

Marketing Report

Nikkei Medical ONLINE



■ January 2023 page views and unique browsers

◆ Monthly page views

20,404,807

Average page views per day
658,219.6

◆ Monthly unique browsers

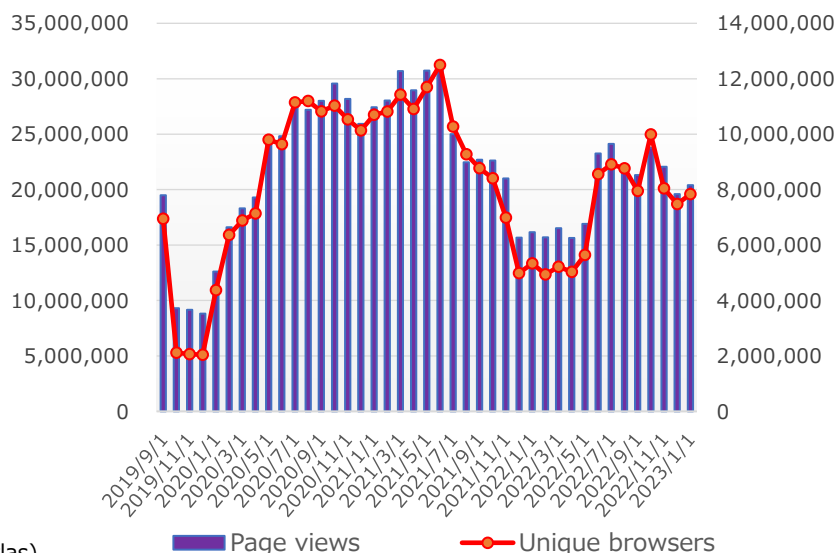
7,837,989

Average unique browsers per day
252,838.4

◆ Number of email delivery

617,411 (as of January 31)

(Source: Atlas)



Nikkei Drug Information



■ January 2023 page views and unique browsers

◆ Monthly page views

2,009,073

Average page views per day
64,808.8

◆ Monthly unique browsers

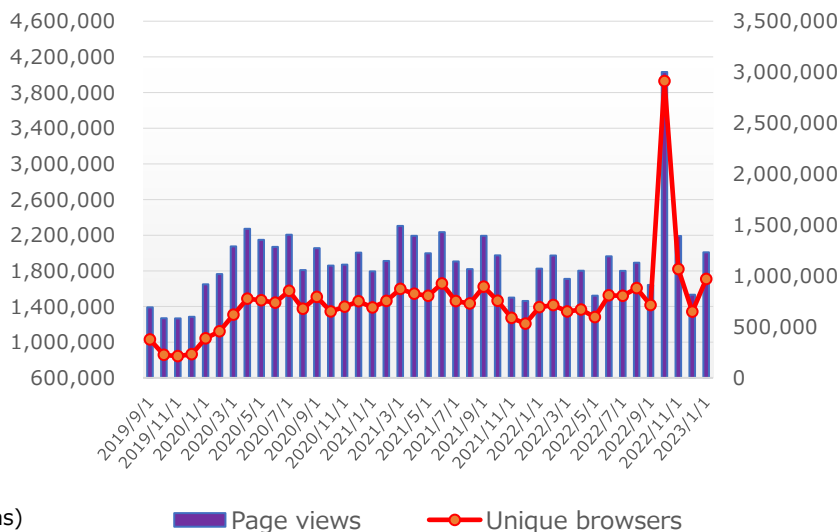
969,830

Average unique browsers per day
31,284.8

◆ Number of email delivery

135,714 (as of January 25)

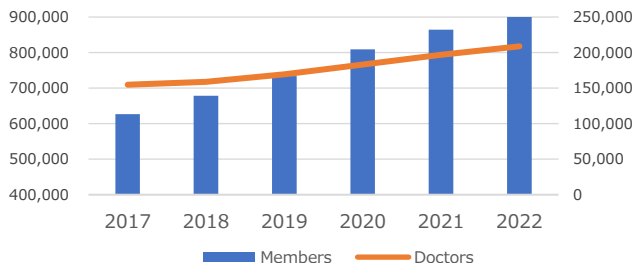
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	924,868
Doctors	143,323	154,821	158,868	169,557	196,847	208,974



Major User Attribute

January 31, 2023

Doctor	208,974	Dentist	9,719
Hospital Doctor	170,747	Pharmacist	185,359
Hospital Administrator/Director	7,911	Nurse/Nursing Assistant	65,937
Clinical Administrator/Director	30,316	Health nurse	3,840
		Maternity nurse	2,082

User Attribute (Pharmacist) January 2023 December 2022

Pharmacist (owns a drugstore)	8,420	8,465
Pharmacist at a drugstore	9,920	9,860
Hospital pharmacist	98,641	98,045
Pharmacist (pharmaceutical company employee)	32,658	32,494
Pharmacist (drug wholesaling employee)	9,217	9,193
Pharmacist (other)	2,235	2,229
Pharmacist (owns a drugstore)	24,268	24,072

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,785	Hospital (200-299 beds)	15,235
Clinic (1-19 beds)	3,118	Hospital (300-499 beds)	34,837
Hospital (20-99 beds)	7,302	Hospital (500 beds or more)	68,578
Hospital (100-199 beds)	14,662	Other	6,541

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

	January 2023	December 2022
Internal Medicine	64,894	64,652
Respiratory Tract Medicine	7,972	7,941
Gastroenterology	14,934	14,866
Endocrine/Metabolic	5,876	5,830
Kidney	4,590	4,543
Haematology	2,587	2,576
Neurology	4,940	4,912
Medical oncology	781	763
Psychosomatic Medicine	2,138	2,135
Other Medicine	3903	3,879
Cardiovascular Surgery	2585	2,577
Respiratory Tract Surgery	1860	1,853
Gastroenterological Surgery	8267	8,239
Cranial Nerve Surgery	5451	5,423
Pediatric Surgery	707	703
Surgery	12088	12,066
Orthopedic Surgery	11835	11,779
Plastic Surgery	1973	1,963
Oral Surgery	168	168
Other Surgery	1510	1,505
Cardiovascular Disease	14167	14,124
Allergies	2765	2,752
Rheumatism	3126	3,116
Geriatrics	1352	1,353
General practice	1731	1,709
Psychiatry	8733	8,680
Pediatrics	14526	14,465
Rehabilitation	4308	4,283
Obstetrics/Gynecology	7076	7,037
Breast surgery	576	561
Ophthalmology	4640	4,618
Ear, Nose & Throat	4709	4,688
Dermatology	6189	6,164
Urology	4701	4,679
Radiology	4374	4,344
Anaesthesia	6529	6,498
Palliative care	668	653
Emergency/ICU	5502	5,459
STDs	100	100
Proctology	736	732
Preclinical Medicine	1743	1,746
Pathology	634	630
Other	16657	16,560

Marketing Report

Nikkei Medical ONLINE



February 2023 page views and unique browsers

◆ Monthly page views

19,847,504

Average page views per day
708,839.4

◆ Monthly unique browsers

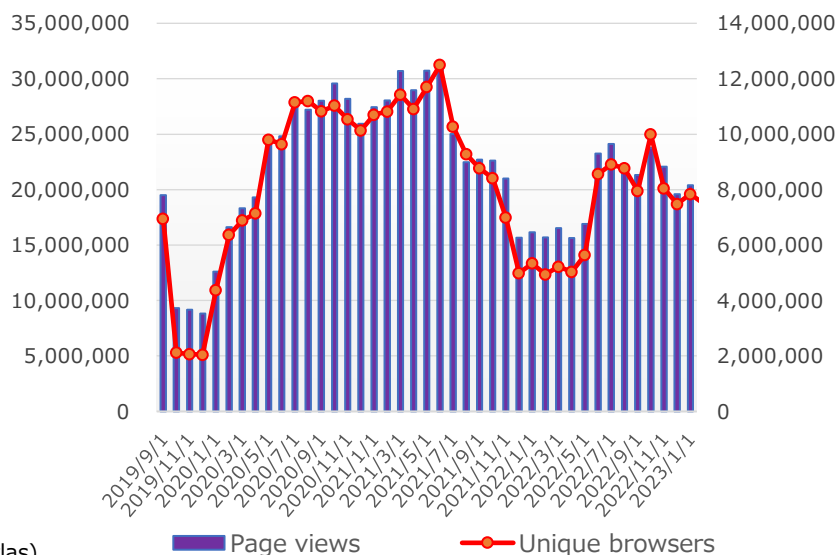
7,492,002

Average unique browsers per day
267,571.5

◆ Number of email delivery

616,794 (as of February 28)

(Source: Atlas)



Nikkei Drug Information



February 2023 page views and unique browsers

◆ Monthly page views

1,608,076

Average page views per day
57,431.3

◆ Monthly unique browsers

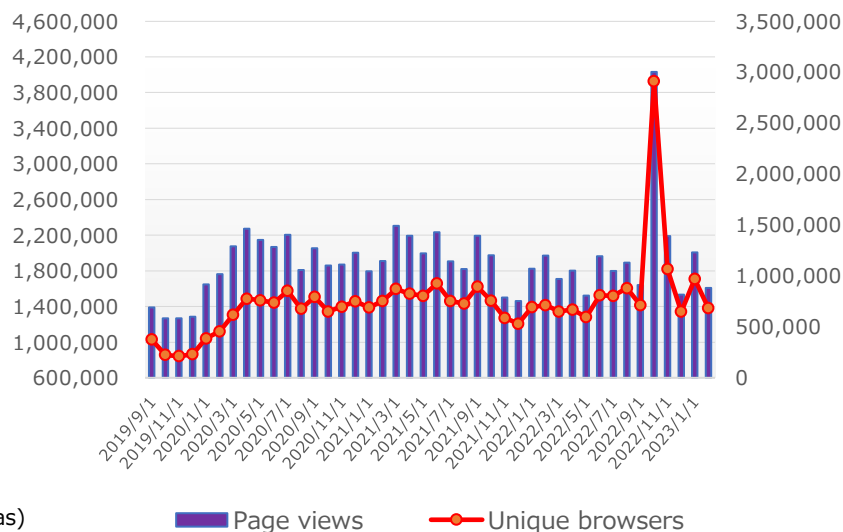
684,393

Average unique browsers per day
24,442.6

◆ Number of email delivery

135,698 (as of February 22)

