

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ May 2024 page views and unique browsers

◆ Monthly page views

18,978,274

Average page views per day
612,202.3

◆ Monthly unique browsers

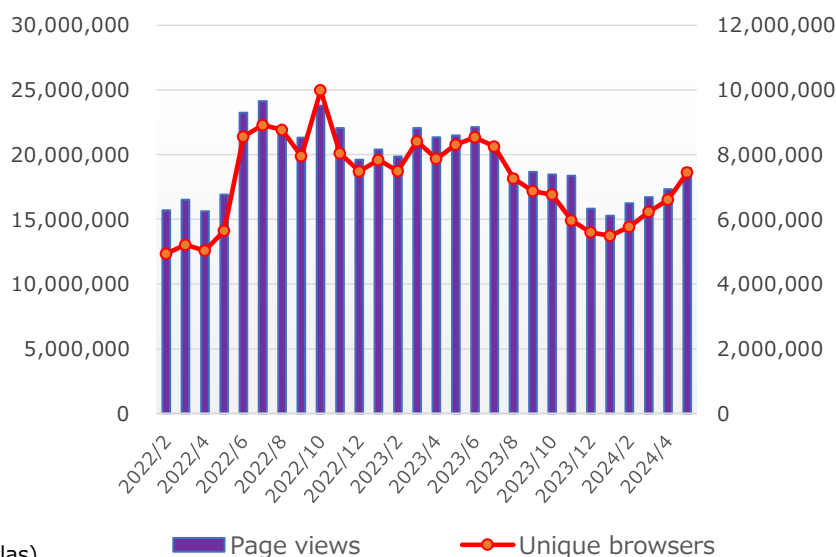
7,446,077

Average unique browsers per day
240,196.0

◆ Number of email delivery

601,644 (as of May 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ May 2024 page views and unique browsers

◆ Monthly page views

1,801,285

Average page views per day
58,105.9

◆ Monthly unique browsers

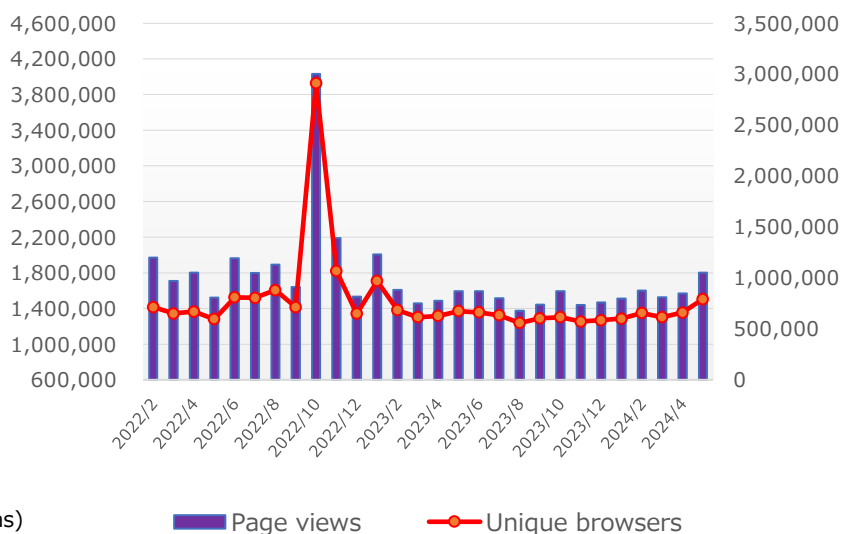
792,248

Average unique browsers per day
25,556.3

◆ Number of email delivery

134,438 (as of May 29)

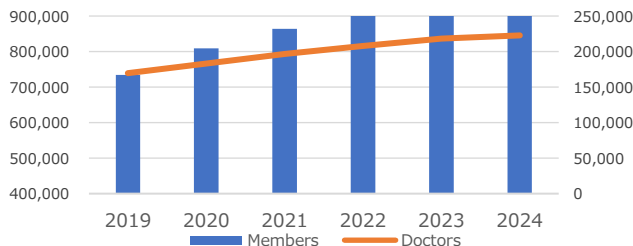
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	984,202
Doctors	169,557	183,234	196,847	207,945	218,240	222,824



Major User Attribute

May 31, 2024

Doctor	222,824	Dentist	10,298
Hospital Doctor	182,407	Pharmacist	197,686
Hospital Administrator/Director	8,408	Nurse/Nursing Assistant	78,219
Clinical Administrator/Director	32,009	Health nurse	4,074
		Maternity nurse	2,232

User Attribute (Pharmacist)	May 2024	April 2024
Pharmacist (owns a drugstore)	8,151	8,165
Pharmacist at a drugstore	10,562	10,532
Hospital pharmacist	105,636	105,109
Pharmacist (pharmaceutical company employee)	35,007	34,807
Pharmacist (drug wholesaling employee)	9,681	9,657
Pharmacist (other)	2,351	2,345
Pharmacist (owns a drugstore)	26,298	26,176

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,839	Hospital (200-299 beds)	16,048
Clinic (1-19 beds)	3,255	Hospital (300-499 beds)	37,412
Hospital (20-99 beds)	7,676	Hospital (500 beds or more)	73,011
Hospital (100-199 beds)	15,652	Other	6,863

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

	May 2024	April 2024
Internal Medicine	68,008	67,718
Respiratory Tract Medicine	8,539	8,504
Gastroenterology	15,943	15,858
Endocrine/Metabolic	6,454	6,404
Kidney	4,990	4,953
Haematology	2,757	2,742
Neurology	5,328	5,302
Medical oncology	903	892
Psychosomatic Medicine	2,247	2,234
Other Medicine	4,297	4,261
Cardiovascular Surgery	2,693	2,674
Respiratory Tract Surgery	1,976	1,965
Gastroenterological Surgery	8,650	8,618
Cranial Nerve Surgery	5,731	5,716
Pediatric Surgery	732	732
Surgery	12,416	12,391
Orthopedic Surgery	12,533	12,488
Plastic Surgery	2,117	2,107
Oral Surgery	175	173
Other Surgery	1,610	1,604
Cardiovascular Disease	14,762	14,707
Allergies	2,854	2,849
Rheumatism	3,274	3,267
Geriatrics	1,402	1,398
General practice	2,135	2,114
Psychiatry	9,419	9,386
Pediatrics	15,191	15,143
Rehabilitation	4,508	4,497
Obstetrics/Gynecology	7,536	7,509
Breast surgery	646	642
Ophthalmology	4,949	4,932
Ear, Nose & Throat	4,955	4,930
Dermatology	6,598	6,573
Urology	4,996	4,975
Radiology	4,660	4,643
Anaesthesia	6,958	6,938
Palliative care	824	812
Emergency/ICU	5,879	5,855
STDs	109	109
Proctology	763	764
Preclinical Medicine	1,776	1,772
Pathology	745	736
Other	18,227	18,029