

Marketing Report

Nikkei Medical ONLINE



■ June 2021 page views and unique browsers

◆ Monthly page views

31,528,827

Average page views per day
1,050,960.9

◆ Monthly unique browsers

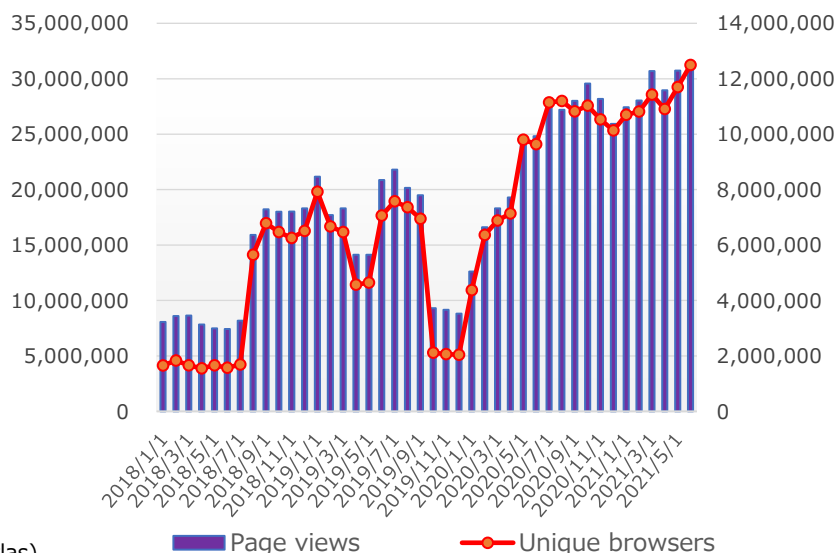
12,496,865

Average unique browsers per day
416,562.2

◆ Number of email delivery

616,826 (as of June 29)

(Source: Atlas)



Nikkei Drug Information



■ June 2021 page views and unique browsers

◆ Monthly page views

2,235,153

Average page views per day
74,505.1

◆ Monthly unique browsers

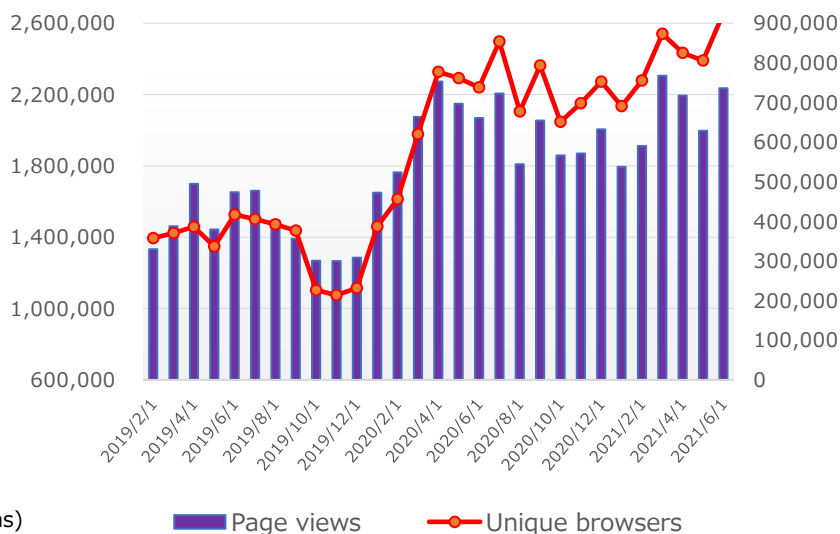
925,286

Average unique browsers per day
30,842.9

◆ Number of email delivery

130,778 (as of June 30)

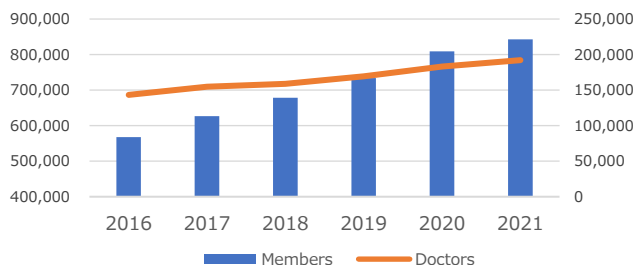
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	843,186
Doctors	143,323	154,821	158,868	169,557	183,234	192,244



Major User Attribute

June 30, 2021

Doctor	192,244	Dentist	8,994
Hospital Doctor	156,016	Pharmacist	166,510
Hospital Administrator/Director	7,481	Nurse/Nursing Assistant	57,352
Clinical Administrator/Director	28,747	Health nurse	3,463
		Maternity nurse	1,873

User Attribute (Pharmacist)

Jun. 2021

May 2021

Pharmacist (owns a drugstore)	8,601	8,612
Pharmacist at a drugstore	8,926	8,870
Hospital pharmacist	87,948	87,343
Pharmacist (pharmaceutical company employee)	28,718	28,576
Pharmacist (drug wholesaling employee)	8,634	8,615
Pharmacist (other)	8,601	8,612
Pharmacist (owns a drugstore)	8,926	8,870

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	16,913	Hospital (200-299 beds)	14,061
Clinic (1-19 beds)	2,928	Hospital (300-499 beds)	31,349
Hospital (20-99 beds)	6,829	Hospital (500 beds or more)	62,536
Hospital (100-199 beds)	13,481	Other	6,207

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

	June 2021	May 2021
Internal Medicine	61,078	60,757
Respiratory Tract Medicine	7,258	7,200
Gastroenterology	13,901	13,836
Endocrine/Metabolic	5,299	5,285
Kidney	4,116	4,089
Haematology	2,361	2,348
Neurology	4,551	4,530
Medical oncology	606	599
Psychosomatic Medicine	2,012	2,005
Other Medicine	3,432	3,389
Cardiovascular Surgery	2,455	2,450
Respiratory Tract Surgery	1,749	1,746
Gastroenterological Surgery	7,736	7,694
Cranial Nerve Surgery	5,048	5,025
Pediatric Surgery	673	670
Surgery	11,666	11,636
Orthopedic Surgery	11,018	10,968
Plastic Surgery	1,793	1,783
Oral Surgery	166	168
Other Surgery	1,361	1,350
Cardiovascular Disease	13,543	13,511
Allergies	2,655	2,644
Rheumatism	2,975	2,965
Geriatrics	1,306	1,300
General practice	1,401	1,377
Psychiatry	7,987	7,925
Pediatrics	13,749	13,699
Rehabilitation	4,108	4,097
Obstetrics/Gynecology	6,554	6,519
Breast surgery	485	481
Ophthalmology	4,309	4,283
Ear, Nose & Throat	4,332	4,305
Dermatology	5,638	5,605
Urology	4,356	4,332
Radiology	4,077	4,053
Anaesthesia	6,035	6,008
Palliative care	545	545
Emergency/ICU	5,101	5,065
STDs	89	88
Proctology	714	711
Preclinical Medicine	1,686	1,686
Pathology	517	510
Other	14,663	14,515