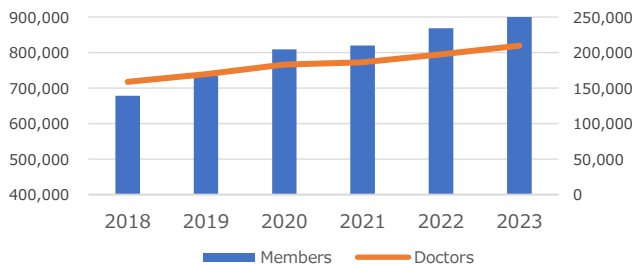
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	820,130	868,698	928,857
Doctors	158,868	169,557	183,234	186,164	197,508	209,802



Major User Attribute

February 28, 2023

Doctor	209,802	Dentist	9,757
Hospital Doctor	171,433	Pharmacist	186,294
Hospital Administrator/Director	7,941	Nurse/Nursing Assistant	66,362
Clinical Administrator/Director	30,428	Health nurse	3,860
		Maternity nurse	2,094

User Attribute (Pharmacist) February 2023 January 2023

Pharmacist (owns a drugstore)	8,397	8,420
Pharmacist at a drugstore	9,980	9,920
Hospital pharmacist	99,183	98,641
Pharmacist (pharmaceutical company employee)	32,824	32,658
Pharmacist (drug wholesaling employee)	9,250	9,217
Pharmacist (other)	2,245	2,235
Pharmacist (owns a drugstore)	24,415	24,268

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,958	Hospital (200-299 beds)	15,273
Clinic (1-19 beds)	3,130	Hospital (300-499 beds)	34,949
Hospital (20-99 beds)	7,317	Hospital (500 beds or more)	68,847
Hospital (100-199 beds)	14,714	Other	6,561

Nikkei Medical Online Doctor Verification System

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Department

	February 2023	January 2023
Internal Medicine	65,088	64,894
Respiratory Tract Medicine	8,024	7,972
Gastroenterology	15,002	14,934
Endocrine/Metabolic	5,926	5,876
Kidney	4,617	4,590
Haematology	2,599	2,587
Neurology	4,963	4,940
Medical oncology	784	781
Psychosomatic Medicine	2,139	2,138
Other Medicine	3,921	3,903
Cardiovascular Surgery	2,602	2,585
Respiratory Tract Surgery	1,862	1,860
Gastroenterological Surgery	8,287	8,267
Cranial Nerve Surgery	5,465	5,451
Pediatric Surgery	704	707
Surgery	12,099	12,088
Orthopedic Surgery	11,883	11,835
Plastic Surgery	1,978	1,973
Oral Surgery	166	168
Other Surgery	1,514	1,510
Cardiovascular Disease	14,207	14,167
Allergies	2,771	2,765
Rheumatism	3,135	3,126
Geriatrics	1,355	1,352
General practice	1,747	1,731
Psychiatry	8,786	8,733
Pediatrics	14,569	14,526
Rehabilitation	4,328	4,308
Obstetrics/Gynecology	7,110	7,076
Breast surgery	580	576
Ophthalmology	4,658	4,640
Ear, Nose & Throat	4,724	4,709
Dermatology	6,219	6,189
Urology	4,725	4,701
Radiology	4,396	4,374
Anaesthesia	6,555	6,529
Palliative care	681	668
Emergency/ICU	5,526	5,502
STDs	101	100
Proctology	739	736
Preclinical Medicine	1,745	1,743
Pathology	638	634
Other	16,709	16,657

Marketing Report

Nikkei Medical ONLINE



■ March 2023 page views and unique browsers

◆ Monthly page views

22,052,731

Average page views per day
711,378.4

◆ Monthly unique browsers

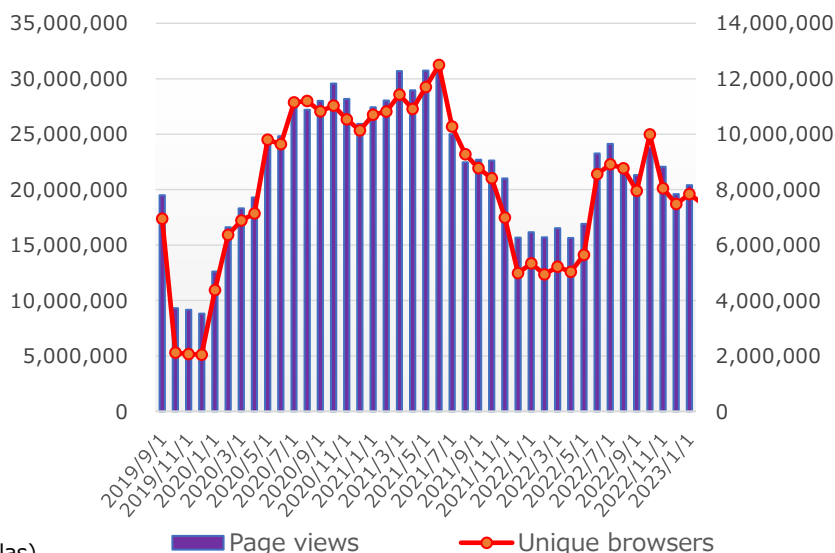
8,411,718

Average unique browsers per day
271,345.7

◆ Number of email delivery

615,407 (as of March 30)

(Source: Atlas)



Nikkei Drug Information



■ March 2023 page views and unique browsers

◆ Monthly page views

1,456,695

Average page views per day
46,990.2

◆ Monthly unique browsers

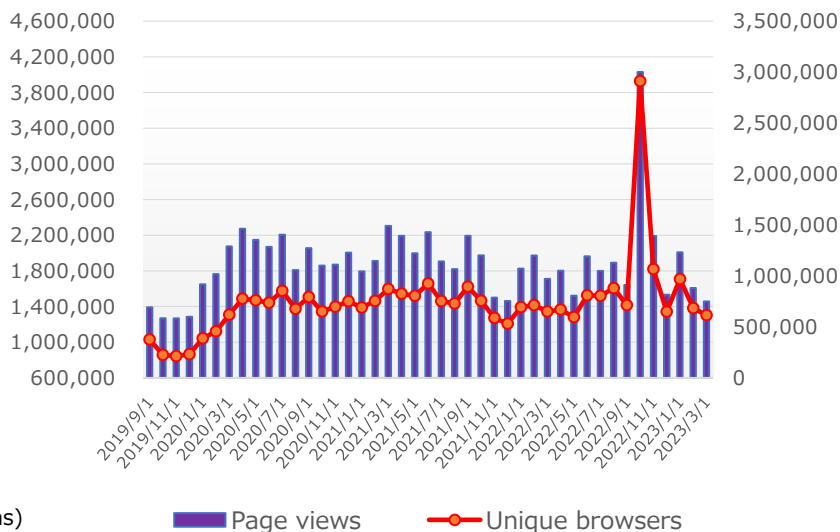
614,611

Average unique browsers per day
20,697.1

◆ Number of email delivery

135,640 (as of March 29)

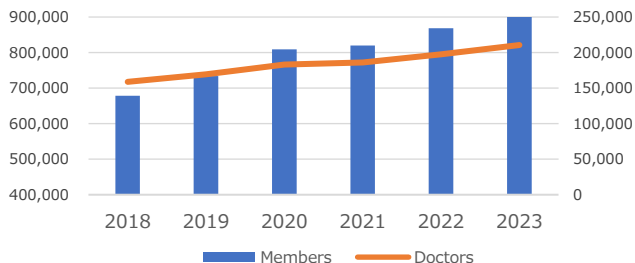
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	820,130	868,698	932,294
Doctors	158,868	169,557	183,234	186,164	197,508	210,617



Major User Attribute

March 31, 2023

Doctor	210,617	Dentist	9,785
Hospital Doctor	172,088	Pharmacist	187,090
Hospital Administrator/Director	7,963	Nurse/Nursing Assistant	66,701
Clinical Administrator/Director	30,566	Health nurse	3,875
		Maternity nurse	2,095

User Attribute (Pharmacist) March 2022/3 February 2023

Pharmacist (owns a drugstore)	8,375	8,397
Pharmacist at a drugstore	10,031	9,980
Hospital pharmacist	99,606	99,183
Pharmacist (pharmaceutical company employee)	32,982	32,824
Pharmacist (drug wholesaling employee)	9,272	9,250
Pharmacist (other)	2,257	2,245
Pharmacist (owns a drugstore)	24,567	24,415

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,129	Hospital (200-299 beds)	15,309
Clinic (1-19 beds)	3,136	Hospital (300-499 beds)	35,072
Hospital (20-99 beds)	7,342	Hospital (500 beds or more)	69,083
Hospital (100-199 beds)	14,772	Other	6,563

Nikkei Medical Online Doctor Verification System

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Department

	March 2023	February 2023
Internal Medicine	65,290	65,088
Respiratory Tract Medicine	8,054	8,024
Gastroenterology	15,071	15,002
Endocrine/Metabolic	5,964	5,926
Kidney	4,644	4,617
Haematology	2,608	2,599
Neurology	4,994	4,963
Medical oncology	794	784
Psychosomatic Medicine	2,146	2,139
Other Medicine	3,945	3,921
Cardiovascular Surgery	2,603	2,602
Respiratory Tract Surgery	1,868	1,862
Gastroenterological Surgery	8,315	8,287
Cranial Nerve Surgery	5,487	5,465
Pediatric Surgery	707	704
Surgery	12,122	12,099
Orthopedic Surgery	11,919	11,883
Plastic Surgery	1,994	1,978
Oral Surgery	166	166
Other Surgery	1,520	1,514
Cardiovascular Disease	14,240	14,207
Allergies	2,773	2,771
Rheumatism	3,149	3,135
Geriatrics	1,356	1,355
General practice	1,771	1,747
Psychiatry	8,824	8,786
Pediatrics	14,619	14,569
Rehabilitation	4,339	4,328
Obstetrics/Gynecology	7,141	7,110
Breast surgery	585	580
Ophthalmology	4,684	4,658
Ear, Nose & Throat	4,745	4,724
Dermatology	6,248	6,219
Urology	4,745	4,725
Radiology	4,410	4,396
Anaesthesia	6,585	6,555
Palliative care	694	681
Emergency/ICU	5,559	5,526
STDs	101	101
Proctology	744	739
Preclinical Medicine	1,750	1,745
Pathology	646	638
Other	16,773	16,709

