

Nikkei Business Online Monthly Page Views	16,898,406
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Unique Browsers	1,123,578
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Nikkei Business Online Top Page	1,600,394
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Category	Page Views
News	1,461,855
Investment & Finance	937,457
Management & Strategy	941,978
Management & Skills	1,712,675
Management & People	1,539,070
IT & Technology	1,812,031
International	1,530,314
Self-development	1,377,597
Lifestyle	2,049,814
Business Week	1,555,149
Premium	203,181
Total	15,121,121

(Data from SiteCensus (Nielsen//NetRatings))

Menu	Period	PV	Click	CTR		
Top rectangle	Feb. 5 - 11	242,181	134	0.06%	Average	0.06%
Welcome banner	Feb. 5 - 11	51,180	1,715	3.35%	Average	3.35%
Large-size rectangle	Jan. 1 - Feb. 4	11,701,649	2,381	0.02%		
	Jan. 29 - Feb. 4	2,067,165	1,302	0.06%		
	Feb. 5 - 11	1,785,262	797	0.04%		
	Feb. 5 - 25	5,519,656	1,702	0.03%	Average	0.03%
Text banner	Feb. 5 - 11	3,155,729	885	0.03%	Average	0.03%

Menu	Theme		Period	PV	Click	CTR		
Rectangle by category	News	top	Feb. 8 - 29	989,889	445	0.04%		
	Investment & Finance	top	Feb. 1 - 29	907,022	239	0.03%		
	Management & Strategy	top	Feb. 1 - 29	817,494	652	0.08%		
		bottom	Feb. 1 - 29	848,525	97	0.01%		
	Management & Skills	top	Feb. 1 - 29	1,423,947	889	0.06%		
		bottom	Feb. 1 - 29	1,623,655	209	0.01%		
	IT & Technology	top	Feb. 1 - 29	1,549,608	550	0.04%		
		bottom	Feb. 1 - 29	1,695,550	362	0.02%		
	International	top	Feb. 1 - 29	1,454,984	412	0.03%		
Self-development	top	Feb. 1 - 29	1,298,957	442	0.03%	Average	0.03%	

Menu	Guaranteed PV	PV	Click	CTR		
Rotating Leaderboard	166,660	175,010	132	0.08%		
	300,000	310,002	228	0.07%		
	400,000	420,006	383	0.09%		
	700,000	720,023	517	0.07%		
	900,000	930,006	778	0.08%	Average	0.08%