

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ September 2023 page views and unique browsers

◆ Monthly page views

18,680,653

Average page views per day
622,688.4

◆ Monthly unique browsers

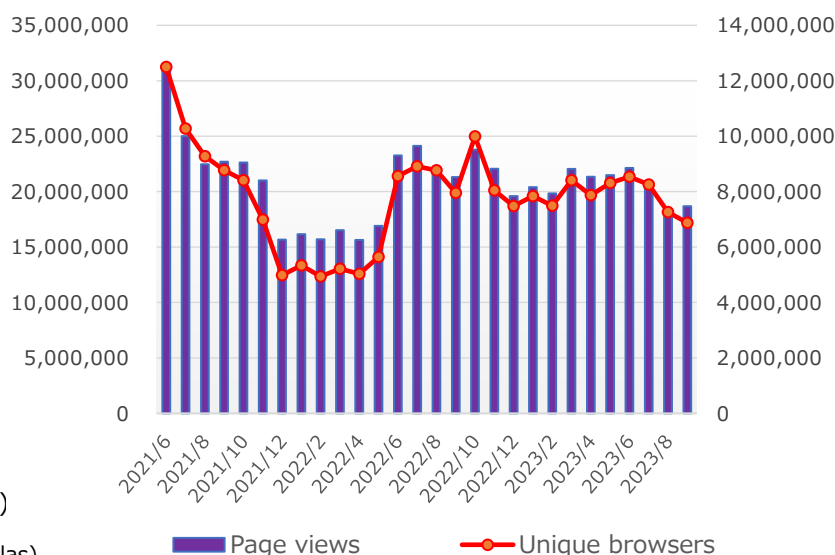
6,872,472

Average unique browsers per day
229,082.4

◆ Number of email delivery

609,135 (as of September 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ September 2023 page views and unique browsers

◆ Monthly page views

1,443,040

Average page views per day
48,101.3

◆ Monthly unique browsers

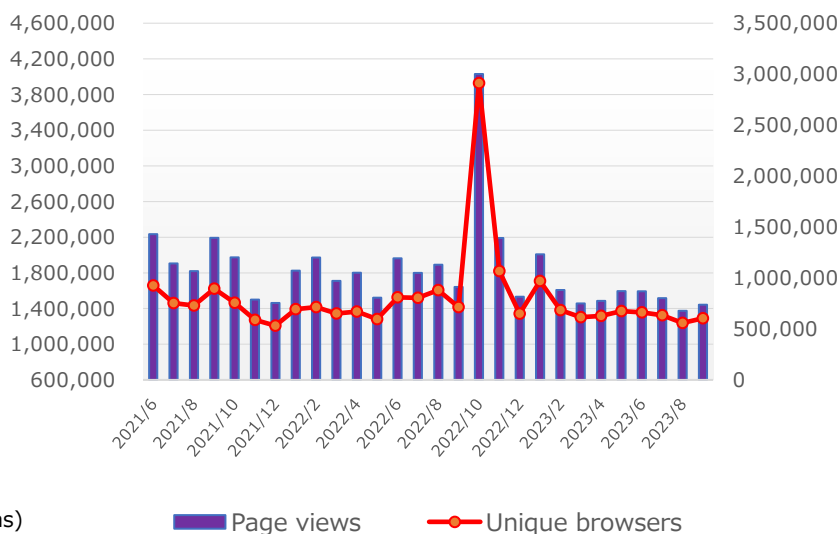
604,223

Average unique browsers per day
20,140.8

◆ Number of email delivery

135,011 (as of September 27)

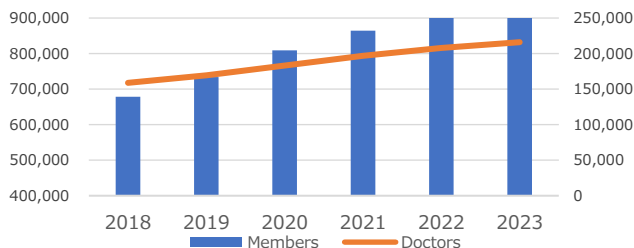
(Source: Atlas)



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

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

	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