

Marketing Report

Nikkei Medical ONLINE



■ May 2021 page views and unique browsers

◆ Monthly page views

30,735,204

Average page views per day
991,458.2

◆ Monthly unique browsers

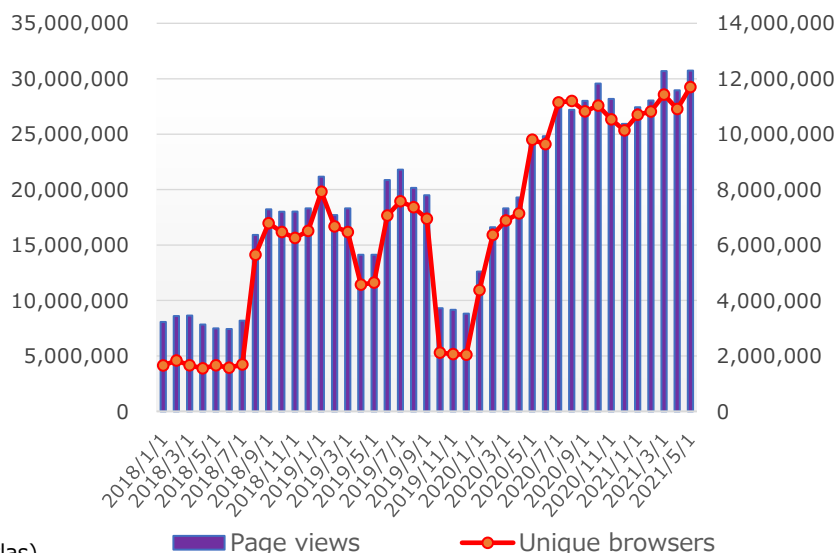
11,697,995

Average unique browsers per day
377,354.7

◆ Number of email delivery

613,042 (as of May 27)

(Source: Atlas)



Nikkei Drug Information



■ May 2021 page views and unique browsers

◆ Monthly page views

1,997,096

Average page views per day
64,422.5

◆ Monthly unique browsers

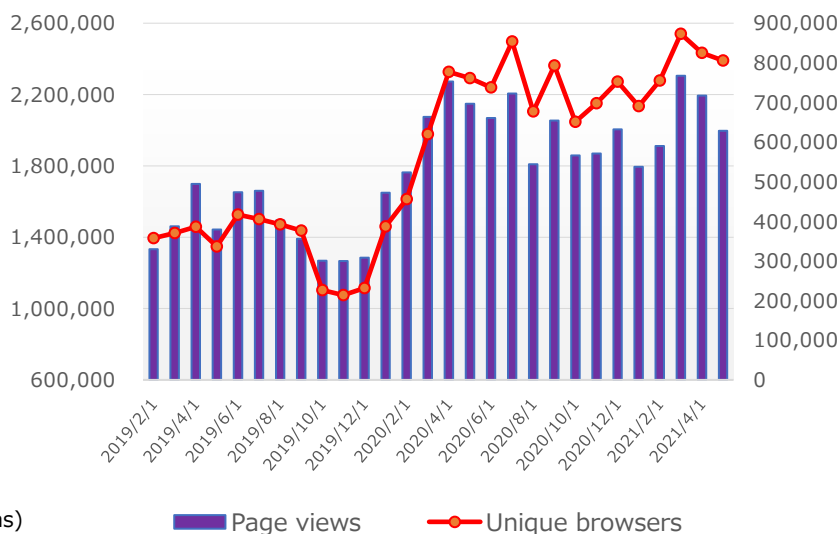
805,828

Average unique browsers per day
25,994.5

◆ Number of email delivery

129,898 (as of May 26)

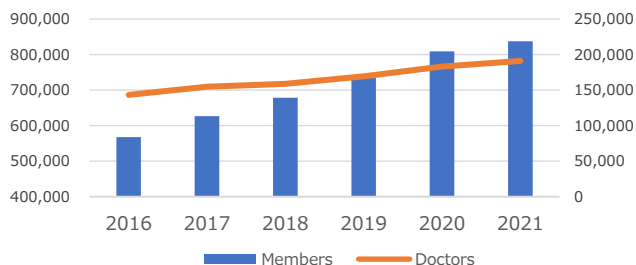
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	837,707
Doctors	143,323	154,821	158,868	169,557	183,234	191,065



Major User Attribute

May 31, 2021

Doctor	191,056	Dentist	8,950
Hospital Doctor	154,976	Pharmacist	165,536
Hospital Administrator/Director	7,441	Nurse/Nursing Assistant	56,655
Clinical Administrator/Director	28,648	Health nurse	3,443
		Maternity nurse	1,864

User Attribute (Pharmacist)

May 2021

Apr. 2021

Pharmacist (owns a drugstore)	8,612	8,615
Pharmacist at a drugstore	8,870	8,826
Hospital pharmacist	87,343	86,722
Pharmacist (pharmaceutical company employee)	28,576	28,370
Pharmacist (drug wholesaling employee)	8,615	8,580
Pharmacist (other)	2,089	2,079
Pharmacist (owns a drugstore)	21,431	21,261

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,804	Hospital (200-299 beds)	13,980
Clinic (1-19 beds)	2,913	Hospital (300-499 beds)	31,096
Hospital (20-99 beds)	6,784	Hospital (500 beds or more)	62,106
Hospital (100-199 beds)	13,407	Other	6,173

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

	May 2021	April 2021
Internal Medicine	60,757	60,452
Respiratory Tract Medicine	7,200	7,151
Gastroenterology	13,836	13,765
Endocrine/Metabolic	5,285	5,264
Kidney	4,089	4,070
Haematology	2,348	2,332
Neurology	4,530	4,509
Medical oncology	599	580
Psychosomatic Medicine	2,005	1,992
Other Medicine	3,389	3,345
Cardiovascular Surgery	2,450	2,437
Respiratory Tract Surgery	1,746	1,736
Gastroenterological Surgery	7,694	7,650
Cranial Nerve Surgery	5,025	4,989
Pediatric Surgery	670	667
Surgery	11,636	11,606
Orthopedic Surgery	10,968	10,910
Plastic Surgery	1,783	1,771
Oral Surgery	168	171
Other Surgery	1,350	1,338
Cardiovascular Disease	13,511	13,473
Allergies	2,644	2,637
Rheumatism	2,965	2,945
Geriatrics	1,300	1,298
General practice	1,377	1,357
Psychiatry	7,925	7,873
Pediatrics	13,699	13,629
Rehabilitation	4,097	4,078
Obstetrics/Gynecology	6,519	6,489
Breast surgery	481	475
Ophthalmology	4,283	4,249
Ear, Nose & Throat	4,305	4,266
Dermatology	5,605	5,549
Urology	4,332	4,306
Radiology	4,053	4,023
Anaesthesia	6,008	5,975
Palliative care	545	534
Emergency/ICU	5,065	5,043
STDs	88	89
Proctology	711	712
Preclinical Medicine	1,686	1,676
Pathology	510	500
Other	14,515	14,304