

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ August 2024 page views and unique browsers

◆ Monthly page views

19,264,742

Average page views per day
621,443.3

◆ Monthly unique browsers

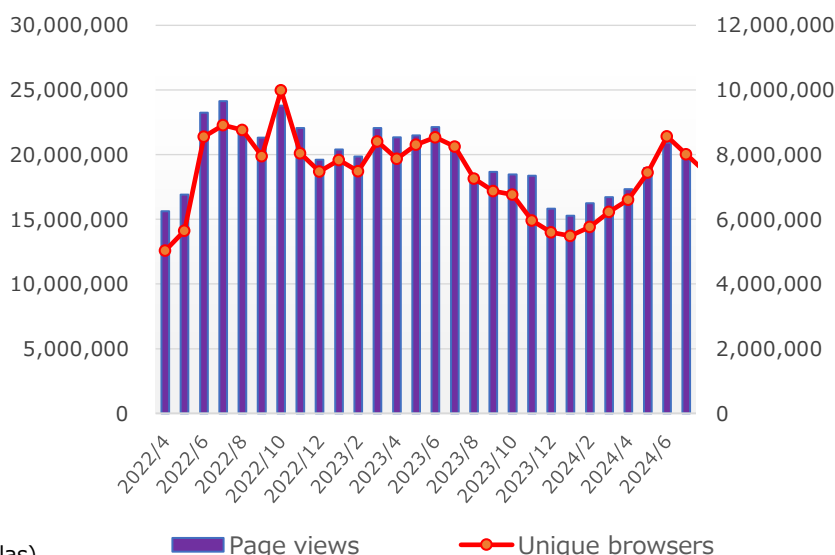
7,456,582

Average unique browsers per day
240,534.9

◆ Number of email delivery

598,916 (as of August 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ August 2024 page views and unique browsers

◆ Monthly page views

1,550,195

Average page views per day
50,006.3

◆ Monthly unique browsers

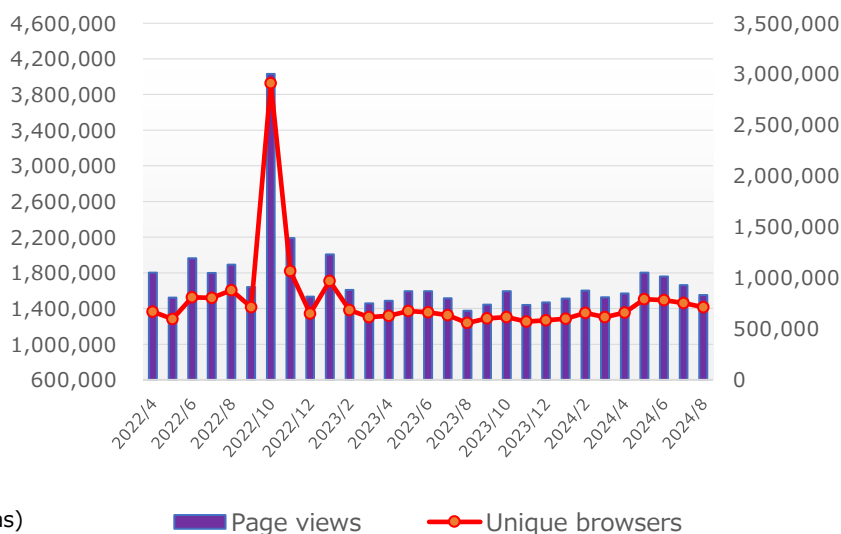
711,980

Average unique browsers per day
22,967.1

◆ Number of email delivery

134,592 (as of August 28)

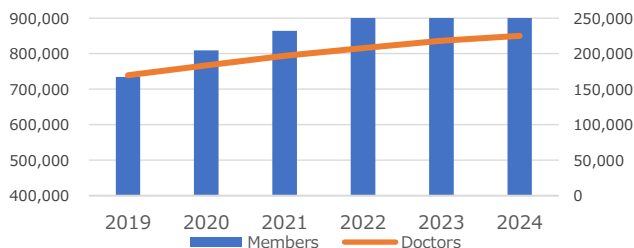
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	996,122
Doctors	169,557	183,234	196,847	207,945	218,240	225,063



Major User Attribute

August 31, 2024

Doctor	225,063	Dentist	10,409
Hospital Doctor	183,874	Pharmacist	200,105
Hospital Administrator/Director	8,541	Nurse/Nursing Assistant	73,227
Clinical Administrator/Director	32,648	Health nurse	4,115
		Maternity nurse	2,274

User Attribute (Pharmacist)	August 2024	July 2024
Pharmacist (owns a drugstore)	8,131	8,139
Pharmacist at a drugstore	10,661	10,634
Hospital pharmacist	107,036	106,633
Pharmacist (pharmaceutical company employee)	35,451	35,300
Pharmacist (drug wholesaling employee)	9,771	9,747
Pharmacist (other)	2,363	2,355
Pharmacist (owns a drugstore)	26,692	26,578

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,483	Hospital (200-299 beds)	16,090
Clinic (1-19 beds)	3,262	Hospital (300-499 beds)	37,690
Hospital (20-99 beds)	7,751	Hospital (500 beds or more)	73,053
Hospital (100-199 beds)	15,992	Other	6,917

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

	August 2024	July 2024
Internal Medicine	68,672	68,369
Respiratory Tract Medicine	8,649	8,593
Gastroenterology	16,161	16,054
Endocrine/Metabolic	6,572	6,504
Kidney	5,080	5,026
Haematology	2,804	2,782
Neurology	5,390	5,364
Medical oncology	964	916
Psychosomatic Medicine	2,275	2,254
Other Medicine	4,371	4,335
Cardiovascular Surgery	2,697	2,695
Respiratory Tract Surgery	1,990	1,986
Gastroenterological Surgery	8,712	8,703
Cranial Nerve Surgery	5,795	5,772
Pediatric Surgery	743	738
Surgery	12,480	12,471
Orthopedic Surgery	12,690	12,629
Plastic Surgery	2,155	2,137
Oral Surgery	166	168
Other Surgery	1,639	1,620
Cardiovascular Disease	14,890	14,820
Allergies	2,908	2,870
Rheumatism	3,320	3,296
Geriatrics	1,421	1,405
General practice	2,278	2,176
Psychiatry	9,586	9,487
Pediatrics	15,374	15,298
Rehabilitation	4,581	4,527
Obstetrics/Gynecology	7,616	7,587
Breast surgery	669	650
Ophthalmology	5,020	4,984
Ear, Nose & Throat	4,987	4,979
Dermatology	6,696	6,644
Urology	5,051	5,033
Radiology	4,738	4,704
Anaesthesia	7,048	7,007
Palliative care	877	836
Emergency/ICU	5,973	5,911
STDs	116	111
Proctology	769	768
Preclinical Medicine	1,767	1,776
Pathology	791	769
Other	18,220	18,372