

# Marketing Report

## Nikkei Medical ONLINE



### ■ March 2021 page views and unique browsers

#### ◆ Monthly page views

**30,686,838**

Average page views per day  
989,898.0

#### ◆ Monthly unique browsers

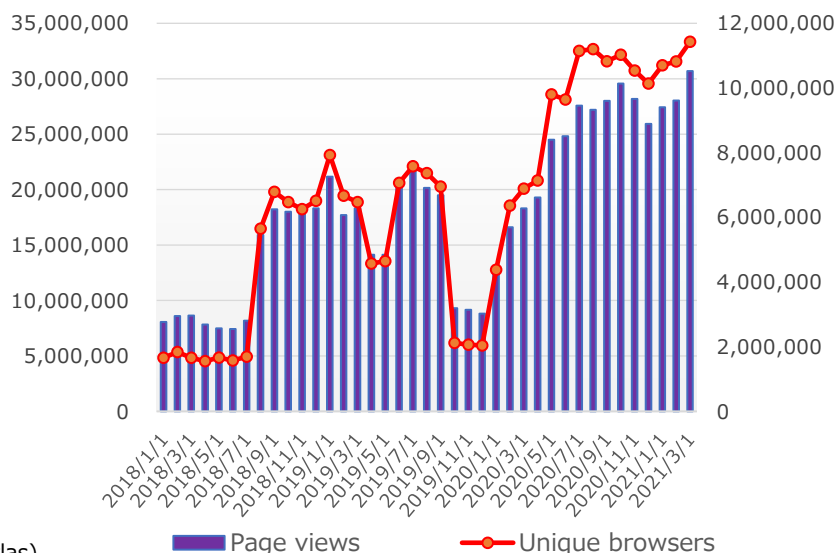
**11,428,531**

Average unique browsers per day  
368,662.3

#### ◆ Number of email delivery

**606,871** (as of March 30)

(Source: Atlas)



## Nikkei Drug Information



### ■ March 2021 page views and unique browsers

#### ◆ Monthly page views

**2,304,976**

Average page views per day  
74,354.1

#### ◆ Monthly unique browsers

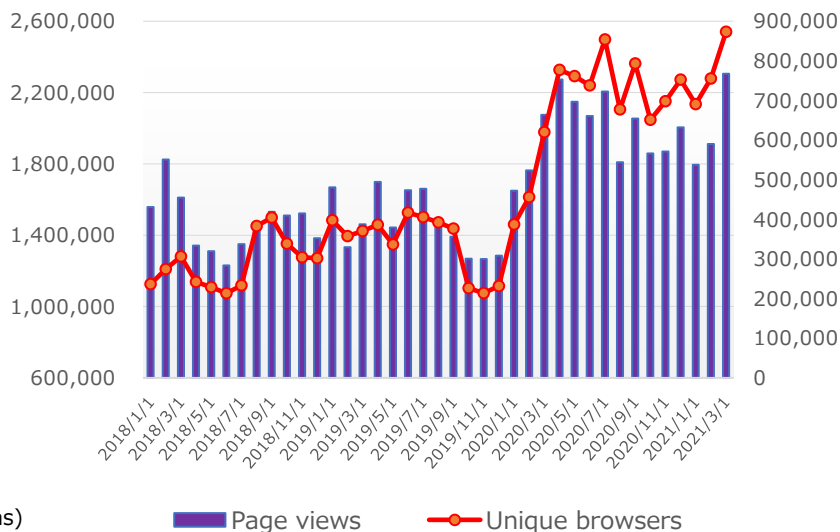
**873,264**

Average unique browsers per day  
28,169.8

#### ◆ Number of email delivery

**128,521** (as of March 31)

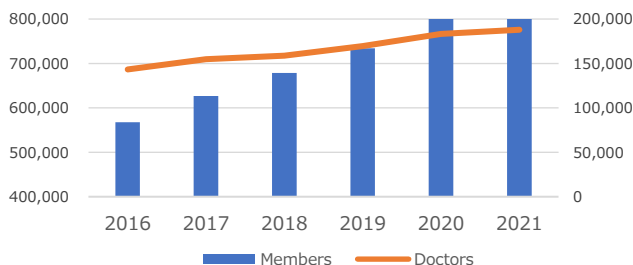
(Source: Atlas)



# User Profile

## Membership

Members	567,808	626,669	678,681	743,089	809,144	825,818
Doctors	143,323	154,821	158,868	169,557	183,234	187,935



## Major User Attribute

March 31, 2021

Doctor	187,935	Dentist	8,824
Hospital Doctor	152,280	Pharmacist	163,267
Hospital Administrator/Director	7,355	Nurse/Nursing Assistant	54,927
Clinical Administrator/Director	28,300	Health nurse	3,386
		Maternity nurse	1,824

### User Attribute (Pharmacist)

Mar. 2021

Feb. 2021

User Attribute (Pharmacist)	Mar. 2021	Feb. 2021
Pharmacist (owns a drugstore)	8,628	8,635
Pharmacist at a drugstore	8,768	8,702
Hospital pharmacist	86,033	85,425
Pharmacist (pharmaceutical company employee)	28,165	27,972
Pharmacist (drug wholesaling employee)	8,544	8,521
Pharmacist (other)	2,077	2,063
Pharmacist (owns a drugstore)	21,052	20,880

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

Clinic (none)	16,437	Hospital (200-299 beds)	13,767
Clinic (1-19 beds)	2,881	Hospital (300-499 beds)	30,467
Hospital (20-99 beds)	6,699	Hospital (500 beds or more)	61,025
Hospital (100-199 beds)	13,190	Other	6,097

## 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

	March 2021	February 2021
Internal Medicine	59,977	59,438
Respiratory Tract Medicine	7,097	7,037
Gastroenterology	13,631	13,529
Endocrine/Metabolic	5,223	5,175
Kidney	4,039	4,003
Haematology	2,306	2,287
Neurology	4,468	4,413
Medical oncology	570	567
Psychosomatic Medicine	1,978	1,967
Other Medicine	3,296	3,254
Cardiovascular Surgery	2,427	2,411
Respiratory Tract Surgery	1,722	1,715
Gastroenterological Surgery	7,608	7,570
Cranial Nerve Surgery	4,952	4,905
Pediatric Surgery	664	663
Surgery	11,556	11,491
Orthopedic Surgery	10,819	10,715
Plastic Surgery	1,755	1,733
Oral Surgery	166	170
Other Surgery	1,328	1,320
Cardiovascular Disease	13,421	13,339
Allergies	2,628	2,612
Rheumatism	2,931	2,919
Geriatrics	1,290	1,286
General practice	1,318	1,291
Psychiatry	7,801	7,726
Pediatrics	13,558	13,436
Rehabilitation	4,046	4,016
Obstetrics/Gynecology	6,446	6,369
Breast surgery	472	469
Ophthalmology	4,221	4,173
Ear, Nose & Throat	4,230	4,194
Dermatology	5,486	5,397
Urology	4,270	4,233
Radiology	3,989	3,950
Anaesthesia	5,923	5,877
Palliative care	522	506
Emergency/ICU	5,020	4,989
STDs	89	89
Proctology	709	705
Preclinical Medicine	1,672	1,662
Pathology	487	475
Other	14,024	13,922