

Marketing Report

Nikkei Medical ONLINE

日経メディカル

February 2023 page views and unique browsers

◆ Monthly page views

19,847,504

Average page views per day
708,839.4

◆ Monthly unique browsers

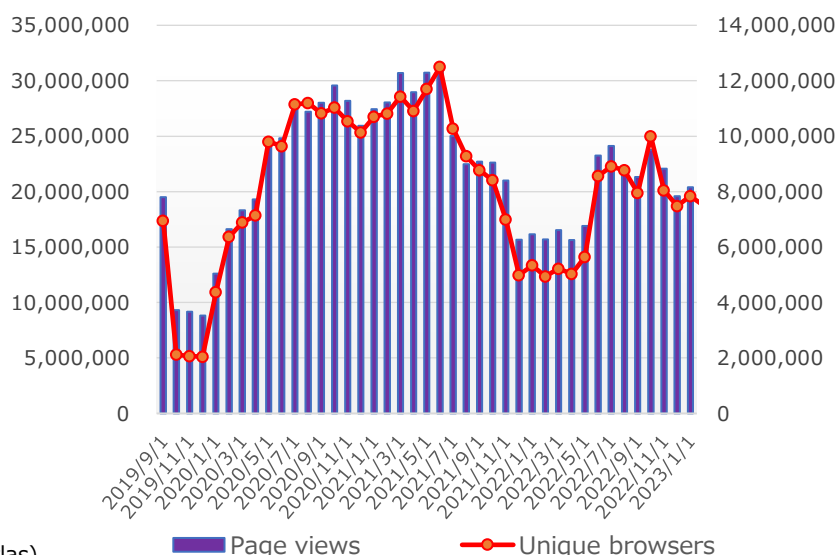
7,492,002

Average unique browsers per day
267,571.5

◆ Number of email delivery

616,794 (as of February 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

February 2023 page views and unique browsers

◆ Monthly page views

1,608,076

Average page views per day
57,431.3

◆ Monthly unique browsers

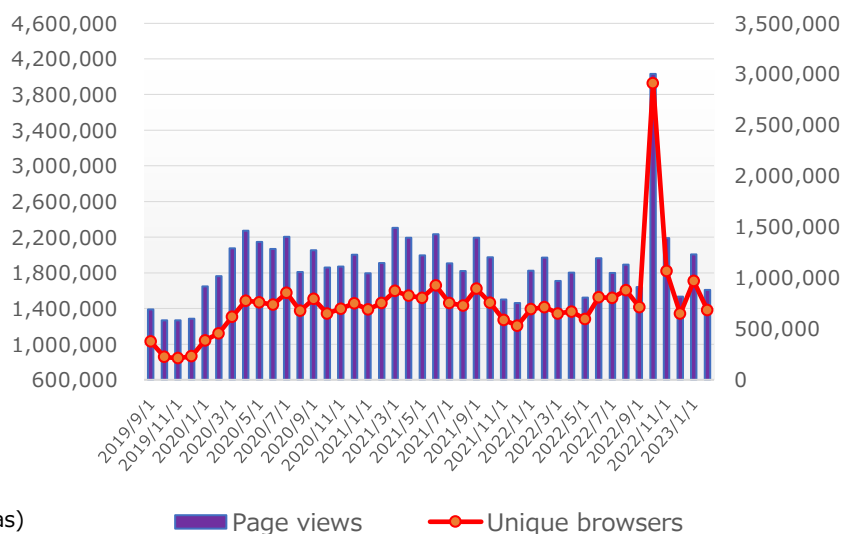
684,393

Average unique browsers per day
24,442.6

◆ Number of email delivery

135,698 (as of February 22)

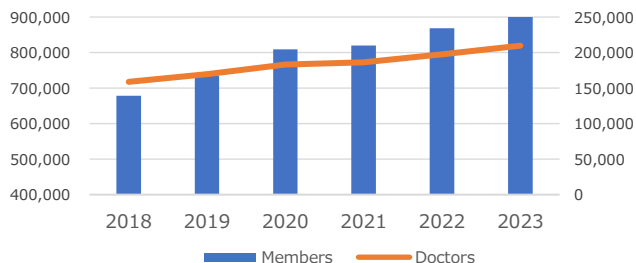
(Source: Atlas)



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 20223	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

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

	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	3903
Cardiovascular Surgery	2,602	2585
Respiratory Tract Surgery	1,862	1860
Gastroenterological Surgery	8,287	8267
Cranial Nerve Surgery	5,465	5451
Pediatric Surgery	704	707
Surgery	12,099	12088
Orthopedic Surgery	11,883	11835
Plastic Surgery	1,978	1973
Oral Surgery	166	168
Other Surgery	1,514	1510
Cardiovascular Disease	14,207	14167
Allergies	2,771	2765
Rheumatism	3,135	3126
Geriatrics	1,355	1352
General practice	1,747	1731
Psychiatry	8,786	8733
Pediatrics	14,569	14526
Rehabilitation	4,328	4308
Obstetrics/Gynecology	7,110	7076
Breast surgery	580	576
Ophthalmology	4,658	4640
Ear, Nose & Throat	4,724	4709
Dermatology	6,219	6189
Urology	4,725	4701
Radiology	4,396	4374
Anaesthesia	6,555	6529
Palliative care	681	668
Emergency/ICU	5,526	5502
STDs	101	100
Proctology	739	736
Preclinical Medicine	1,745	1743
Pathology	638	634
Other	16,709	16657