Marketing Report

Nikkei Medical ONLINE



■ April 2023 page views and unique browsers

◆ Monthly page views

21,338,578

Average page views per day
711,285.9

◆ Monthly unique browsers

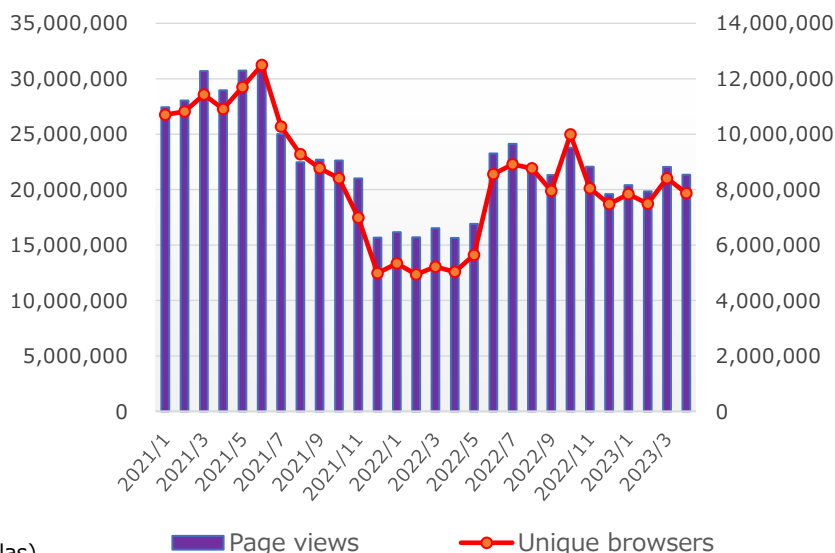
7,873,886

Average unique browsers per day
262,462.9

◆ Number of email delivery

613,684 (as of April 27)

(Source: Atlas)



Nikkei Drug Information



■ April 2023 page views and unique browsers

◆ Monthly page views

1,485,702

Average page views per day
49,523.4

◆ Monthly unique browsers

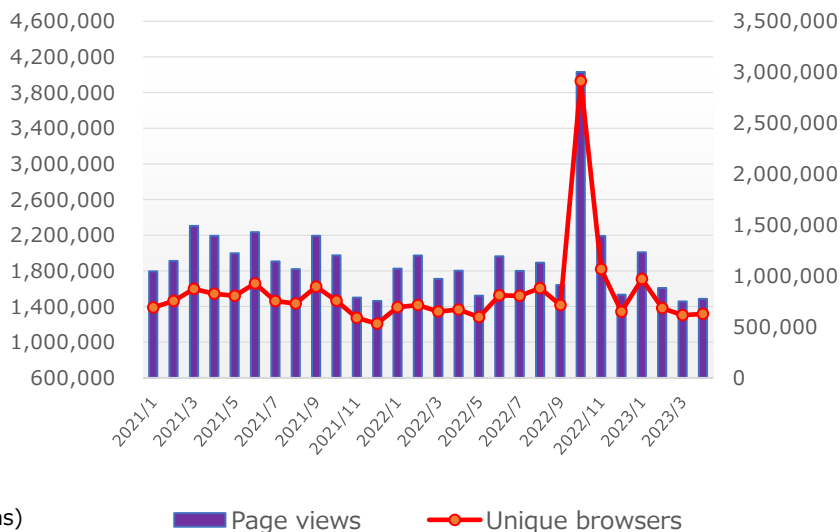
627,888

Average unique browsers per day
20,929.6

◆ Number of email delivery

135,512 (as of April 26)

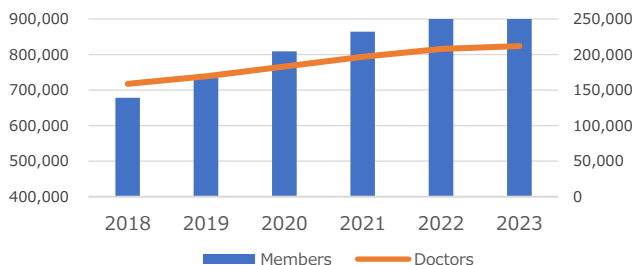
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	936,577
Doctors	158,868	169,557	183,234	196,847	207,945	211,927



Major User Attribute

April 30, 2023

Doctor	211,927	Dentist	9,810
Hospital Doctor	173,224	Pharmacist	187,962
Hospital Administrator/Director	8,004	Nurse/Nursing Assistant	67,091
Clinical Administrator/Director	30,699	Health nurse	3,889
		Maternity nurse	2,106

User Attribute (Pharmacist) April 2023 March 2023

Pharmacist (owns a drugstore)	8,347	8,375
Pharmacist at a drugstore	10,080	10,031
Hospital pharmacist	100,098	99,606
Pharmacist (pharmaceutical company employee)	33,160	32,982
Pharmacist (drug wholesaling employee)	9,304	9,272
Pharmacist (other)	2,267	2,257
Pharmacist (owns a drugstore)	24,706	24,567

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,314	Hospital (200-299 beds)	15,387
Clinic (1-19 beds)	3,146	Hospital (300-499 beds)	35,355
Hospital (20-99 beds)	7,394	Hospital (500 beds or more)	69,499
Hospital (100-199 beds)	14,861	Other	6,593

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Department

	April 2023	March 2023
Internal Medicine	65,587	65,290
Respiratory Tract Medicine	8,102	8,054
Gastroenterology	15,147	15,071
Endocrine/Metabolic	6,012	5,964
Kidney	4,676	4,644
Haematology	2,625	2,608
Neurology	5,023	4,994
Medical oncology	800	794
Psychosomatic Medicine	2,148	2,146
Other Medicine	3,978	3,945
Cardiovascular Surgery	2,610	2,603
Respiratory Tract Surgery	1,884	1,868
Gastroenterological Surgery	8,348	8,315
Cranial Nerve Surgery	5,516	5,487
Pediatric Surgery	709	707
Surgery	12,168	12,122
Orthopedic Surgery	11,989	11,919
Plastic Surgery	2,000	1,994
Oral Surgery	170	166
Other Surgery	1,529	1,520
Cardiovascular Disease	14,286	14,240
Allergies	2,781	2,773
Rheumatism	3,157	3,149
Geriatrics	1,360	1,356
General practice	1,804	1,771
Psychiatry	8,894	8,824
Pediatrics	14,682	14,619
Rehabilitation	4,350	4,339
Obstetrics/Gynecology	7,181	7,141
Breast surgery	590	585
Ophthalmology	4,718	4,684
Ear, Nose & Throat	4,764	4,745
Dermatology	6,291	6,248
Urology	4,773	4,745
Radiology	4,439	4,410
Anaesthesia	6,643	6,585
Palliative care	709	694
Emergency/ICU	5,606	5,559
STDs	103	101
Proctology	745	744
Preclinical Medicine	1,754	1,750
Pathology	657	646
Other	16,996	16,773

Marketing Report

Nikkei Medical ONLINE



■ May 2023 page views and unique browsers

◆ Monthly page views

21,481,947

Average page views per day
692,966.0

◆ Monthly unique browsers

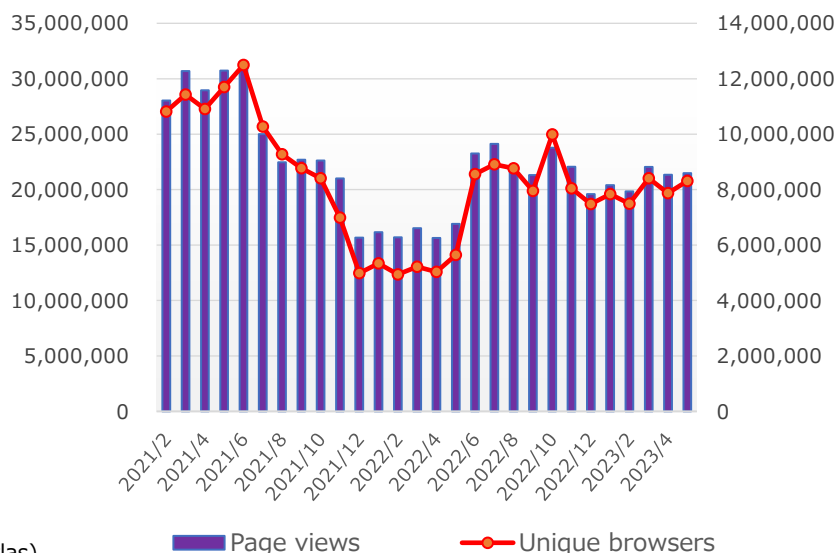
8,312,919

Average unique browsers per day
268,449.0

◆ Number of email delivery

612,487 (as of May 30)

(Source: Atlas)



Nikkei Drug Information



■ May 2023 page views and unique browsers

◆ Monthly page views

1,596,349

Average page views per day
51,495.1

◆ Monthly unique browsers

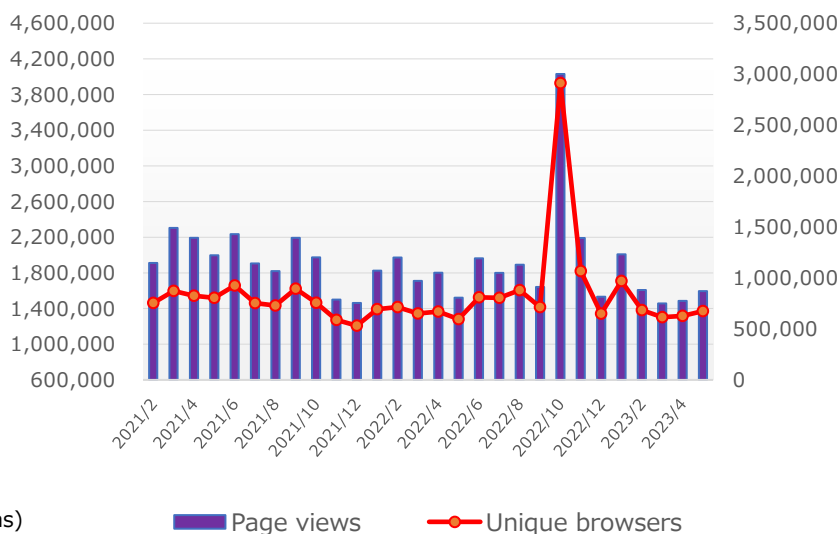
674,794

Average unique browsers per day
21,767.5

◆ Number of email delivery

135,441 (as of May 31)

