

Nikkei Business Online Monthly Page Views	17,690,842
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Unique Browsers	1,248,846
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Nikkei Business Online Top Page	1,650,241
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Category	Page Views
News	2,056,848
Investment & Finance	849,978
Management & Strategy	922,694
Management & Skills	1,291,067
Management & People	2,318,717
IT & Technology	1,783,692
International	2,112,048
Self-development	1,369,436
Lifestyle	1,575,082
Business Week	1,417,320
Premium	209,876
Total	15,906,758

(Data from SiteCensus (Nielsen//NetRatings))

Menu	Period	PV	Click	CTR	
Top rectangle	Jan. 1 - 7	132,021	93	0.07%	
	Jan. 8 - 14	275,032	263	0.10%	
	Jan. 8 - 14	280,068	485	0.17%	
	Jan. 15 - 21	298,066	136	0.05%	
	Jan. 22 - 28	278,827	404	0.14%	Average 0.11%
Welcome banner	Jan. 1 - 7	27,825	1,543	5.55%	
	Jan. 8 - 14	54,849	2,639	4.81%	
	Jan. 8 - 14	55,361	1,938	3.50%	
	Jan. 15 - 21	60,749	2,001	3.29%	
	Jan. 22 - 28	58,936	3,569	6.06%	
	Jan. 22 - 28	59,250	1,747	2.95%	Average 4.24%
Large-size rectangle	Jan. 15 - 28	4,283,341	868	0.02%	Average 0.02%
Text banner	Jan. 8 - 28	10,754,842	2,831	0.03%	
	Jan. 15 - 21	3,862,762	790	0.02%	Average 0.02%
Visual box	Jan. 15 - 28	4,192,202	1,878	0.04%	Average 0.04%

Menu	Theme		Period	PV	Click	CTR	
Rectangle by category	Investment & Finance	top	Jan. 1 - 31	677,785	221	0.03%	
	Management & Strategy	bottom	Jan. 1 - 31	879,565	413	0.05%	
	Management & Skills	top	Jan. 1 - 31	1,224,299	1,989	0.16%	
	Management & Skills	bottom	Jan. 1 - 31	1,220,861	198	0.02%	
	Management & People	bottom	Jan. 1 - 31	2,228,565	401	0.02%	
	IT & Technology	bottom	Jan. 1 - 31	1,663,353	316	0.02%	
	International	top	Jan. 1 - 31	2,025,446	411	0.02%	
	Self-development	top	Jan. 1 - 31	1,271,057	438	0.03%	Average 0.04%

Menu	Guaranteed PV	PV	Click	CTR	
Rotating Leaderboard	62,500	67,026	75	0.11%	
	100,000	120,004	101	0.08%	
	166,666	175,011	140	0.08%	
	200,000	210,001	170	0.08%	
	342,360	360,005	248	0.07%	
	350,000	365,004	405	0.11%	
	350,000	365,004	499	0.14%	
	450,000	470,004	368	0.08%	Average 0.09%