

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ September 2024 page views and unique browsers

◆ Monthly page views

19,857,918

Average page views per day
661,930.6

◆ Monthly unique browsers

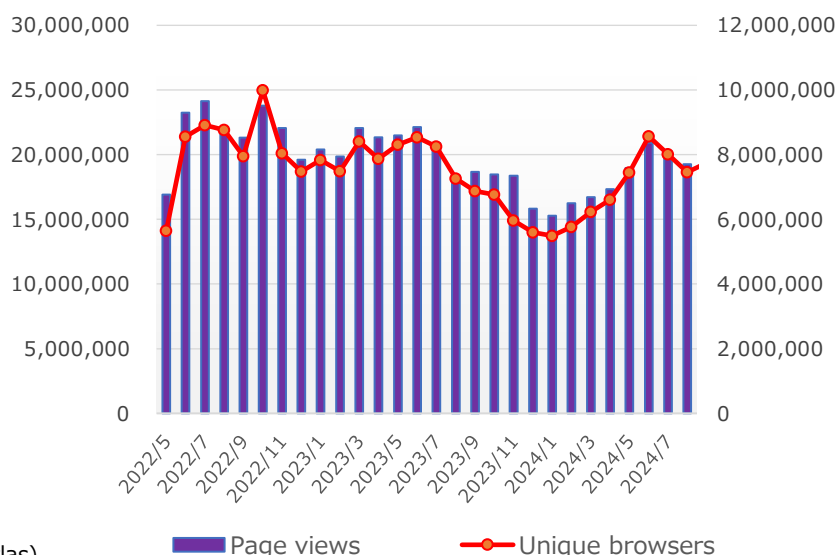
7,749,895

Average unique browsers per day
258,329.8

◆ Number of email delivery

598,652 (as of September 26)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ September 2024 page views and unique browsers

◆ Monthly page views

1,695,437

Average page views per day
56,514.5

◆ Monthly unique browsers

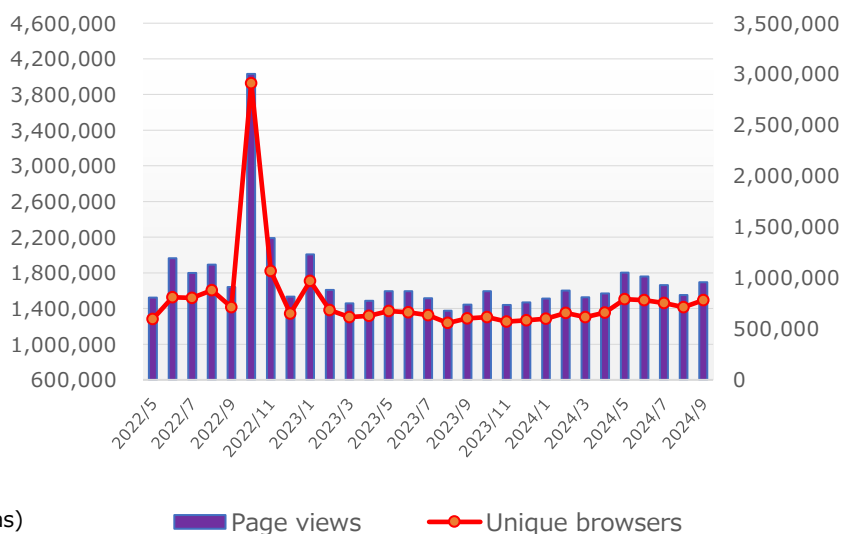
782,428

Average unique browsers per day
26,080.9

◆ Number of email delivery

134,651 (as of September 25)

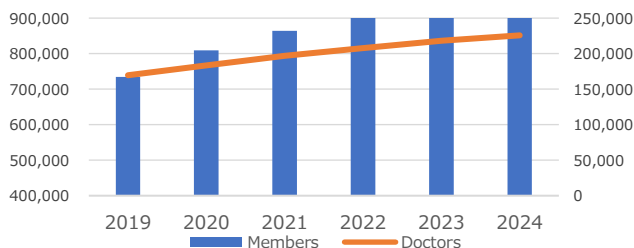
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	999,884
Doctors	169,557	183,234	196,847	207,945	218,240	225,726



Major User Attribute

September 30, 2024

Doctor	225,726	Dentist	10,439
Hospital Doctor	184,426	Pharmacist	200,974
Hospital Administrator/Director	8,560	Nurse/Nursing Assistant	73,658
Clinical Administrator/Director	32,740	Health nurse	4,139
		Maternity nurse	2,294

User Attribute (Pharmacist) September 2024 August 2024

Pharmacist (owns a drugstore)	8,120	8,131
Pharmacist at a drugstore	10,712	10,661
Hospital pharmacist	107,559	107,036
Pharmacist (pharmaceutical company employee)	35,584	35,451
Pharmacist (drug wholesaling employee)	9,810	9,771
Pharmacist (other)	2,363	2,363
Pharmacist (owns a drugstore)	26,826	26,692

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,600	Hospital (200-299 beds)	16,128
Clinic (1-19 beds)	3,266	Hospital (300-499 beds)	37,817
Hospital (20-99 beds)	7,772	Hospital (500 beds or more)	73,248
Hospital (100-199 beds)	16,030	Other	6,931

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

	September 2024	August 2024
Internal Medicine	68,823	68,672
Respiratory Tract Medicine	8,665	8,649
Gastroenterology	16,207	16,161
Endocrine/Metabolic	6,596	6,572
Kidney	5,096	5,080
Haematology	2,811	2,804
Neurology	5,404	5,390
Medical oncology	968	964
Psychosomatic Medicine	2,276	2,275
Other Medicine	4,392	4,371
Cardiovascular Surgery	2,707	2,697
Respiratory Tract Surgery	1,992	1,990
Gastroenterological Surgery	8,732	8,712
Cranial Nerve Surgery	5,810	5,795
Pediatric Surgery	745	743
Surgery	12,490	12,480
Orthopedic Surgery	12,727	12,690
Plastic Surgery	2,159	2,155
Oral Surgery	168	166
Other Surgery	1,639	1,639
Cardiovascular Disease	14,915	14,890
Allergies	2,913	2,908
Rheumatism	3,325	3,320
Geriatrics	1,421	1,421
General practice	2,290	2,278
Psychiatry	9,612	9,586
Pediatrics	15,423	15,374
Rehabilitation	4,590	4,581
Obstetrics/Gynecology	7,642	7,616
Breast surgery	674	669
Ophthalmology	5,034	5,020
Ear, Nose & Throat	4,994	4,987
Dermatology	6,712	6,696
Urology	5,061	5,051
Radiology	4,751	4,738
Anaesthesia	7,070	7,048
Palliative care	882	877
Emergency/ICU	5,989	5,973
STDs	118	116
Proctology	770	769
Preclinical Medicine	1,767	1,767
Pathology	795	791
Other	18,291	18,220