

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ April 2023 page views and unique browsers

◆ Monthly page views

21,338,578

Average page views per day
711,285.9

◆ Monthly unique browsers

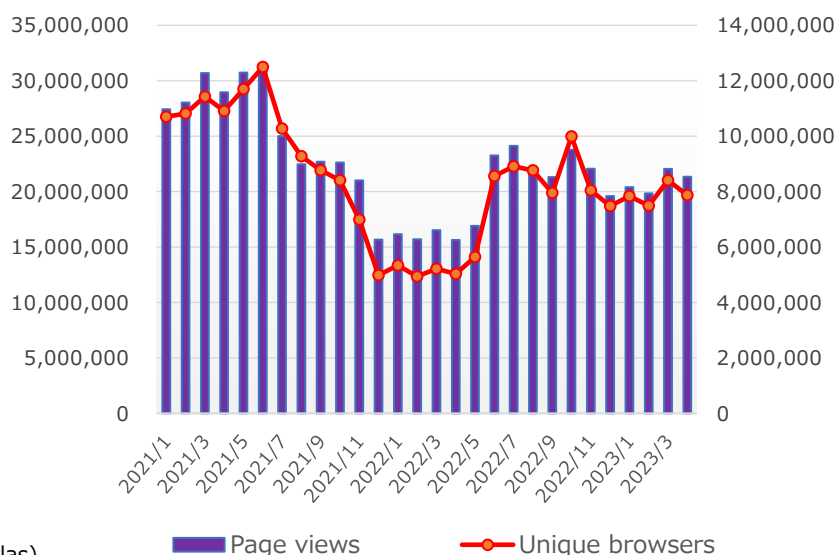
7,873,886

Average unique browsers per day
262,462.9

◆ Number of email delivery

613,684 (as of April 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ April 2023 page views and unique browsers

◆ Monthly page views

1,485,702

Average page views per day
49,523.4

◆ Monthly unique browsers

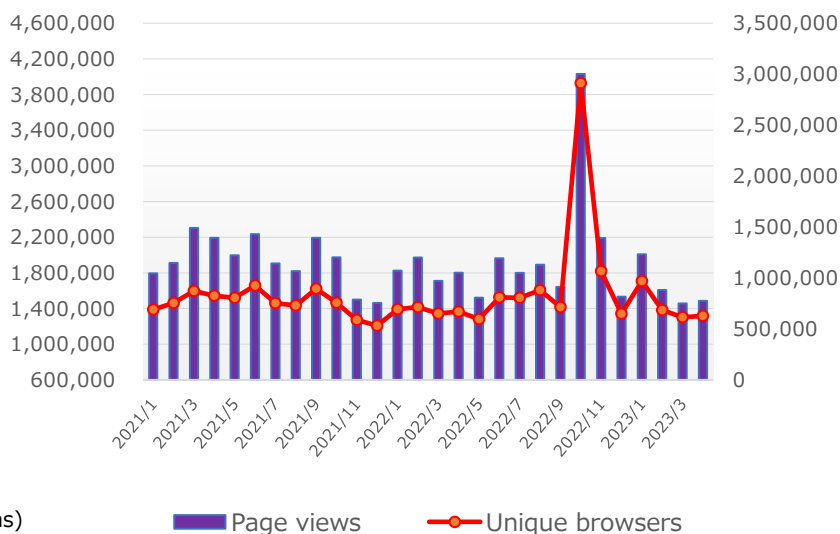
627,888

Average unique browsers per day
20,929.6

◆ Number of email delivery

135,512 (as of April 26)

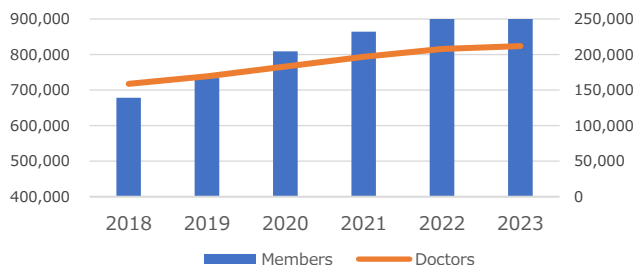
(Source: Atlas)



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

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

	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