

Marketing Report

Nikkei Medical ONLINE



January 2021 page views and unique browsers

◆ Monthly page views

27,432,224

Average page views per day
884,910.5

◆ Monthly unique browsers

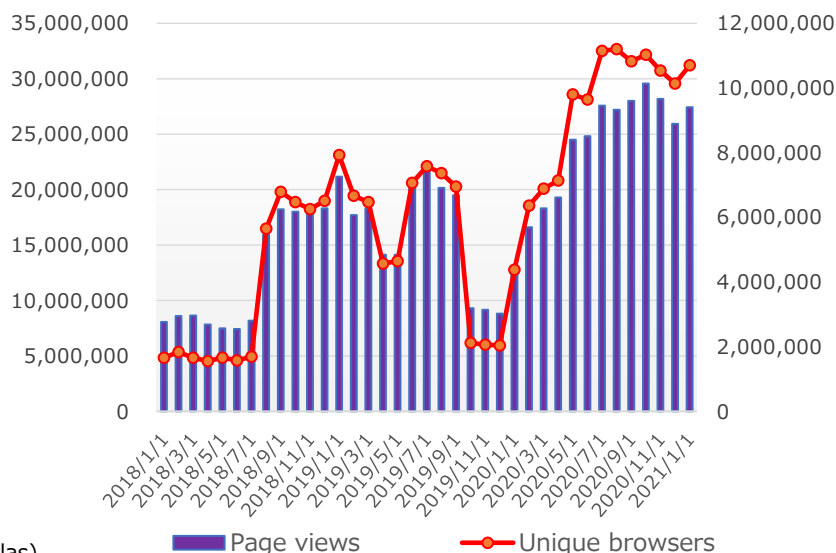
10,699,437

Average unique browsers per day
345,143.1

◆ Number of email delivery

599,584 (as of January 28)

(Source: Atlas)



Nikkei Drug Information



January 2021 page views and unique browsers

◆ Monthly page views

1,795,286

Average page views per day
57,912.5

◆ Monthly unique browsers

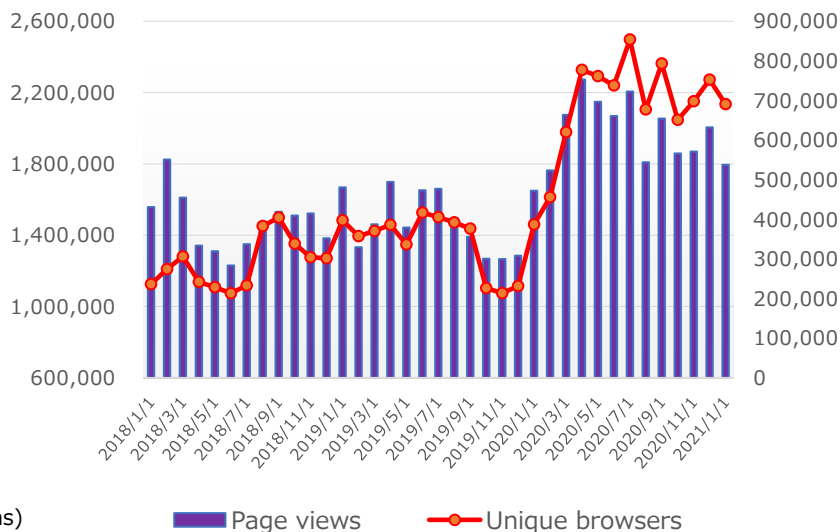
690,834

Average unique browsers per day
22,285.0

◆ Number of email delivery

126,610 (as of January 27)

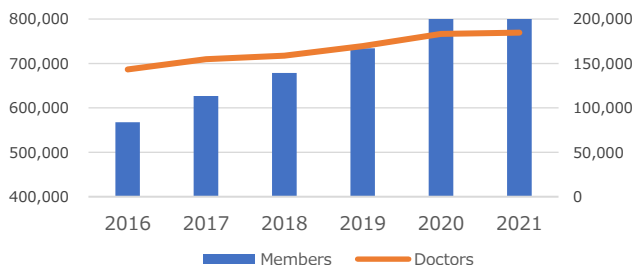
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	814,864
Doctors	143,323	154,821	158,868	169,557	183,234	184,727



Major User Attribute

January 31, 2021

Doctor	184,727	Dentist	8,733
Hospital Doctor	149,798	Pharmacist	161,189
Hospital Administrator/Director	7,231	Nurse/Nursing Assistant	53,478
Clinical Administrator/Director	27,698	Health nurse	3,362
		Maternity nurse	1,800

User Attribute (Pharmacist)

	Jan. 2021	Dec. 2020
Pharmacist (owns a drugstore)	8,640	8,653
Pharmacist at a drugstore	8,641	8,590
Hospital pharmacist	84,825	84,276
Pharmacist (pharmaceutical company employee)	27,811	27,661
Pharmacist (drug wholesaling employee)	8,481	8,439
Pharmacist (other)	2,061	2,056
Pharmacist (owns a drugstore)	20,730	20,553

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,025	Hospital (200-299 beds)	13,606
Clinic (1-19 beds)	2,835	Hospital (300-499 beds)	29,942
Hospital (20-99 beds)	6,592	Hospital (500 beds or more)	60,114
Hospital (100-199 beds)	12,944	Other	6,022

Nikkei Medical Online Doctor Verification System

Nikkei Medical Online has adopted a rigorous verification system for doctors in order to limit the perusal of articles introducing actual case details, etc. to doctors.

In addition to usual registration items, this verification system, although perhaps a little irksome, requires doctors also to input such detailed information as name of graduated university and year of graduation, which enables us to confirm that the applicant is indeed a doctor.

Furthermore, to prevent impersonator registration by others, notification of completion of registration is sent to the registrant's workplace by post for confirmation.

By this double checking through detailed registration input by doctors themselves and confirmation of location, Nikkei Medical Online is able to bring together active member doctors with a strong awareness of information gathering.

Department

	January 2021	December 2020
Internal Medicine	58,987	58,562
Respiratory Tract Medicine	6,980	6,939
Gastroenterology	13,428	13,322
Endocrine/Metabolic	5,119	5,054
Kidney	3,976	3,949
Haematology	2,271	2,254
Neurology	4,377	4,345
Medical oncology	544	532
Psychosomatic Medicine	1,948	1,939
Other Medicine	3,213	3,168
Cardiovascular Surgery	2,396	2,388
Respiratory Tract Surgery	1,708	1,709
Gastroenterological Surgery	7,520	7,472
Cranial Nerve Surgery	4,874	4,845
Pediatric Surgery	661	659
Surgery	11,439	11,397
Orthopedic Surgery	10,644	10,563
Plastic Surgery	1,729	1,715
Oral Surgery	169	170
Other Surgery	1,311	1,302
Cardiovascular Disease	13,299	13,257
Allergies	2,598	2,587
Rheumatism	2,903	2,885
Geriatrics	1,282	1,277
General practice	1,267	1,252
Psychiatry	7,667	7,597
Pediatrics	13,361	13,270
Rehabilitation	3,990	3,967
Obstetrics/Gynecology	6,316	6,269
Breast surgery	455	450
Ophthalmology	4,143	4,113
Ear, Nose & Throat	4,168	4,116
Dermatology	5,351	5,292
Urology	4,203	4,177
Radiology	3,923	3,893
Anaesthesia	5,834	5,790
Palliative care	497	486
Emergency/ICU	4,952	4,926
STDs	87	87
Proctology	704	701
Preclinical Medicine	1,662	1,663
Pathology	466	456
Other	13,809	13,686