

# Marketing Report

## Nikkei Medical ONLINE



### ■ April 2021 page views and unique browsers

#### ◆ Monthly page views

**28,961,381**

Average page views per day  
965,379.4

#### ◆ Monthly unique browsers

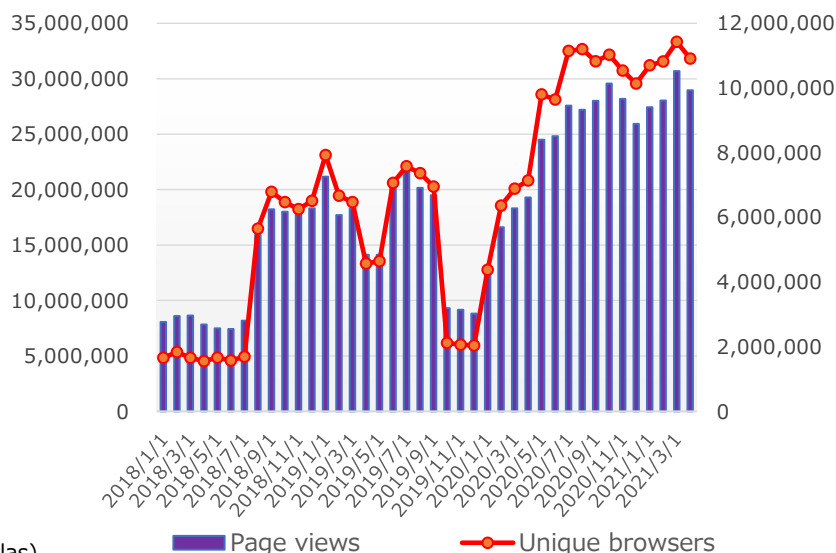
**10,910,425**

Average unique browsers per day  
363,680.8

#### ◆ Number of email delivery

**609,822** (as of April 27)

(Source: Atlas)



## Nikkei Drug Information



### ■ April 2021 page views and unique browsers

#### ◆ Monthly page views

**2,193,879**

Average page views per day  
73,129.3

#### ◆ Monthly unique browsers

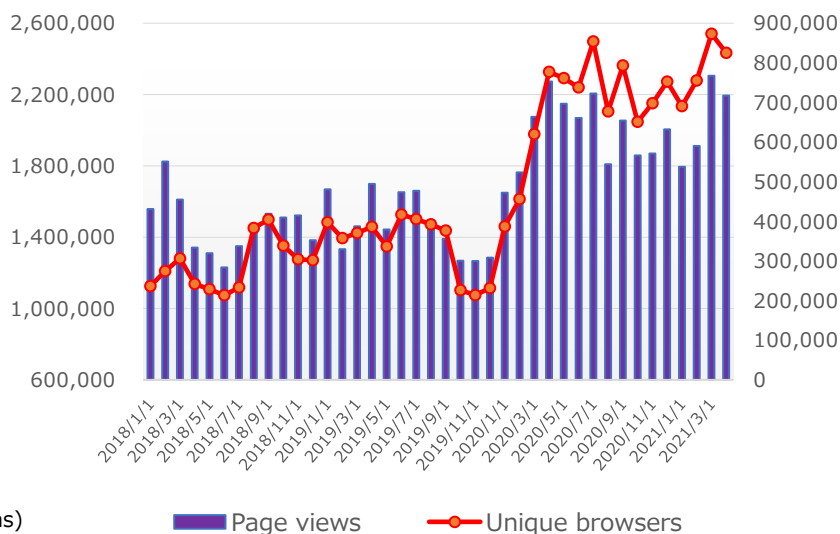
**825,262**

Average unique browsers per day  
27,508.7

#### ◆ Number of email delivery

**129,224** (as of April 28)

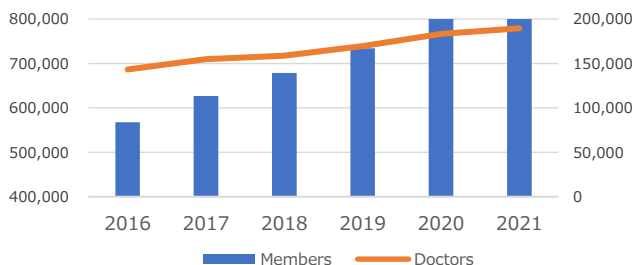
(Source: Atlas)



# User Profile

## Membership

Members	567,808	626,669	678,681	743,089	809,144	831,829
Doctors	143,323	154,821	158,868	169,557	183,234	189,713



## Major User Attribute

April 30, 2021

Doctor	189,713	Dentist	8,883
Hospital Doctor	153,777	Pharmacist	164,453
Hospital Administrator/Director	7,409	Nurse/Nursing Assistant	55,684
Clinical Administrator/Director	28,527	Health nurse	3,412
		Maternity nurse	1,841

### User Attribute (Pharmacist)

Apr. 2021

Mar. 2021

User Attribute (Pharmacist)	Apr. 2021	Mar. 2021
Pharmacist (owns a drugstore)	8,615	8,628
Pharmacist at a drugstore	8,826	8,768
Hospital pharmacist	86,722	86,033
Pharmacist (pharmaceutical company employee)	28,370	28,165
Pharmacist (drug wholesaling employee)	8,580	8,544
Pharmacist (other)	2,079	2,077
Pharmacist (owns a drugstore)	21,261	21,052

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

Clinic (none)	16,654	Hospital (200-299 beds)	13,895
Clinic (1-19 beds)	2,901	Hospital (300-499 beds)	30,822
Hospital (20-99 beds)	6,738	Hospital (500 beds or more)	61,597
Hospital (100-199 beds)	13,325	Other	6,131

## 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

	April 2021	March 2021
Internal Medicine	60,452	59,977
Respiratory Tract Medicine	7,151	7,097
Gastroenterology	13,765	13,631
Endocrine/Metabolic	5,264	5,223
Kidney	4,070	4,039
Haematology	2,332	2,306
Neurology	4,509	4,468
Medical oncology	580	570
Psychosomatic Medicine	1,992	1,978
Other Medicine	3,345	3,296
Cardiovascular Surgery	2,437	2,427
Respiratory Tract Surgery	1,736	1,722
Gastroenterological Surgery	7,650	7,608
Cranial Nerve Surgery	4,989	4,952
Pediatric Surgery	667	664
Surgery	11,606	11,556
Orthopedic Surgery	10,910	10,819
Plastic Surgery	1,771	1,755
Oral Surgery	171	166
Other Surgery	1,338	1,328
Cardiovascular Disease	13,473	13,421
Allergies	2,637	2,628
Rheumatism	2,945	2,931
Geriatrics	1,298	1,290
General practice	1,357	1,318
Psychiatry	7,873	7,801
Pediatrics	13,629	13,558
Rehabilitation	4,078	4,046
Obstetrics/Gynecology	6,489	6,446
Breast surgery	475	472
Ophthalmology	4,249	4,221
Ear, Nose & Throat	4,266	4,230
Dermatology	5,549	5,486
Urology	4,306	4,270
Radiology	4,023	3,989
Anaesthesia	5,975	5,923
Palliative care	534	522
Emergency/ICU	5,043	5,020
STDs	89	89
Proctology	712	709
Preclinical Medicine	1,676	1,672
Pathology	500	487
Other	14,304	14,024