

# Marketing Report

## Nikkei Medical ONLINE



### February 2021 page views and unique browsers

#### ◆ Monthly page views

**28,043,841**

Average page views per day  
1,001,565.8

#### ◆ Monthly unique browsers

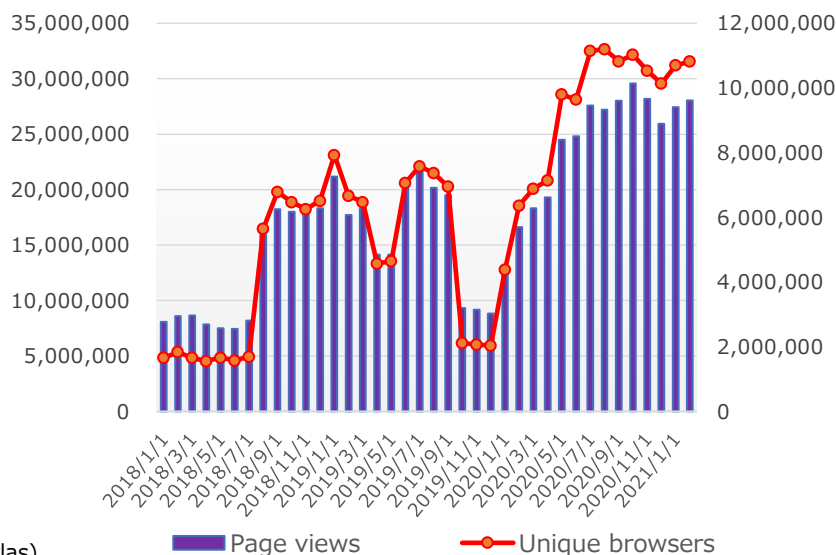
**10,818,609**

Average unique browsers per day  
386,378.9

#### ◆ Number of email delivery

**602,536** (as of February 25)

(Source: Atlas)



## Nikkei Drug Information



### February 2021 page views and unique browsers

#### ◆ Monthly page views

**1,911,217**

Average page views per day  
68,257.8

#### ◆ Monthly unique browsers

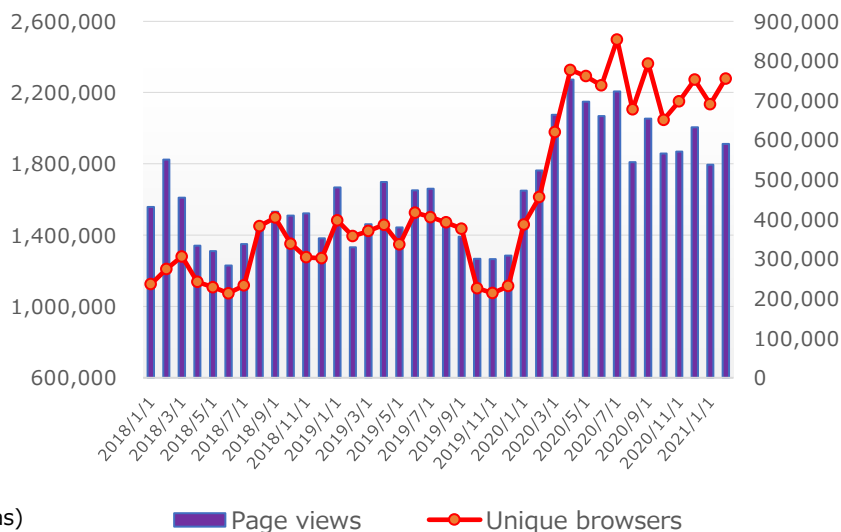
**755,232**

Average unique browsers per day  
26,972.6

#### ◆ Number of email delivery

**127,384** (as of February 24)

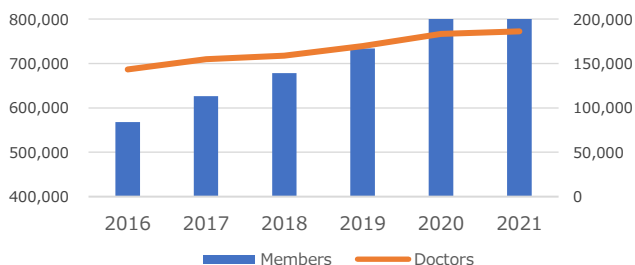
(Source: Atlas)



# User Profile

## Membership

Members	567,808	626,669	678,681	743,089	809,144	820,130
Doctors	143,323	154,821	158,868	169,557	183,234	186,164



## Major User Attribute

February 28, 2021

Doctor	186,164	Dentist	8,787
Hospital Doctor	150,915	Pharmacist	162,198
Hospital Administrator/Director	7,298	Nurse/Nursing Assistant	54,159
Clinical Administrator/Director	27,951	Health nurse	3,375
		Maternity nurse	1,817

### User Attribute (Pharmacist)

Feb. 2021

Jan. 2021

Pharmacist (owns a drugstore)	8,635	8,640
Pharmacist at a drugstore	8,702	8,641
Hospital pharmacist	85,425	84,825
Pharmacist (pharmaceutical company employee)	27,972	27,811
Pharmacist (drug wholesaling employee)	8,521	8,481
Pharmacist (other)	2,063	2,061
Pharmacist (owns a drugstore)	20,880	20,730

### No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,198	Hospital (200-299 beds)	13,681
Clinic (1-19 beds)	2,860	Hospital (300-499 beds)	30,196
Hospital (20-99 beds)	6,641	Hospital (500 beds or more)	60,522
Hospital (100-199 beds)	13,043	Other	6,056

## 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

	February 2021	January 2021
Internal Medicine	59,438	58,987
Respiratory Tract Medicine	7,037	6,980
Gastroenterology	13,529	13,428
Endocrine/Metabolic	5,175	5,119
Kidney	4,003	3,976
Haematology	2,287	2,271
Neurology	4,413	4,377
Medical oncology	567	544
Psychosomatic Medicine	1,967	1,948
Other Medicine	3,254	3,213
Cardiovascular Surgery	2,411	2,396
Respiratory Tract Surgery	1,715	1,708
Gastroenterological Surgery	7,570	7,520
Cranial Nerve Surgery	4,905	4,874
Pediatric Surgery	663	661
Surgery	11,491	11,439
Orthopedic Surgery	10,715	10,644
Plastic Surgery	1,733	1,729
Oral Surgery	170	169
Other Surgery	1,320	1,311
Cardiovascular Disease	13,339	13,299
Allergies	2,612	2,598
Rheumatism	2,919	2,903
Geriatrics	1,286	1,282
General practice	1,291	1,267
Psychiatry	7,726	7,667
Pediatrics	13,436	13,361
Rehabilitation	4,016	3,990
Obstetrics/Gynecology	6,369	6,316
Breast surgery	469	455
Ophthalmology	4,173	4,143
Ear, Nose & Throat	4,194	4,168
Dermatology	5,397	5,351
Urology	4,233	4,203
Radiology	3,950	3,923
Anaesthesia	5,877	5,834
Palliative care	506	497
Emergency/ICU	4,989	4,952
STDs	89	87
Proctology	705	704
Preclinical Medicine	1,662	1,662
Pathology	475	466
Other	13,922	13,809