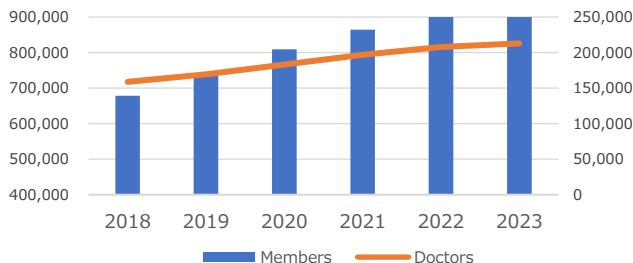
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	940,378
Doctors	158,868	169,557	183,234	196,847	207,945	212,910



Major User Attribute

May 31, 2023

Doctor	212,910	Dentist	9,835
Hospital Doctor	174,098	Pharmacist	188,802
Hospital Administrator/Director	8,030	Nurse/Nursing Assistant	67,474
Clinical Administrator/Director	30,782	Health nurse	3,912
		Maternity nurse	2,113

User Attribute (Pharmacist) May 2023 April 2023

Pharmacist (owns a drugstore)	8,325	8,347
Pharmacist at a drugstore	10,116	10,080
Hospital pharmacist	100,576	100,098
Pharmacist (pharmaceutical company employee)	33,342	33,160
Pharmacist (drug wholesaling employee)	9,326	9,304
Pharmacist (other)	2,280	2,267
Pharmacist (owns a drugstore)	24,837	24,706

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,465	Hospital (200-299 beds)	15,463
Clinic (1-19 beds)	3,153	Hospital (300-499 beds)	35,596
Hospital (20-99 beds)	7,425	Hospital (500 beds or more)	69,761
Hospital (100-199 beds)	14,940	Other	6,622

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Department

	May 2023	April 2023
Internal Medicine	65,821	65,587
Respiratory Tract Medicine	8,156	8,102
Gastroenterology	15,221	15,147
Endocrine/Metabolic	6,065	6,012
Kidney	4,711	4,676
Haematology	2,643	2,625
Neurology	5,045	5,023
Medical oncology	807	800
Psychosomatic Medicine	2,155	2,148
Other Medicine	4,017	3,978
Cardiovascular Surgery	2,618	2,610
Respiratory Tract Surgery	1,885	1,884
Gastroenterological Surgery	8,366	8,348
Cranial Nerve Surgery	5,528	5,516
Pediatric Surgery	709	709
Surgery	12,195	12,168
Orthopedic Surgery	12,023	11,989
Plastic Surgery	2,006	2,000
Oral Surgery	174	170
Other Surgery	1,532	1,529
Cardiovascular Disease	14,322	14,286
Allergies	2,789	2,781
Rheumatism	3,168	3,157
Geriatrics	1,365	1,360
General practice	1,836	1,804
Psychiatry	8,950	8,894
Pediatrics	14,724	14,682
Rehabilitation	4,359	4,350
Obstetrics/Gynecology	7,205	7,181
Breast surgery	596	590
Ophthalmology	4,731	4,718
Ear, Nose & Throat	4,775	4,764
Dermatology	6,319	6,291
Urology	4,794	4,773
Radiology	4,450	4,439
Anaesthesia	6,661	6,643
Palliative care	725	709
Emergency/ICU	5,631	5,606
STDs	103	103
Proctology	747	745
Preclinical Medicine	1,751	1,754
Pathology	663	657
Other	17,160	16,996

Marketing Report

Nikkei Medical ONLINE



■ June 2023 page views and unique browsers

◆ Monthly page views

22,142,569

Average page views per day
738,085.6

◆ Monthly unique browsers

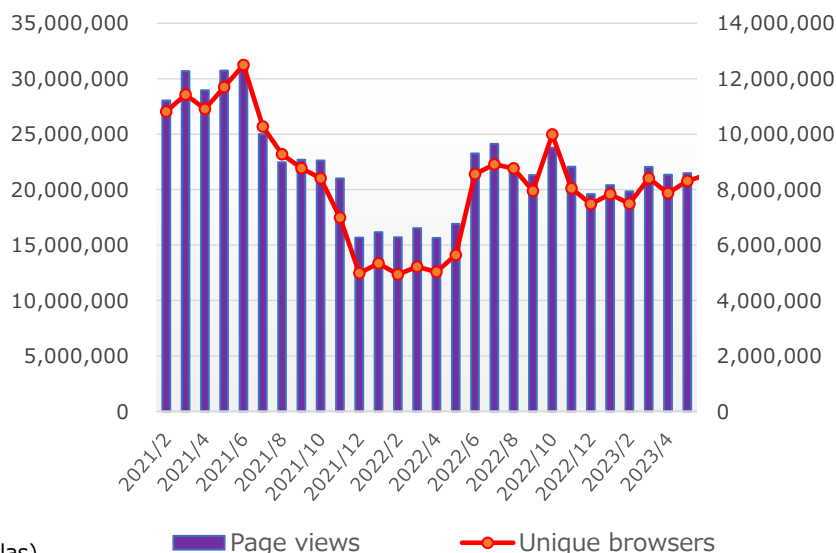
8,535,826

Average unique browsers per day
284,527.5

◆ Number of email delivery

611,948 (as of June 29)

(Source: Atlas)



Nikkei Drug Information



■ June 2023 page views and unique browsers

◆ Monthly page views

1,594,139

Average page views per day
53,138.0

◆ Monthly unique browsers

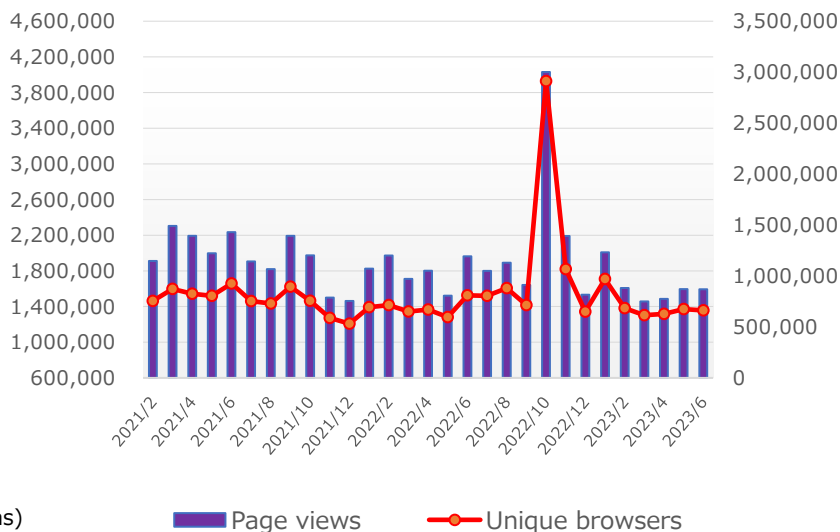
661,889

Average unique browsers per day
22,063.0

◆ Number of email delivery

135,401 (as of June 28)

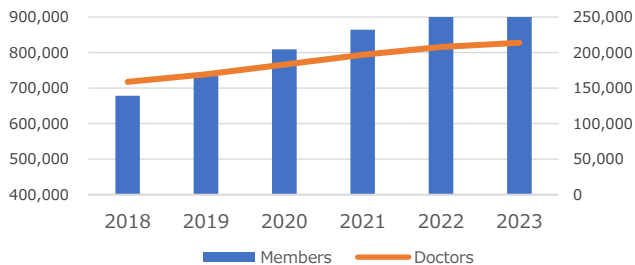
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	944,444
Doctors	158,868	169,557	183,234	196,847	207,945	213,751



Major User Attribute

June 30, 2023

Doctor	213,751	Dentist	9,878
Hospital Doctor	174,797	Pharmacist	189,689
Hospital Administrator/Director	8,062	Nurse/Nursing Assistant	67,932
Clinical Administrator/Director	30,892	Health nurse	3,922
		Maternity nurse	2,122

User Attribute (Pharmacist) June 2023 May 2023

Pharmacist (owns a drugstore)	8,304	8,325
Pharmacist at a drugstore	10,166	10,116
Hospital pharmacist	101,054	100,576
Pharmacist (pharmaceutical company employee)	33,546	33,342
Pharmacist (drug wholesaling employee)	9,363	9,326
Pharmacist (other)	2,287	2,280
Pharmacist (owns a drugstore)	24,969	24,837

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,552	Hospital (200-299 beds)	15,507
Clinic (1-19 beds)	3,152	Hospital (300-499 beds)	35,755
Hospital (20-99 beds)	7,446	Hospital (500 beds or more)	70,058
Hospital (100-199 beds)	15,015	Other	6,639

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 2023	May 2023
Internal Medicine	65,981	65,821
Respiratory Tract Medicine	8,200	8,156
Gastroenterology	15,297	15,221
Endocrine/Metabolic	6,097	6,065
Kidney	4,741	4,711
Haematology	2,650	2,643
Neurology	5,075	5,045
Medical oncology	817	807
Psychosomatic Medicine	2,160	2,155
Other Medicine	4,029	4,017
Cardiovascular Surgery	2,622	2,618
Respiratory Tract Surgery	1,891	1,885
Gastroenterological Surgery	8,381	8,366
Cranial Nerve Surgery	5,544	5,528
Pediatric Surgery	710	709
Surgery	12,221	12,195
Orthopedic Surgery	12,057	12,023
Plastic Surgery	2,019	2,006
Oral Surgery	167	174
Other Surgery	1,535	1,532
Cardiovascular Disease	14,361	14,322
Allergies	2,799	2,789
Rheumatism	3,179	3,168
Geriatrics	1,366	1,365
General practice	1,875	1,836
Psychiatry	9,000	8,950
Pediatrics	14,755	14,724
Rehabilitation	4,374	4,359
Obstetrics/Gynecology	7,232	7,205
Breast surgery	597	596
Ophthalmology	4,750	4,731
Ear, Nose & Throat	4,795	4,775
Dermatology	6,344	6,319
Urology	4,811	4,794
Radiology	4,461	4,450
Anaesthesia	6,679	6,661
Palliative care	734	725
Emergency/ICU	5,655	5,631
STDs	102	103
Proctology	752	747
Preclinical Medicine	1,749	1,751
Pathology	669	663
Other	17,269	17,160

