Bottom rectangle/square	Mar. 1 - 31	4,613,578	1,244	0.03%
	Mar. 1 - 31	4,617,462	1,672	0.04%
	Mar. 1 - 31	4,616,419	1,611	0.03%

Menu	Guaranteed PV	PV	Click	CTR	
Leaderboard	100,000	110,001	179	0.16%	
	100,000	110,010	79	0.07%	
	Enterprise	300,000	330,005	398	0.12%
	100,000	110,027	171	0.16%	
	Security	10,000	15,009	41	0.27%
	Network	200,000	220,036	329	0.15%

Average 0.12%

Menu	Guaranteed PV	PV	Click	CTR	
Rotating rectangle/square	150,000	170,017	154	0.09%	
	1,600,000	1,607,274	1,783	0.11%	
	1,600,000	1,620,437	1,404	0.09%	
	300,000	311,498	360	0.12%	
	83,400	90,005	281	0.31%	
	Enterprise	50,769	51,176	22	0.04%
	250,000	253,806	1,138	0.45%	
	Information Systems	50,000	51,755	50	0.10%
	500,000	503,805	706	0.14%	
	Windows	75,000	80,100	106	0.13%
	Server & Storage	50,000	53,035	232	0.44%
	Development	100,000	108,134	184	0.17%
	Security	90,000	100,001	192	0.19%
		80,000	81,111	150	0.18%
		50,000	51,680	44	0.09%
		50,000	60,027	32	0.05%
	Network	90,000	100,013	193	0.19%
		150,000	170,006	519	0.31%
250,000		259,642	384	0.15%	

Average 0.10%

Menu	Period	PV	Click	CTR
This week's topics	Feb. 26 - Mar. 3	2,731,825	1,096	0.04%
	Mar. 4 - 10	2,576,516	2,102	0.08%
	Mar. 25 - 31	2,514,179	1,234	0.05%
	Feb. 26 - Mar. 3	2,731,820	1,108	0.04%
	Mar. 4 - 10	2,576,503	743	0.03%
	Mar. 11 - 17	2,466,420	922	0.04%
	Feb. 26 - Mar. 3	2,731,825	7,663	0.28%
	Mar. 11 - 17	2,466,415	4,066	0.16%
	Mar. 25 - 31	2,514,172	4,019	0.16%
	Mar. 18 - 24	2,251,636	4,654	0.21%
	Mar. 18 - 24	2,251,631	4,653	0.21%
	Mar. 18 - 24	2,251,634	3,263	0.14%
	Mar. 11 - 17	2,466,415	1,403	0.06%
	Mar. 25 - 31	2,514,174	1,031	0.04%
	Feb. 26 - Mar. 3	2,731,821	769	0.03%
	Mar. 18 - 24	2,251,639	1,552	0.07%

Average 0.10%

Menu	Period	2624608	1455	0.00055437		
Text ad	Enterprise 4 themes *	Mar. 25 - 31	456,308	651	0.14%	
		Feb. 5 - Mar. 3	1,596,073	12,172	0.76%	
		Mar. 4 - 31	1,657,962	959	0.06%	
		Mar. 25 - 31	456,308	1,924	0.42%	
		Mar. 1 - 31	1,775,938	858	0.05%	
		Mar. 1 - 20	1,142,229	515	0.05%	
		Mar. 4 - 24	1,201,654	731	0.06%	
		Mar. 18 - 24	368,694	238	0.06%	
		Mar. 4 - 17	832,960	363	0.04%	
		Windows	Mar. 18 - 24	186,836	50	0.03%
			Mar. 4 - 17	394,684	449	0.11%
	Feb. 5 - Mar. 3		836,712	372	0.04%	
	Mar. 25 - 31		187,397	65	0.03%	
	Feb. 26 - Mar. 24		761,695	694	0.09%	
	Open Source/Linux	Mar. 11 - 24	659,433	403	0.06%	
		Feb. 5 - Mar. 3	1,573,990	750	0.05%	
		Mar. 25 - 31	304,722	93	0.03%	
	Development	Jan. 29 - Mar. 3	1,160,995	526	0.05%	
		Mar. 18 - 31	491,409	199	0.04%	
	Security	Mar. 18 - 24	204,488	126	0.06%	
		Mar. 25 - 31	261,910	74	0.03%	
		Mar. 4 - 17	482,467	399	0.08%	
		Feb. 26 - Mar. 3	188,190	359	0.19%	
		Mar. 18 - 24	204,488	145	0.07%	
		Mar. 4 - 31	948,865	388	0.04%	
		Feb. 5 - Mar. 3	742,271	939	0.13%	
	Network	Mar. 11 - 24	797,026	457	0.06%	
		Mar. 4 - 10	461,020	273	0.06%	
		Mar. 25 - 31	393,773	132	0.03%	
		Feb. 19 - Mar. 3	1,056,266	623	0.06%	
		Feb. 26 - Mar. 3	570,430	158	0.03%	

Average 0.12%

\*Enterprise 4 themes = Management, Information Systems, Database/Middleware, Server & Storage