

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ November 2023 page views and unique browsers

◆ Monthly page views

18,373,900

Average page views per day
612,463.3

◆ Monthly unique browsers

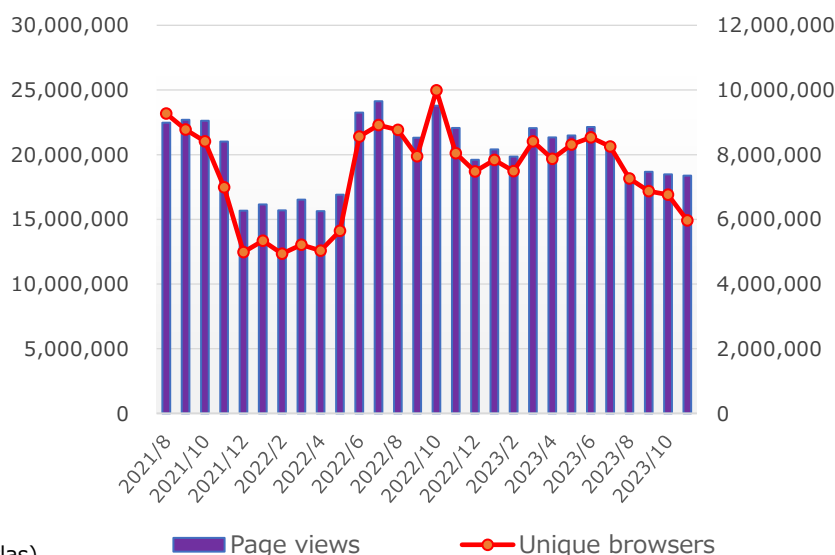
5,965,526

Average unique browsers per day
198,850.9

◆ Number of email delivery

607,179 (as of November 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ November 2023 page views and unique browsers

◆ Monthly page views

1,440,049

Average page views per day
48,001.6

◆ Monthly unique browsers

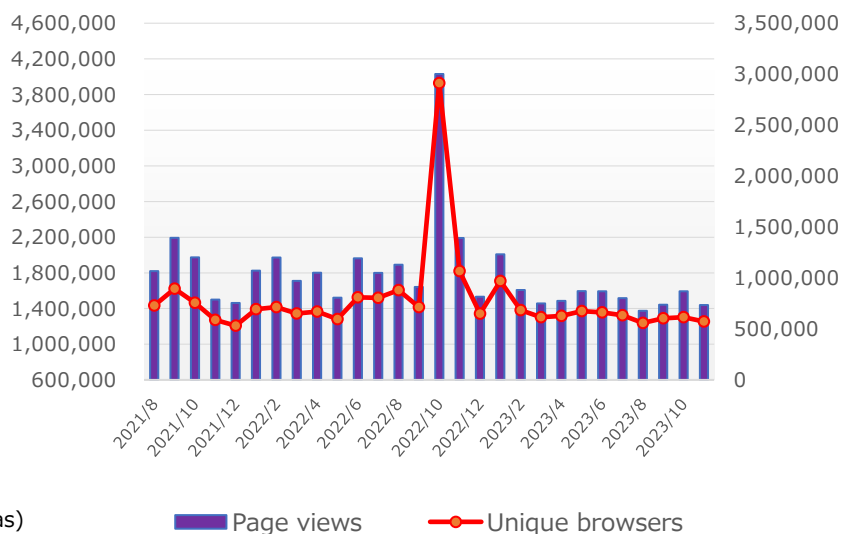
573,134

Average unique browsers per day
17,904.5

◆ Number of email delivery

134,689 (as of November 29)

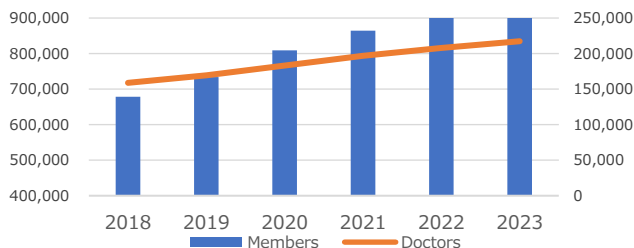
(Source: Atlas)



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