

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ July 2024 page views and unique browsers

◆ Monthly page views

20,256,434

Average page views per day
653,433.3

◆ Monthly unique browsers

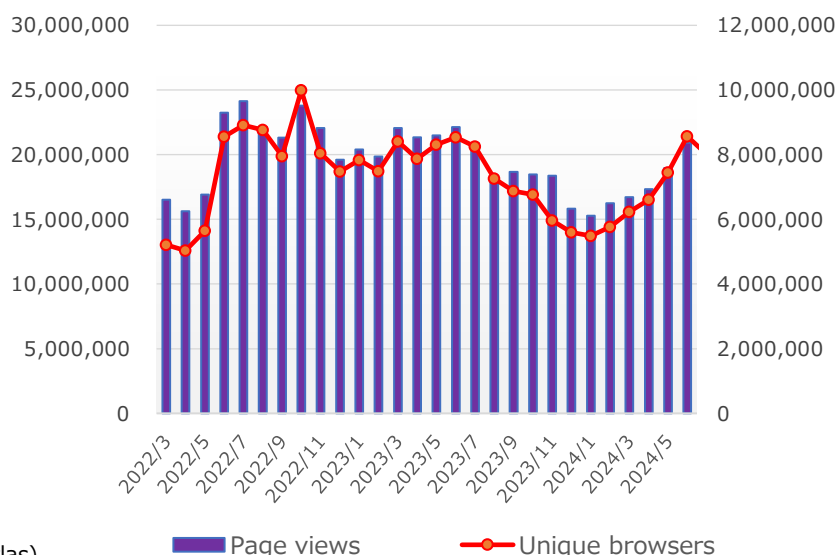
8,012,494

Average unique browsers per day
258,467.5

◆ Number of email delivery

600,900 (as of June 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ July 2024 page views and unique browsers

◆ Monthly page views

1,663,780

Average page views per day
53,670.3

◆ Monthly unique browsers

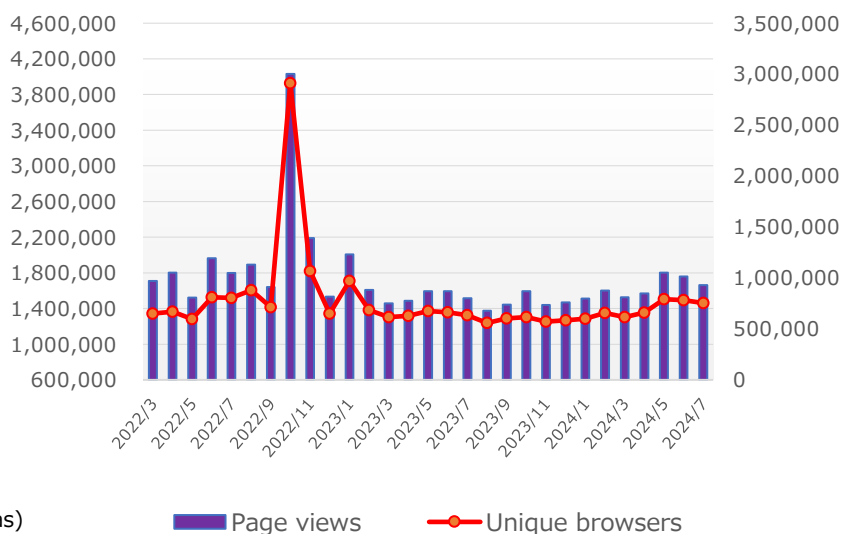
752,754

Average unique browsers per day
24,282.2

◆ Number of email delivery

134,537 (as of July 31)

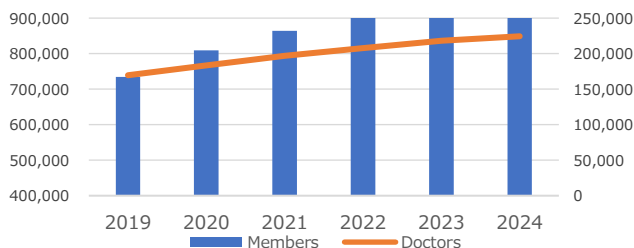
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	992,692
Doctors	169,557	183,234	196,847	207,945	218,240	224,411



Major User Attribute

July 31, 2024

Doctor	224,411	Dentist	10,375
Hospital Doctor	183,712	Pharmacist	199,386
Hospital Administrator/Director	8,456	Nurse/Nursing Assistant	72,871
Clinical Administrator/Director	32,243	Health nurse	4,104
		Maternity nurse	2,266

User Attribute (Pharmacist)	July 2024	June 2024
Pharmacist (owns a drugstore)	8,139	8,144
Pharmacist at a drugstore	10,634	10,601
Hospital pharmacist	106,633	106,216
Pharmacist (pharmaceutical company employee)	35,300	35,161
Pharmacist (drug wholesaling employee)	9,747	9,714
Pharmacist (other)	2,355	2,352
Pharmacist (owns a drugstore)	26,578	26,453

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,073	Hospital (200-299 beds)	16,145
Clinic (1-19 beds)	3,268	Hospital (300-499 beds)	37,730
Hospital (20-99 beds)	7,718	Hospital (500 beds or more)	73,463
Hospital (100-199 beds)	15,762	Other	6,907

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

	July 2024	June 2024
Internal Medicine	68,369	68,207
Respiratory Tract Medicine	8,593	8,568
Gastroenterology	16,054	15,992
Endocrine/Metabolic	6,504	6,482
Kidney	5,026	5,010
Haematology	2,782	2,769
Neurology	5,364	5,354
Medical oncology	916	907
Psychosomatic Medicine	2,254	2,249
Other Medicine	4,335	4,313
Cardiovascular Surgery	2,695	2,698
Respiratory Tract Surgery	1,986	1,980
Gastroenterological Surgery	8,703	8,684
Cranial Nerve Surgery	5,772	5,745
Pediatric Surgery	738	734
Surgery	12,471	12,449
Orthopedic Surgery	12,629	12,583
Plastic Surgery	2,137	2,128
Oral Surgery	168	168
Other Surgery	1,620	1,616
Cardiovascular Disease	14,820	14,793
Allergies	2,870	2,862
Rheumatism	3,296	3,283
Geriatrics	1,405	1,404
General practice	2,176	2,159
Psychiatry	9,487	9,450
Pediatrics	15,298	15,258
Rehabilitation	4,527	4,517
Obstetrics/Gynecology	7,587	7,558
Breast surgery	650	650
Ophthalmology	4,984	4,969
Ear, Nose & Throat	4,979	4,971
Dermatology	6,644	6,619
Urology	5,033	5,015
Radiology	4,704	4,684
Anaesthesia	7,007	6,987
Palliative care	836	827
Emergency/ICU	5,911	5,896
STDs	111	109
Proctology	768	767
Preclinical Medicine	1,776	1,775
Pathology	769	759
Other	18,372	18,297