Marketing Report

Nikkei Medical ONLINE



July 2023 page views and unique browsers

◆ Monthly page views

20,907,256

Average page views per day
674,427.6

◆ Monthly unique browsers

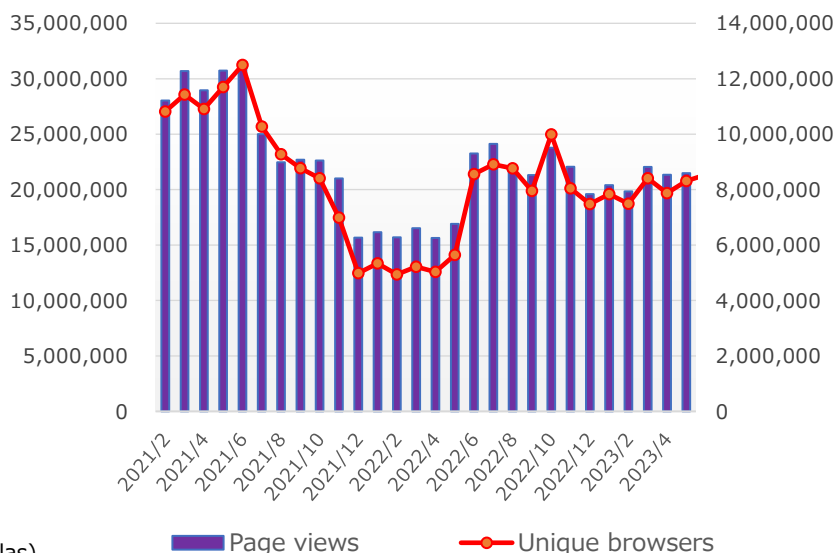
8,254,848

Average unique browsers per day
266,285.4

◆ Number of email delivery

611,948 (as of July 27)

(Source: Atlas)



Nikkei Drug Information



July 2023 page views and unique browsers

◆ Monthly page views

1,516,990

Average page views per day
48 935.2

◆ Monthly unique browsers

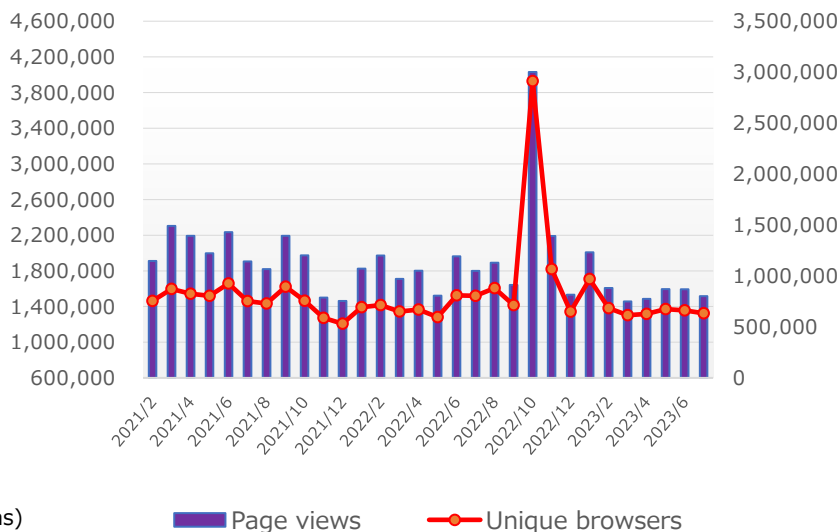
633,196

Average unique browsers per day
20,425.7

◆ Number of email delivery

135,304 (as of July 26)

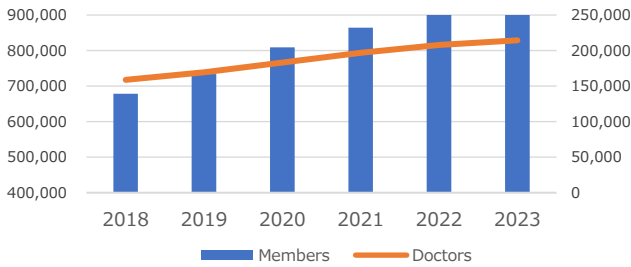
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	948,250
Doctors	158,868	169,557	183,234	196,847	207,945	214,574



Major User Attribute

July 31, 2023

Doctor	214,574	Dentist	9,823
Hospital Doctor	175,503	Pharmacist	190,415
Hospital Administrator/Director	8,083	Nurse/Nursing Assistant	68,389
Clinical Administrator/Director	30,988	Health nurse	3,937
		Maternity nurse	2,134

User Attribute (Pharmacist)

July 2023

June 2023

Pharmacist (owns a drugstore)	8,290	8,304
Pharmacist at a drugstore	10,196	10,166
Hospital pharmacist	101,442	101,054
Pharmacist (pharmaceutical company employee)	33,684	33,546
Pharmacist (drug wholesaling employee)	9,406	9,363
Pharmacist (other)	2,297	2,287
Pharmacist (owns a drugstore)	25,100	24,969

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,669	Hospital (200-299 beds)	15,557
Clinic (1-19 beds)	3,172	Hospital (300-499 beds)	35,891
Hospital (20-99 beds)	7,477	Hospital (500 beds or more)	70,328
Hospital (100-199 beds)	15,078	Other	6,662

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.

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Department

	July 2023	June 2023
Internal Medicine	66,167	65,981
Respiratory Tract Medicine	8,224	8,200
Gastroenterology	15,360	15,297
Endocrine/Metabolic	6,130	6,097
Kidney	4,757	4,741
Haematology	2,659	2,650
Neurology	5,099	5,075
Medical oncology	823	817
Psychosomatic Medicine	2,164	2,160
Other Medicine	4,067	4,029
Cardiovascular Surgery	2,623	2,622
Respiratory Tract Surgery	1,901	1,891
Gastroenterological Surgery	8,401	8,381
Cranial Nerve Surgery	5,562	5,544
Pediatric Surgery	713	710
Surgery	12,243	12,221
Orthopedic Surgery	12,095	12,057
Plastic Surgery	2,028	2,019
Oral Surgery	174	167
Other Surgery	1,547	1,535
Cardiovascular Disease	14,405	14,361
Allergies	2,804	2,799
Rheumatism	3,187	3,179
Geriatrics	1,369	1,366
General practice	1,893	1,875
Psychiatry	9,027	9,000
Pediatrics	14,792	14,755
Rehabilitation	4,389	4,374
Obstetrics/Gynecology	7,253	7,232
Breast surgery	600	597
Ophthalmology	4,765	4,750
Ear, Nose & Throat	4,809	4,795
Dermatology	6,368	6,344
Urology	4,825	4,811
Radiology	4,477	4,461
Anaesthesia	6,715	6,679
Palliative care	736	734
Emergency/ICU	5,673	5,655
STDs	101	102
Proctology	753	752
Preclinical Medicine	1,750	1,749
Pathology	676	669
Other	17,369	17,269

Marketing Report

Nikkei Medical ONLINE



■ August 2023 page views and unique browsers

◆ Monthly page views

18,408,665

Average page views per day
18,408,665

◆ Monthly unique browsers

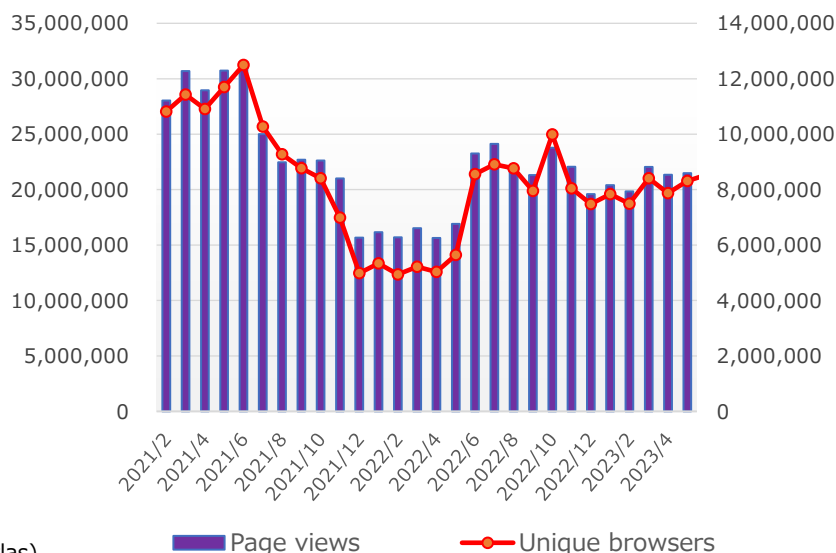
7,262,800

Average unique browsers per day
234,283.9

◆ Number of email delivery

610,190 (as of August 31)

(Source: Atlas)



Nikkei Drug Information



■ August 2023 page views and unique browsers

◆ Monthly page views

1,375,677

Average page views per day
44,376.7

◆ Monthly unique browsers

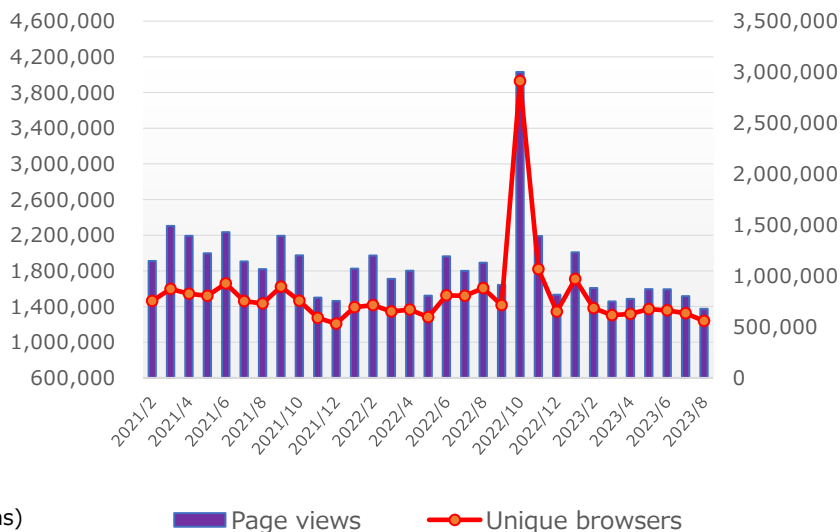
558,074

Average unique browsers per day
18,002.4

◆ Number of email delivery

135,121 (as of August 30)

