

Marketing Report

Nikkei Medical ONLINE

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February 2024 page views and unique browsers

◆ Monthly page views

16,257,474

Average page views per day
560,602.6

◆ Monthly unique browsers

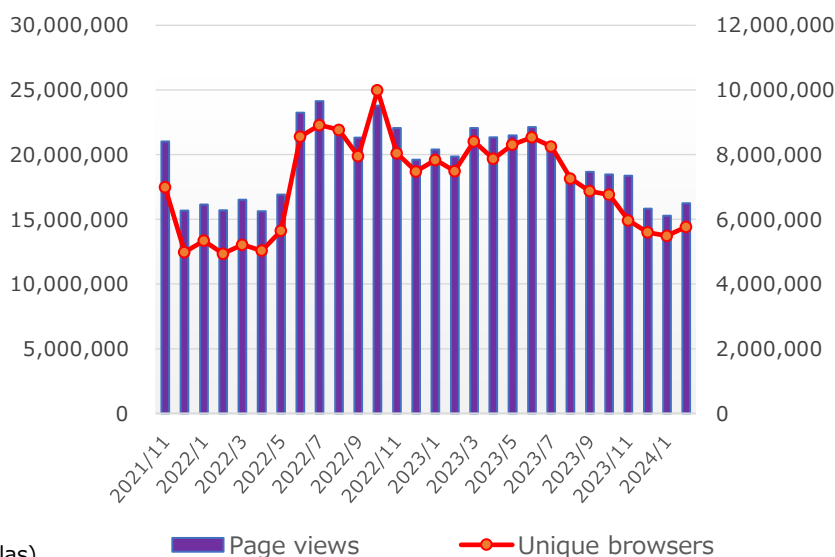
5,769,356

Average unique browsers per day
198,943.3

◆ Number of email delivery

604,280 (as of February 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

February 2024 page views and unique browsers

◆ Monthly page views

1,601,889

Average page views per day
55,237.6

◆ Monthly unique browsers

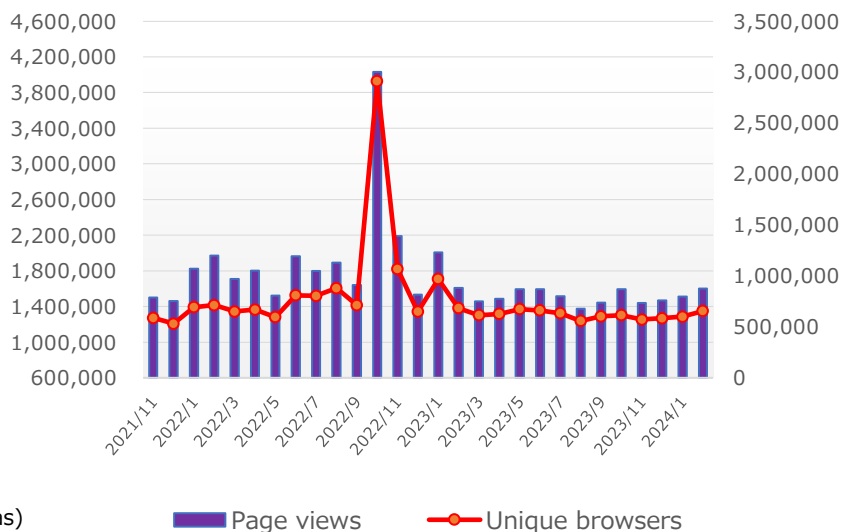
655,809

Average unique browsers per day
22,614.1

◆ Number of email delivery

134,401 (as of February 28)

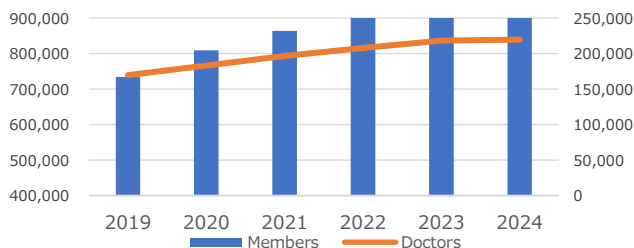
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	972,358
Doctors	169,557	183,234	196,847	207,945	218,240	219,700



Major User Attribute

February 29, 2024

Doctor	219,700	Dentist	10,186
Hospital Doctor	179,709	Pharmacist	195,176
Hospital Administrator/Director	8,314	Nurse/Nursing Assistant	70,795
Clinical Administrator/Director	31,677	Health nurse	4,030
		Maternity nurse	2,190

User Attribute (Pharmacist) February 2024 January 2023

Pharmacist (owns a drugstore)	8,189	8,211
Pharmacist at a drugstore	10,465	10,381
Hospital pharmacist	104,152	103,616
Pharmacist (pharmaceutical company employee)	34,528	34,404
Pharmacist (drug wholesaling employee)	9,608	9,579
Pharmacist (other)	2,330	2,324
Pharmacist (owns a drugstore)	25,904	25,798

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,385	Hospital (200-299 beds)	15,894
Clinic (1-19 beds)	3,219	Hospital (300-499 beds)	36,807
Hospital (20-99 beds)	7,639	Hospital (500 beds or more)	71,861
Hospital (100-199 beds)	15,465	Other	6,782

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 2024	January 2023
Internal Medicine	67,279	67,062
Respiratory Tract Medicine	8,434	8,393
Gastroenterology	15,720	15,662
Endocrine/Metabolic	6,338	6,310
Kidney	4,903	4,894
Haematology	2,720	2,712
Neurology	5,252	5,224
Medical oncology	880	873
Psychosomatic Medicine	2,222	2,213
Other Medicine	4,199	4,192
Cardiovascular Surgery	2,658	2,655
Respiratory Tract Surgery	1,952	1,948
Gastroenterological Surgery	8,569	8,556
Cranial Nerve Surgery	5,690	5,665
Pediatric Surgery	725	723
Surgery	12,335	12,319
Orthopedic Surgery	12,386	12,332
Plastic Surgery	2,088	2,081
Oral Surgery	167	165
Other Surgery	1,596	1,586
Cardiovascular Disease	14,656	14,621
Allergies	2,839	2,831
Rheumatism	3,255	3,248
Geriatrics	1,393	1,385
General practice	2,067	2,049
Psychiatry	9,298	9,246
Pediatrics	15,066	15,009
Rehabilitation	4,460	4,453
Obstetrics/Gynecology	7,448	7,426
Breast surgery	632	629
Ophthalmology	4,898	4,880
Ear, Nose & Throat	4,898	4,889
Dermatology	6,525	6,495
Urology	4,937	4,916
Radiology	4,599	4,580
Anaesthesia	6,882	6,862
Palliative care	794	784
Emergency/ICU	5,802	5,781
STDs	106	106
Proctology	763	761
Preclinical Medicine	1,765	1,762
Pathology	718	708
Other	17,755	17,724