

Marketing Report

Nikkei Medical ONLINE

日経メディカル

July 2022 page views and unique browsers

Monthly page views

24,127,440

Average page views per day
778,304.5

Monthly unique browsers

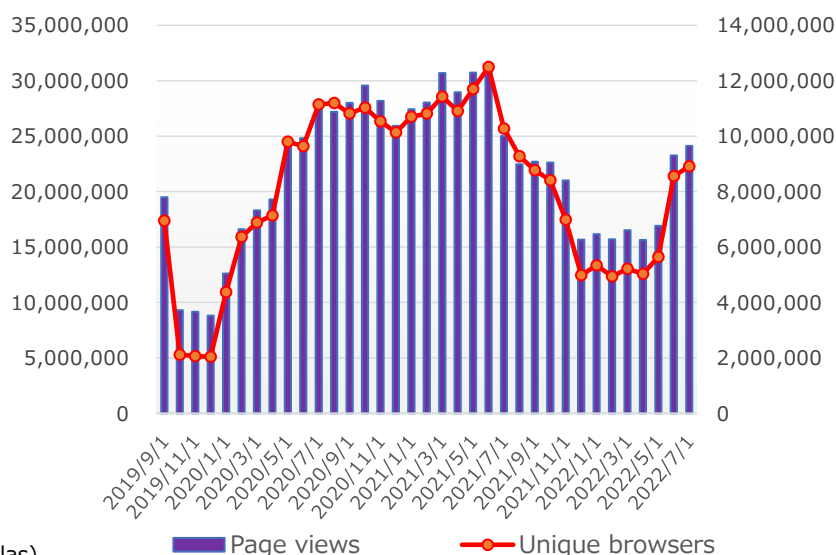
8,914,434

Average unique browsers per day
287,562.4

Number of email delivery

622,721 (as of July 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

July 2022 page views and unique browsers

Monthly page views

1,799,435

Average page views per day
58,046.3

Monthly unique browsers

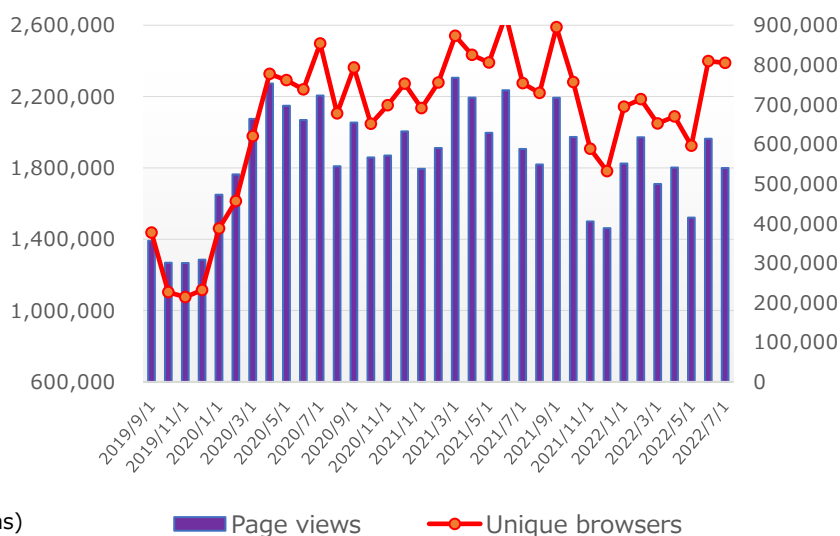
804,929

Average unique browsers per day
25,965.5

Number of email delivery

135,214 (as of July 27)

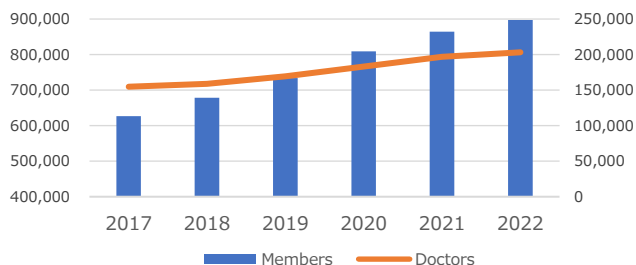
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	897,455
Doctors	143,323	154,821	158,868	169,557	196,847	203,163



Major User Attribute

July 31, 2022

Doctor	203,163	Dentist	9,431
Hospital Doctor	165,803	Pharmacist	179,082
Hospital Administrator/Director	7,726	Nurse/Nursing Assistant	63,209
Clinical Administrator/Director	29,634	Health nurse	3,715
		Maternity nurse	1,996

User Attribute (Pharmacist)	July 2022	June 2022
Pharmacist (owns a drugstore)	8,505	8,505
Pharmacist at a drugstore	9,573	9,515
Hospital pharmacist	95,177	94,386
Pharmacist (pharmaceutical company employee)	31,287	31,037
Pharmacist (drug wholesaling employee)	8,998	8,936
Pharmacist (other)	2,173	2,158
Pharmacist (owns a drugstore)	23,369	23,197

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,062	Hospital (200-299 beds)	14,867
Clinic (1-19 beds)	3,048	Hospital (300-499 beds)	33,723
Hospital (20-99 beds)	7,132	Hospital (500 beds or more)	66,647
Hospital (100-199 beds)	14,200	Other	6,425

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

	July 2022	June 2022
Internal Medicine	63,504	63,246
Respiratory Tract Medicine	7,711	7,667
Gastroenterology	14,568	14,507
Endocrine/Metabolic	5,664	5,622
Kidney	4,400	4,367
Haematology	2,517	2,497
Neurology	4,810	4,782
Medical oncology	717	706
Psychosomatic Medicine	2,087	2,082
Other Medicine	3,753	3,725
Cardiovascular Surgery	2,538	2,532
Respiratory Tract Surgery	1,815	1,808
Gastroenterological Surgery	8,094	8,054
Cranial Nerve Surgery	5,306	5,284
Pediatric Surgery	692	688
Surgery	11,933	11,910
Orthopedic Surgery	11,555	11,502
Plastic Surgery	1,910	1,896
Oral Surgery	166	167
Other Surgery	1,457	1,447
Cardiovascular Disease	13,913	13,872
Allergies	2,724	2,717
Rheumatism	3,070	3,062
Geriatrics	1,344	1,340
General practice	1,615	1,599
Psychiatry	8,474	8,446
Pediatrics	14,260	14,203
Rehabilitation	4,231	4,226
Obstetrics/Gynecology	6,873	6,842
Breast surgery	533	530
Ophthalmology	4,543	4,515
Ear, Nose & Throat	4,551	4,539
Dermatology	6,026	5,992
Urology	4,580	4,561
Radiology	4,267	4,255
Anaesthesia	6,369	6,338
Palliative care	612	609
Emergency/ICU	5,352	5,331
STDs	96	96
Proctology	724	722
Preclinical Medicine	1,734	1,730
Pathology	592	588
Other	16,109	16,013