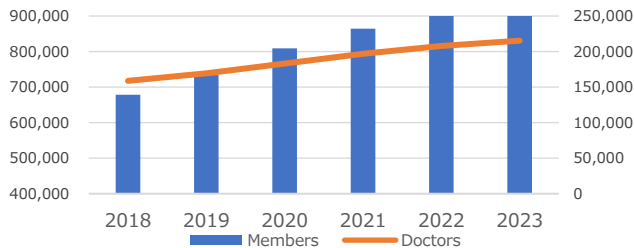
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	951,678
Doctors	158,868	169,557	183,234	196,847	207,945	215,391



Major User Attribute

August 31, 2023

Doctor	215,391	Dentist	9,978
Hospital Doctor	176,185	Pharmacist	191,052
Hospital Administrator/Director	8,123	Nurse/Nursing Assistant	68,744
Clinical Administrator/Director	31,083	Health nurse	3,946
		Maternity nurse	2,141

User Attribute (Pharmacist)	August 2023	July 2023
Pharmacist (owns a drugstore)	8,279	8,290
Pharmacist at a drugstore	10,221	10,196
Hospital pharmacist	101,798	101,442
Pharmacist (pharmaceutical company employee)	33,802	33,684
Pharmacist (drug wholesaling employee)	9,444	9,406
Pharmacist (other)	2,299	2,297
Pharmacist (owns a drugstore)	25,209	25,100

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,791	Hospital (200-299 beds)	15,598
Clinic (1-19 beds)	3,190	Hospital (300-499 beds)	36,032
Hospital (20-99 beds)	7,494	Hospital (500 beds or more)	70,594
Hospital (100-199 beds)	15,140	Other	6,679

Nikkei Medical Online Doctor Verification System

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Department

	August 2023	July 2023
Internal Medicine	66,324	66,167
Respiratory Tract Medicine	8,262	8,224
Gastroenterology	15,415	15,360
Endocrine/Metabolic	6,166	6,130
Kidney	4,785	4,757
Haematology	2,675	2,659
Neurology	5,114	5,099
Medical oncology	829	823
Psychosomatic Medicine	2,176	2,164
Other Medicine	4,096	4,067
Cardiovascular Surgery	2,629	2,623
Respiratory Tract Surgery	1,907	1,901
Gastroenterological Surgery	8,433	8,401
Cranial Nerve Surgery	5,590	5,562
Pediatric Surgery	716	713
Surgery	12,253	12,243
Orthopedic Surgery	12,129	12,095
Plastic Surgery	2,034	2,028
Oral Surgery	168	174
Other Surgery	1,554	1,547
Cardiovascular Disease	14,460	14,405
Allergies	2,810	2,804
Rheumatism	3,204	3,187
Geriatrics	1,372	1,369
General practice	1,922	1,893
Psychiatry	9,071	9,027
Pediatrics	14,827	14,792
Rehabilitation	4,398	4,389
Obstetrics/Gynecology	7,289	7,253
Breast surgery	607	600
Ophthalmology	4,792	4,765
Ear, Nose & Throat	4,822	4,809
Dermatology	6,387	6,368
Urology	4,841	4,825
Radiology	4,497	4,477
Anaesthesia	6,733	6,715
Palliative care	741	736
Emergency/ICU	5,692	5,673
STDs	101	101
Proctology	757	753
Preclinical Medicine	1,756	1,750
Pathology	687	676
Other	17,439	17,369

Marketing Report

Nikkei Medical ONLINE



September 2023 page views and unique browsers

◆ Monthly page views

18,680,653

Average page views per day
622,688.4

◆ Monthly unique browsers

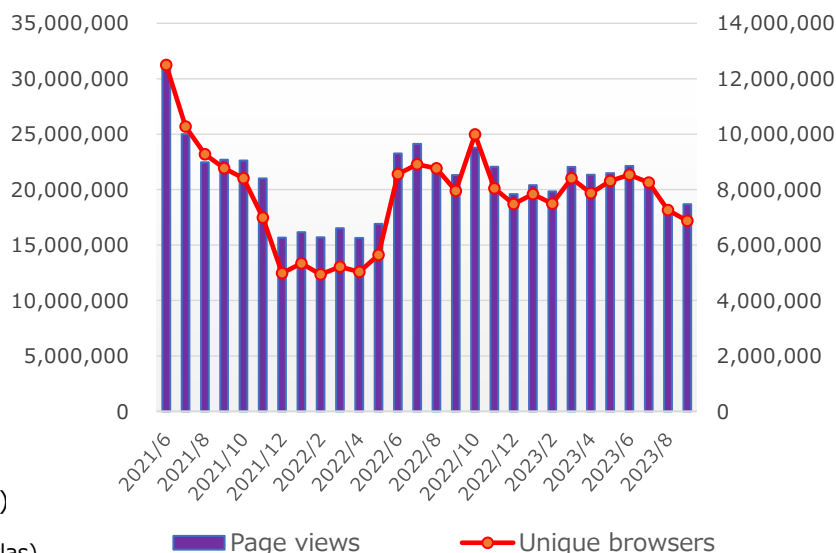
6,872,472

Average unique browsers per day
229,082.4

◆ Number of email delivery

609,135 (as of September 28)

(Source: Atlas)



Nikkei Drug Information



September 2023 page views and unique browsers

◆ Monthly page views

1,443,040

Average page views per day
48,101.3

◆ Monthly unique browsers

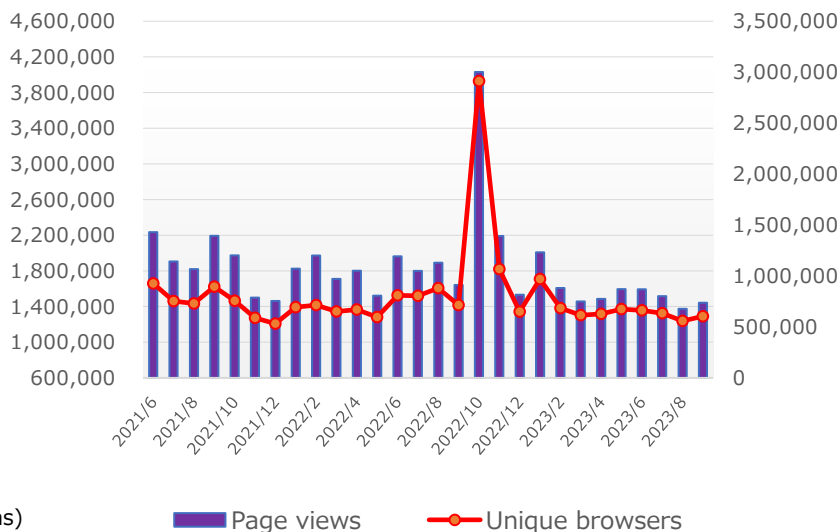
604,223

Average unique browsers per day
20,140.8

◆ Number of email delivery

135,011 (as of September 27)

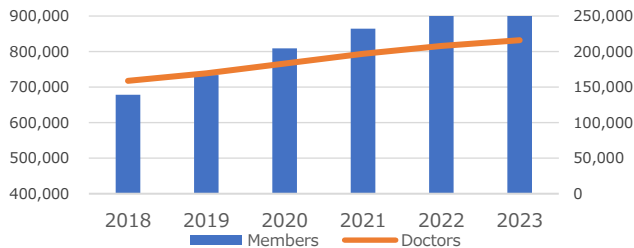
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	954,837
Doctors	158,868	169,557	183,234	196,847	207,945	216,101



Major User Attribute

September 30, 2023

Doctor	216,101	Dentist	10,017
Hospital Doctor	176,755	Pharmacist	191,678
Hospital Administrator/Director	8,144	Nurse/Nursing Assistant	69,090
Clinical Administrator/Director	31,202	Health nurse	3,956
		Maternity nurse	2,143

User Attribute (Pharmacist) September 20223 August 2023

Pharmacist (owns a drugstore)	8,261	8,279
Pharmacist at a drugstore	10,252	10,221
Hospital pharmacist	102,136	101,798
Pharmacist (pharmaceutical company employee)	33,930	33,802
Pharmacist (drug wholesaling employee)	9,466	9,444
Pharmacist (other)	2,302	2,299
Pharmacist (owns a drugstore)	25,331	25,209

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,878	Hospital (200-299 beds)	15,640
Clinic (1-19 beds)	3,188	Hospital (300-499 beds)	36,182
Hospital (20-99 beds)	7,509	Hospital (500 beds or more)	70,800
Hospital (100-199 beds)	15,200	Other	6,695

Nikkei Medical Online Doctor Verification System

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Department

	September 2023	August 2023
Internal Medicine	66,493	66,324
Respiratory Tract Medicine	8,300	8,262
Gastroenterology	15,464	15,415
Endocrine/Metabolic	6,201	6,166
Kidney	4,802	4,785
Haematology	2,681	2,675
Neurology	5,140	5,114
Medical oncology	833	829
Psychosomatic Medicine	2,172	2,176
Other Medicine	4,110	4,096
Cardiovascular Surgery	2,630	2,629
Respiratory Tract Surgery	1,917	1,907
Gastroenterological Surgery	8,459	8,433
Cranial Nerve Surgery	5,609	5,590
Pediatric Surgery	716	716
Surgery	12,261	12,253
Orthopedic Surgery	12,162	12,129
Plastic Surgery	2,045	2,034
Oral Surgery	168	168
Other Surgery	1,564	1,554
Cardiovascular Disease	14,491	14,460
Allergies	2,814	2,810
Rheumatism	3,214	3,204
Geriatrics	1,376	1,372
General practice	1,953	1,922
Psychiatry	9,096	9,071
Pediatrics	14,862	14,827
Rehabilitation	4,406	4,398
Obstetrics/Gynecology	7,319	7,289
Breast surgery	608	607
Ophthalmology	4,809	4,792
Ear, Nose & Throat	4,835	4,822
Dermatology	6,407	6,387
Urology	4,853	4,841
Radiology	4,511	4,497
Anaesthesia	6,767	6,733
Palliative care	747	741
Emergency/ICU	5,704	5,692
STDs	101	101
Proctology	758	757
Preclinical Medicine	1,754	1,756
Pathology	695	687
Other	17,510	17,439

