

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ August 2022 page views and unique browsers

◆ Monthly page views

22,128,522

Average page views per day
713,823.2

◆ Monthly unique browsers

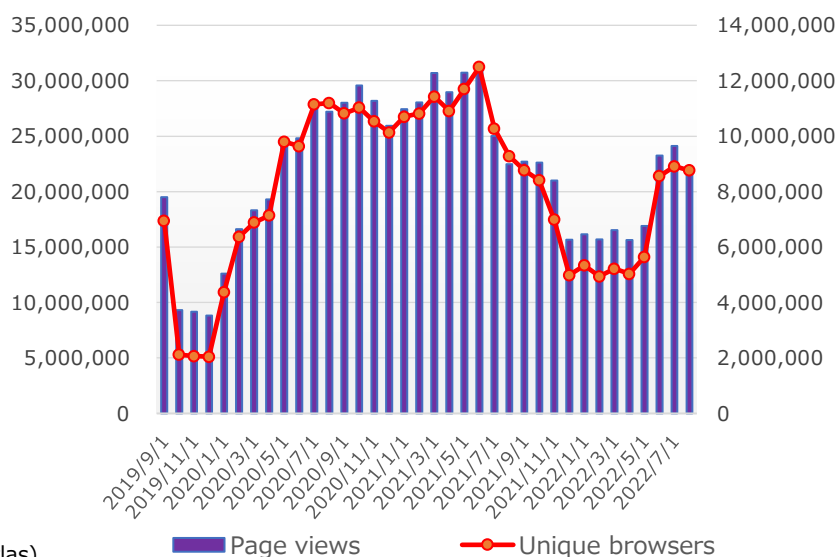
8,767,806

Average unique browsers per day
282,832.5

◆ Number of email delivery

624,015 (as of August 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ August 2022 page views and unique browsers

◆ Monthly page views

1,892,386

Average page views per day
61,044.7

◆ Monthly unique browsers

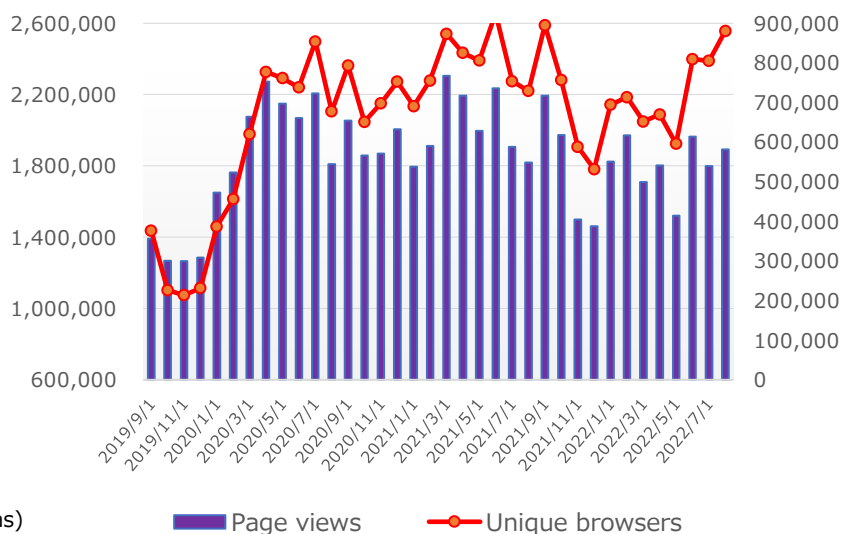
880,493

Average unique browsers per day
28,403.0

◆ Number of email delivery

135,723 (as of August 31)

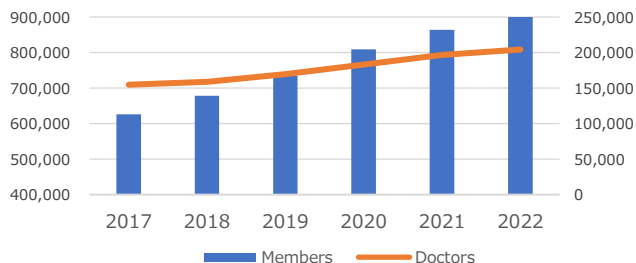
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	902,750
Doctors	143,323	154,821	158,868	169,557	196,847	204,254



Major User Attribute

August 31, 2022

Doctor	204,254	Dentist	9,488
Hospital Doctor	166,765	Pharmacist	180,297
Hospital Administrator/Director	7,761	Nurse/Nursing Assistant	63,773
Clinical Administrator/Director	29,728	Health nurse	3,750
		Maternity nurse	2,023

User Attribute (Pharmacist)	August 2022	July 2022
Pharmacist (owns a drugstore)	8,496	8,505
Pharmacist at a drugstore	9,627	9,573
Hospital pharmacist	95,858	95,177
Pharmacist (pharmaceutical company employee)	31,556	31,287
Pharmacist (drug wholesaling employee)	9,048	8,998
Pharmacist (other)	2,188	2,173
Pharmacist (owns a drugstore)	23,524	23,369

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,158	Hospital (200-299 beds)	14,956
Clinic (1-19 beds)	3,058	Hospital (300-499 beds)	33,944
Hospital (20-99 beds)	7,174	Hospital (500 beds or more)	67,044
Hospital (100-199 beds)	14,280	Other	6,453

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

	August 2022	July 2022
Internal Medicine	63,709	63,504
Respiratory Tract Medicine	7,766	7,711
Gastroenterology	14,650	14,568
Endocrine/Metabolic	5,704	5,664
Kidney	4,439	4,400
Haematology	2,528	2,517
Neurology	4,838	4,810
Medical oncology	726	717
Psychosomatic Medicine	2,095	2,087
Other Medicine	3,778	3,753
Cardiovascular Surgery	2,553	2,538
Respiratory Tract Surgery	1,827	1,815
Gastroenterological Surgery	8,130	8,094
Cranial Nerve Surgery	5,332	5,306
Pediatric Surgery	692	692
Surgery	11,968	11,933
Orthopedic Surgery	11,598	11,555
Plastic Surgery	1,925	1,910
Oral Surgery	167	166
Other Surgery	1,470	1,457
Cardiovascular Disease	13,970	13,913
Allergies	2,728	2,724
Rheumatism	3,082	3,070
Geriatrics	1,348	1,344
General practice	1,636	1,615
Psychiatry	8,514	8,474
Pediatrics	14,305	14,260
Rehabilitation	4,243	4,231
Obstetrics/Gynecology	6,909	6,873
Breast surgery	536	533
Ophthalmology	4,558	4,543
Ear, Nose & Throat	4,575	4,551
Dermatology	6,059	6,026
Urology	4,597	4,580
Radiology	4,283	4,267
Anaesthesia	6,404	6,369
Palliative care	620	612
Emergency/ICU	5,385	5,352
STDs	96	96
Proctology	724	724
Preclinical Medicine	1,740	1,734
Pathology	597	592
Other	16,221	16,109