

ITpro Monthly Page Views	18,418,446	Unique Browsers	2,905,545
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ITpro Top Page	1,609,766
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Theme	Page Views	Unique Browsers
Management	930,794	314,666
Information Systems	1,219,724	462,759
Database/Middleware	52,733	21,369
Server & Storage	394,596	112,496
Windows	979,133	409,487
Open Source/Linux	1,797,870	465,163
Network	2,279,618	646,664
Development	1,070,633	279,916
Security	973,434	369,594
IT Trend	1,006,812	453,911
Total	10,705,347	-----

(Data from SiteCensus (Nielsen//NetRatings))

Menu	Period	PV	Click	CTR
Side square button	Feb. 1 29	3,901,279	2,055	0.05%
	Feb. 1 29	3,897,975	1,952	0.05%
Bottom rectangle/square	Feb. 1 29	7,028,858	2,447	0.03%
	Feb. 1 29	7,025,609	2,634	0.04%

Menu	Guaranteed PV	PV	Click	CTR	
Leaderboard	1,500,000	1,550,201	1,944	0.13%	
	100,000	110,005	170	0.15%	
	Enterprise	100,000	110,010	153	0.14%
	Server & Storage	50,000	55,025	136	0.25%
	Security	10,000	15,005	79	0.53%

Average 0.13%

Menu		Guaranteed PV	PV	Click	CTR	
Rotating rectangle/square		100,000	110,004	569	0.52%	
		150,000	170,012	186	0.11%	
		1,500,000	1,550,649	2,106	0.14%	
		300,000	330,009	1,613	0.49%	
	Enterprise		100,000	110,035	233	0.21%
			100,000	110,005	177	0.16%
			200,000	220,001	300	0.14%
			300,000	330,055	330	0.10%
		50,769	60,005	81	0.13%	
	Information Systems	500,000	519,954	1,088	0.21%	
	Server & Storage	50,000	60,005	240	0.40%	
	Development	200,000	220,125	411	0.19%	
	Security		90,000	104,066	141	0.14%
			300,000	320,046	322	0.10%
			240,000	260,024	294	0.11%
	Network		90,000	100,002	193	0.19%
			150,000	170,048	447	0.26%

Average 0.21%

Menu	Period	PV	Click	CTR
This week's topics	Feb. 5 - 11	2,489,703	1,789	0.07%
	Jan. 29 Feb. 4	2,655,926	990	0.04%
	Feb. 5 - 11	2,489,694	976	0.04%
	Feb. 12 - 18	2,624,918	1,481	0.06%
	Feb. 19 - 25	2,659,913	819	0.03%
	Jan. 29 - Feb. 4	2,655,929	3,649	0.14%
	Feb.12 - 18	2,624,917	5,919	0.23%
	Feb. 19 - 25	2,659,916	654	0.02%
	Jan. 29 - Feb. 4	2,655,925	878	0.03%
	Feb. 12 - 25	5,284,830	1,609	0.03%
	Jan. 29 - Feb. 4	2,655,918	927	0.03%
	Feb. 5 - 11	2,489,699	1,696	0.07%
	Feb.19 - 25	2,659,911	1,100	0.04%
	Feb. 5 - 11	2,489,709	1,144	0.05%
	Feb. 12 - 18	2,624,608	1,455	0.06%

Average 0.06%

Menu	Period	2624608	1455	0.00055437	
Text ad	Enterprise 4 themes *	Jan. 8 - Feb. 4	1,686,640	1,176	0.07%
		Feb. 1 - 29	1,685,767	964	0.06%
		Feb. 19 - 25	396,579	197	0.05%
		Jan. 29 - Feb. 18	1,186,962	884	0.07%
		Jan. 29 - Feb. 25	1,583,541	888	0.06%
	Windows	Jan. 29 - Feb. 25	901,317	873	0.10%
		Jan. 29 - Feb. 11	496,591	491	0.10%
	Open Source/Linux	Feb. 19 - 25	417,543	169	0.04%
	Network	Feb. 12 - 25	959,790	655	0.07%
		Jan. 30 - Feb. 11	739,419	531	0.07%

Average 0.07%

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