Marketing Report

Nikkei Medical ONLINE



■ October 2023 page views and unique browsers

◆ Monthly page views

18,475,593

Average page views per day
595,986.9

◆ Monthly unique browsers

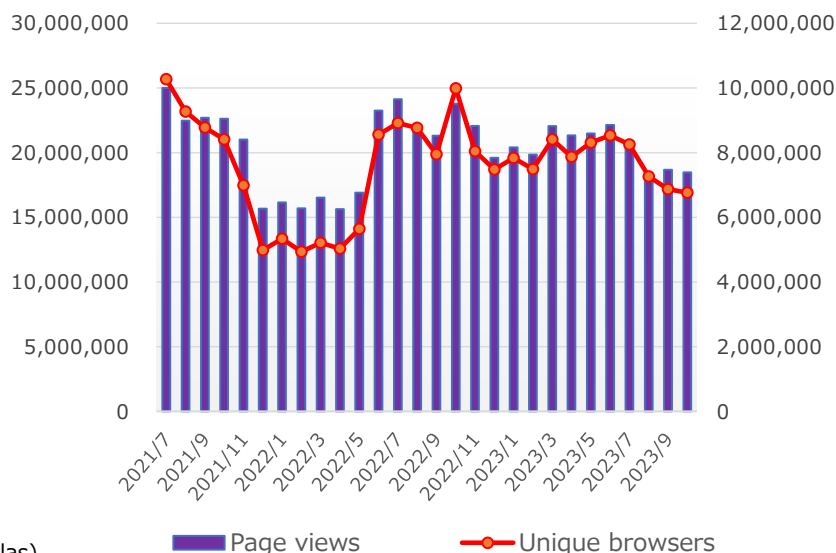
6,763,489

Average unique browsers per day
218,177.1

◆ Number of email delivery

608,250 (as of October 31)

(Source: Atlas)



Nikkei Drug Information



■ October 2023 page views and unique browsers

◆ Monthly page views

1,593,222

Average page views per day
51,394.3

◆ Monthly unique browsers

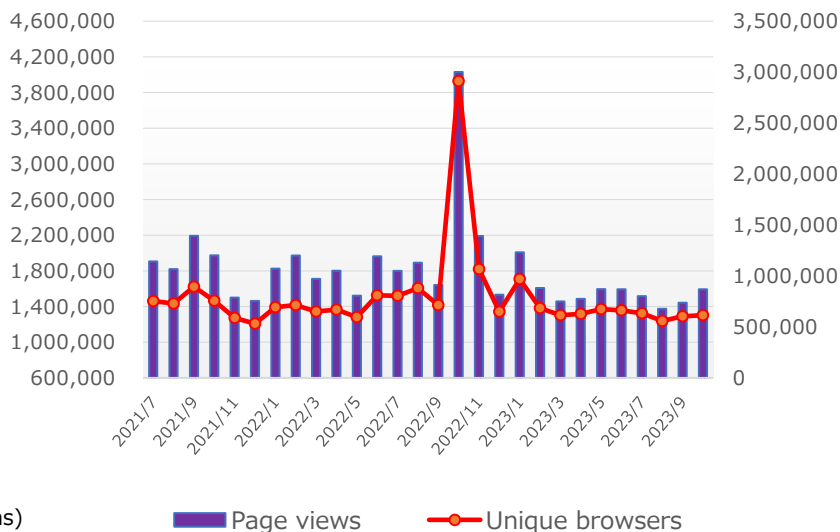
614,799

Average unique browsers per day
19,832.2

◆ Number of email delivery

134,865 (as of October 25)

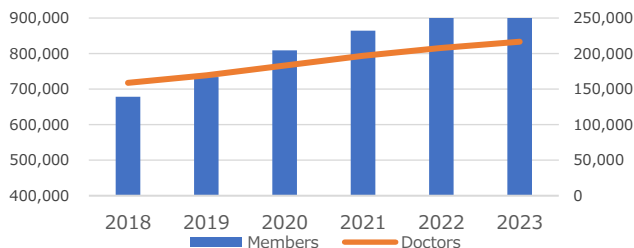
(Source: Atlas)



User Profile

Membership

Members 678,681 734,089 809,144 864,490 920,498 957,993
 Doctors 158,868 169,557 183,234 196,847 207,945 216,717



Major User Attribute

October 31, 2023

Doctor	216,717	Dentist	10,058
Hospital Doctor	177,270	Pharmacist	192,275
Hospital Administrator/Director	8,166	Nurse/Nursing Assistant	69,406
Clinical Administrator/Director	31,281	Health nurse	3,962
		Maternity nurse	2,145

User Attribute (Pharmacist) October 2023 September 2023

Pharmacist (owns a drugstore)	8,252	8,261
Pharmacist at a drugstore	10,279	10,252
Hospital pharmacist	102,466	102,136
Pharmacist (pharmaceutical company employee)	34,034	33,930
Pharmacist (drug wholesaling employee)	9,492	9,466
Pharmacist (other)	2,307	2,302
Pharmacist (owns a drugstore)	25,445	25,331

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,973	Hospital (200-299 beds)	15,688
Clinic (1-19 beds)	3,190	Hospital (300-499 beds)	36,326
Hospital (20-99 beds)	7,533	Hospital (500 beds or more)	70,949
Hospital (100-199 beds)	15,240	Other	6,710

Nikkei Medical Online Doctor Verification System

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Department

	October 2023	September 2023
Internal Medicine	66,613	66,493
Respiratory Tract Medicine	8,318	8,300
Gastroenterology	15,516	15,464
Endocrine/Metabolic	6,228	6,201
Kidney	4,821	4,802
Haematology	2,692	2,681
Neurology	5,157	5,140
Medical oncology	846	833
Psychosomatic Medicine	2,180	2,172
Other Medicine	4,129	4,110
Cardiovascular Surgery	2,637	2,630
Respiratory Tract Surgery	1,924	1,917
Gastroenterological Surgery	8,481	8,459
Cranial Nerve Surgery	5,623	5,609
Pediatric Surgery	715	716
Surgery	12,271	12,261
Orthopedic Surgery	12,197	12,162
Plastic Surgery	2,053	2,045
Oral Surgery	169	168
Other Surgery	1,570	1,564
Cardiovascular Disease	14,515	14,491
Allergies	2,819	2,814
Rheumatism	3,223	3,214
Geriatrics	1,379	1,376
General practice	1,974	1,953
Psychiatry	9,133	9,096
Pediatrics	14,903	14,862
Rehabilitation	4,414	4,406
Obstetrics/Gynecology	7,341	7,319
Breast surgery	614	608
Ophthalmology	4,830	4,809
Ear, Nose & Throat	4,843	4,835
Dermatology	6,430	6,407
Urology	4,862	4,853
Radiology	4,519	4,511
Anaesthesia	6,786	6,767
Palliative care	759	747
Emergency/ICU	5,720	5,704
STDs	102	101
Proctology	759	758
Preclinical Medicine	1,760	1,754
Pathology	698	695
Other	17,568	17,510

Marketing Report

Nikkei Medical ONLINE



November 2023 page views and unique browsers

◆ Monthly page views

18,373,900

Average page views per day
612,463.3

◆ Monthly unique browsers

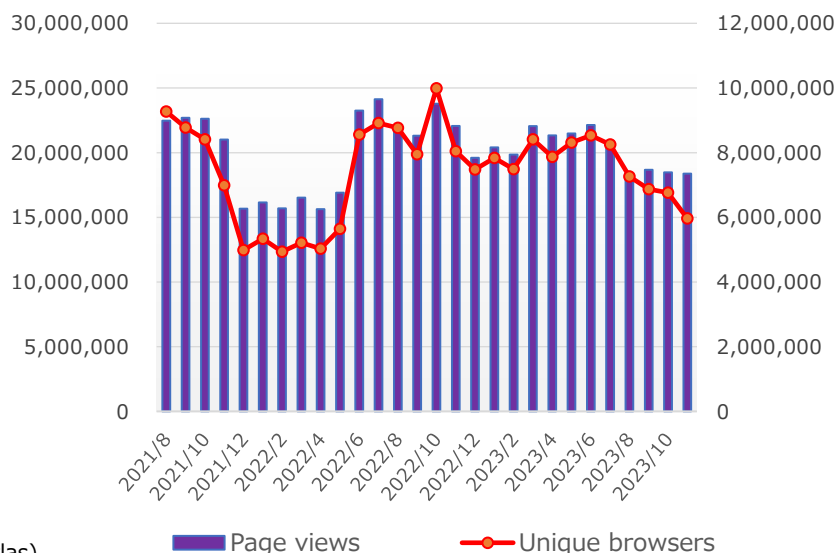
5,965,526

Average unique browsers per day
198,850.9

◆ Number of email delivery

607,179 (as of November 30)

(Source: Atlas)



Nikkei Drug Information



November 2023 page views and unique browsers

◆ Monthly page views

1,440,049

Average page views per day
48,001.6

◆ Monthly unique browsers

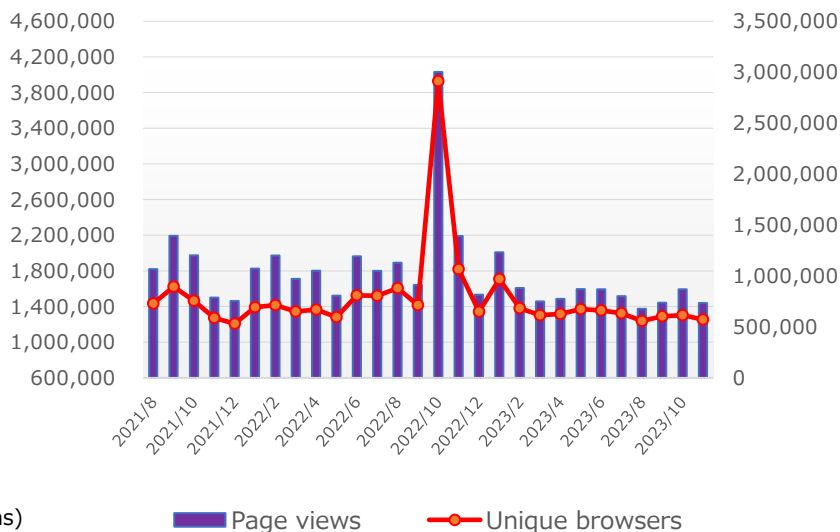
573,134

Average unique browsers per day
17,904.5

◆ Number of email delivery

134,689 (as of November 29)

