

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ March 2023 page views and unique browsers

◆ Monthly page views

22,052,731

Average page views per day
711,378.4

◆ Monthly unique browsers

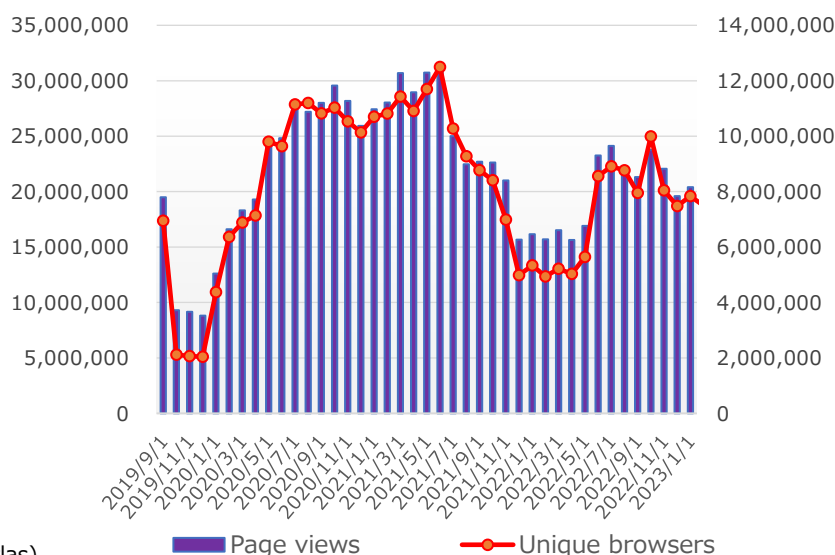
8,411,718

Average unique browsers per day
271,345.7

◆ Number of email delivery

615,407 (as of March 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ March 2023 page views and unique browsers

◆ Monthly page views

1,456,695

Average page views per day
46,990.2

◆ Monthly unique browsers

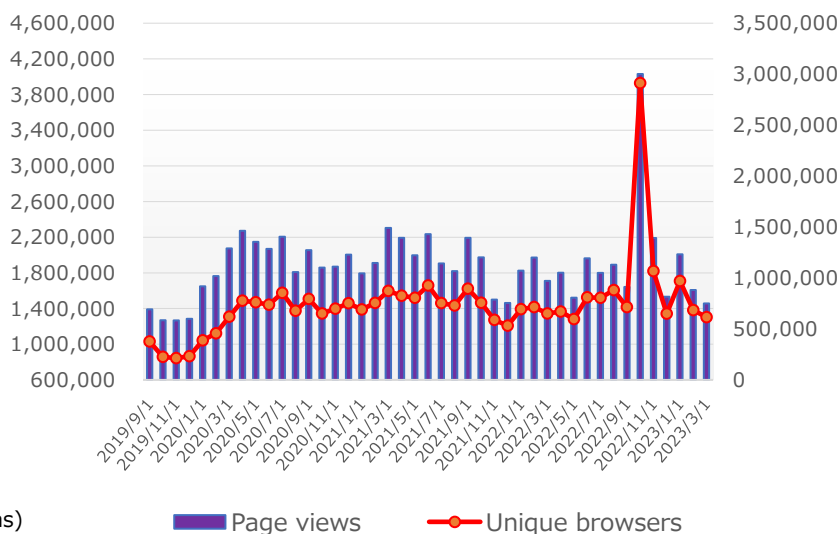
614,611

Average unique browsers per day
20,697.1

◆ Number of email delivery

135,640 (as of March 29)

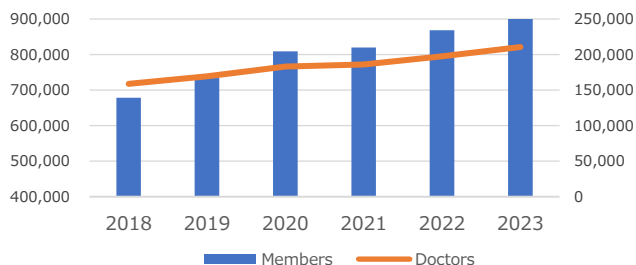
(Source: Atlas)



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 20223	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

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

	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