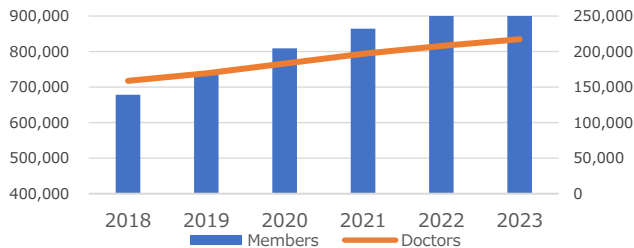
(Source: Atlas)



User Profile

Membership

Members 678,681 734,089 809,144 864,490 920,498 961,225
 Doctors 158,868 169,557 183,234 196,847 207,945 217,340



Major User Attribute

November 30, 2023

Doctor	217,340	Dentist	10,090
Hospital Doctor	177,799	Pharmacist	192,902
Hospital Administrator/Director	8,196	Nurse/Nursing Assistant	69,781
Clinical Administrator/Director	31,345	Health nurse	3,988
		Maternity nurse	2,153

User Attribute (Pharmacist) November 20223 October 2023

Pharmacist (owns a drugstore)	8,237	8,252
Pharmacist at a drugstore	10,306	10,279
Hospital pharmacist	102,814	102,466
Pharmacist (pharmaceutical company employee)	34,156	34,034
Pharmacist (drug wholesaling employee)	9,528	9,492
Pharmacist (other)	2,311	2,307
Pharmacist (owns a drugstore)	25,550	25,445

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,054	Hospital (200-299 beds)	15,723
Clinic (1-19 beds)	3,197	Hospital (300-499 beds)	36,447
Hospital (20-99 beds)	7,549	Hospital (500 beds or more)	71,169
Hospital (100-199 beds)	15,277	Other	6,724

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

	November 2023	October 2023
Internal Medicine	66,725	66,613
Respiratory Tract Medicine	8,343	8,318
Gastroenterology	15,560	15,516
Endocrine/Metabolic	6,253	6,228
Kidney	4,839	4,821
Haematology	2,702	2,692
Neurology	5,172	5,157
Medical oncology	861	846
Psychosomatic Medicine	2,187	2,180
Other Medicine	4,149	4,129
Cardiovascular Surgery	2,646	2,637
Respiratory Tract Surgery	1,933	1,924
Gastroenterological Surgery	8,506	8,481
Cranial Nerve Surgery	5,635	5,623
Pediatric Surgery	717	715
Surgery	12,286	12,271
Orthopedic Surgery	12,230	12,197
Plastic Surgery	2,061	2,053
Oral Surgery	166	169
Other Surgery	1,572	1,570
Cardiovascular Disease	14,543	14,515
Allergies	2,820	2,819
Rheumatism	3,230	3,223
Geriatrics	1,381	1,379
General practice	1,994	1,974
Psychiatry	9,163	9,133
Pediatrics	14,948	14,903
Rehabilitation	4,427	4,414
Obstetrics/Gynecology	7,368	7,341
Breast surgery	621	614
Ophthalmology	4,846	4,830
Ear, Nose & Throat	4,858	4,843
Dermatology	6,444	6,430
Urology	4,877	4,862
Radiology	4,543	4,519
Anaesthesia	6,807	6,786
Palliative care	770	759
Emergency/ICU	5,734	5,720
STDs	104	102
Proctology	762	759
Preclinical Medicine	1,758	1,760
Pathology	703	698
Other	17,608	17,568

Marketing Report

Nikkei Medical ONLINE



December 2023 page views and unique browsers

◆ Monthly page views

15,830,472

Average page views per day
510,660.4

◆ Monthly unique browsers

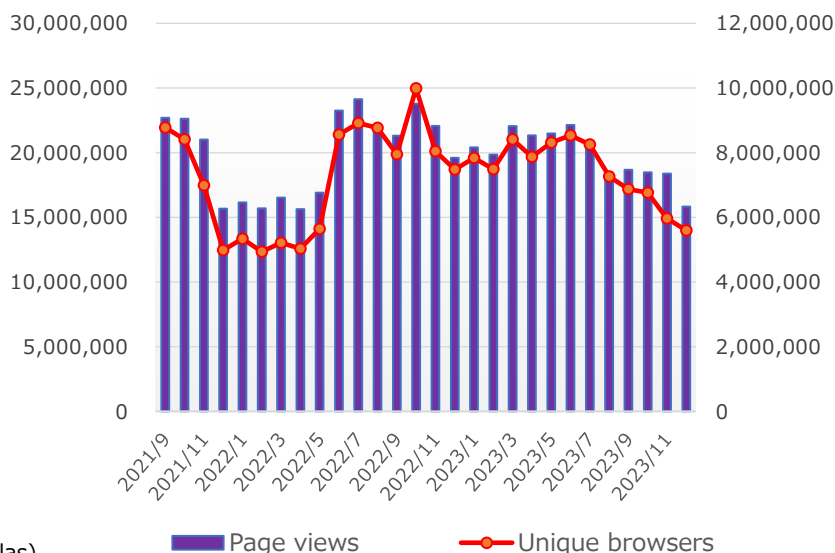
5,595,037

Average unique browsers per day
180,485.1

◆ Number of email delivery

605,973 (as of December 28)

(Source: Atlas)



Nikkei Drug Information



December 2023 page views and unique browsers

◆ Monthly page views

1,467,338

Average page views per day
47,333.5

◆ Monthly unique browsers

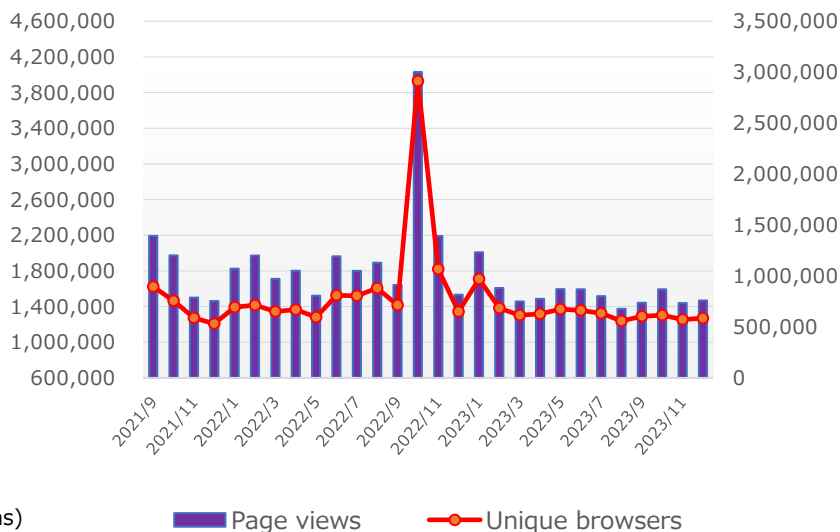
584,995

Average unique browsers per day
18,870.8

◆ Number of email delivery

134,626 (as of December 27)

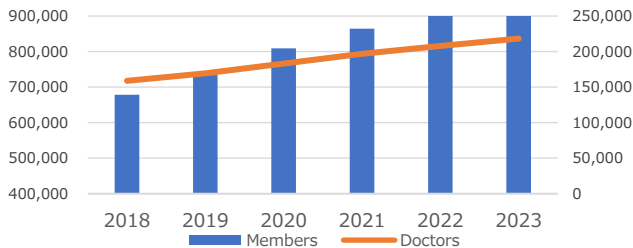
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	965,018
Doctors	158,868	169,557	183,234	196,847	207,945	218,240



Major User Attribute

December 31, 2023

Doctor	218,240	Dentist	10,129
Hospital Doctor	178,569	Pharmacist	193,623
Hospital Administrator/Director	8,239	Nurse/Nursing Assistant	70,152
Clinical Administrator/Director	31,432	Health nurse	3,999
		Maternity nurse	2,168

User Attribute (Pharmacist) December 2023 November 2023

Pharmacist (owns a drugstore)	8,221	8,237
Pharmacist at a drugstore	10,340	10,306
Hospital pharmacist	103,214	102,814
Pharmacist (pharmaceutical company employee)	34,295	34,156
Pharmacist (drug wholesaling employee)	9,558	9,528
Pharmacist (other)	2,320	2,311
Pharmacist (owns a drugstore)	25,675	25,550

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,158	Hospital (200-299 beds)	15,817
Clinic (1-19 beds)	3,201	Hospital (300-499 beds)	36,623
Hospital (20-99 beds)	7,586	Hospital (500 beds or more)	71,435
Hospital (100-199 beds)	15,341	Other	6,750

Nikkei Medical Online Doctor Verification System

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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

	December 2023	November 2023
Internal Medicine	66,909	66,725
Respiratory Tract Medicine	8,380	8,343
Gastroenterology	15,613	15,560
Endocrine/Metabolic	6,285	6,253
Kidney	4,871	4,839
Haematology	2,709	2,702
Neurology	5,196	5,172
Medical oncology	868	861
Psychosomatic Medicine	2,205	2,187
Other Medicine	4,180	4,149
Cardiovascular Surgery	2,649	2,646
Respiratory Tract Surgery	1,940	1,933
Gastroenterological Surgery	8,532	8,506
Cranial Nerve Surgery	5,654	5,635
Pediatric Surgery	720	717
Surgery	12,305	12,286
Orthopedic Surgery	12,309	12,230
Plastic Surgery	2,069	2,061
Oral Surgery	169	166
Other Surgery	1,584	1,572
Cardiovascular Disease	14,589	14,543
Allergies	2,825	2,820
Rheumatism	3,244	3,230
Geriatrics	1,384	1,381
General practice	2,027	1,994
Psychiatry	9,199	9,163
Pediatrics	14,981	14,948
Rehabilitation	4,446	4,427
Obstetrics/Gynecology	7,401	7,368
Breast surgery	625	621
Ophthalmology	4,862	4,846
Ear, Nose & Throat	4,880	4,858
Dermatology	6,469	6,444
Urology	4,900	4,877
Radiology	4,568	4,543
Anaesthesia	6,840	6,807
Palliative care	778	770
Emergency/ICU	5,761	5,734
STDs	104	104
Proctology	762	762
Preclinical Medicine	1,763	1,758
Pathology	708	703
Other	17,671	17,608