

Marketing Report

Nikkei Medical ONLINE

日経メディカル

February 2025 page views and unique browsers

◆ Monthly page views

19,652,787

Average page views per day
701,885.2

◆ Monthly unique browsers

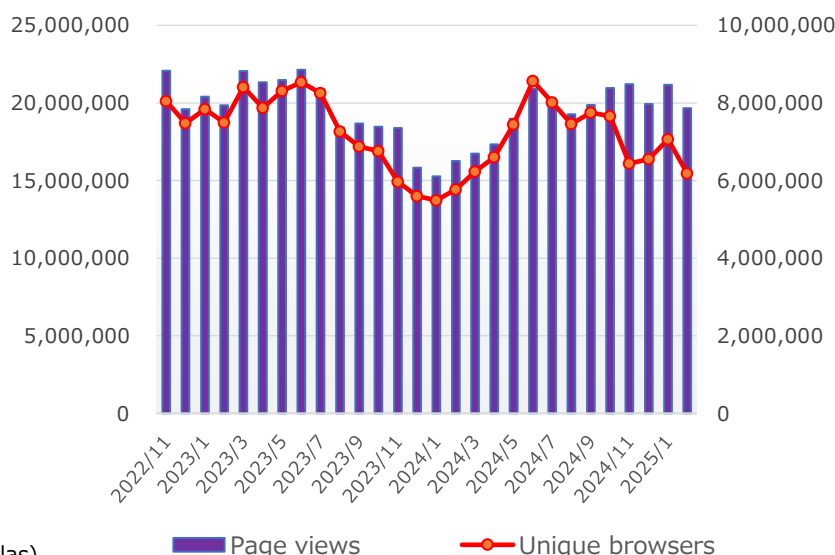
6,186,270

Average unique browsers per day
220,938.2

◆ Number of email delivery

594,972 (as of February 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

February 2025 page views and unique browsers

◆ Monthly page views

1,417,080

Average page views per day
50,610.0

◆ Monthly unique browsers

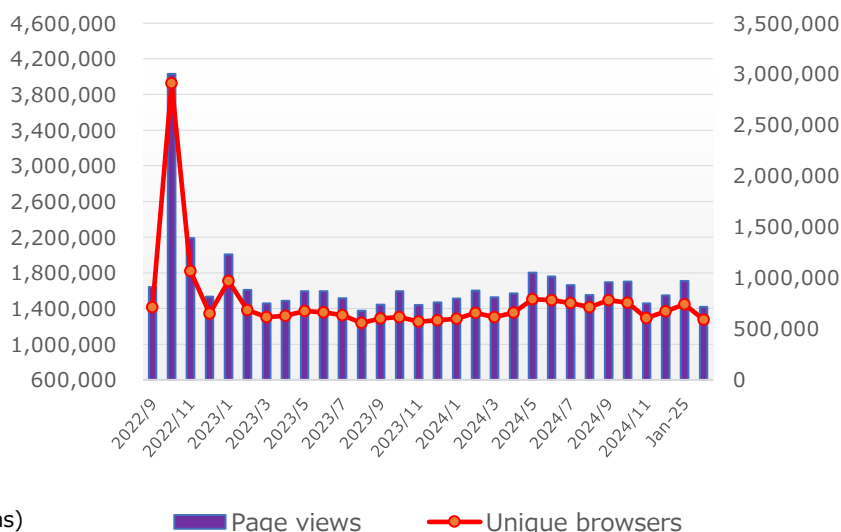
590,982

Average unique browsers per day
21,106.5

◆ Number of email delivery

133,932 (as of February 26)

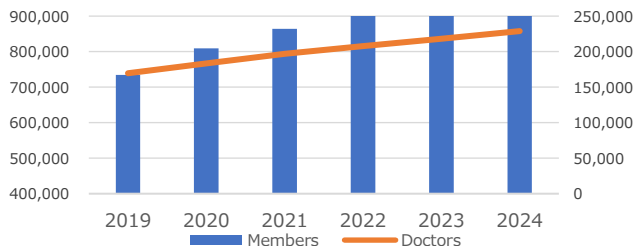
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,017,079
Doctors	169,557	183,234	196,847	207,945	218,240	228,897



Major User Attribute

February 28, 2025

Doctor	228,897	Dentist	10,598
Hospital Doctor	187,144	Pharmacist	204,167
Hospital Administrator/Director	8,663	Nurse/Nursing Assistant	75,307
Clinical Administrator/Director	33,090	Health nurse	4,217
		Maternity nurse	2,354

User Attribute (Pharmacist) February 2025 January 2025

Pharmacist (owns a drugstore)	8,082	8,088
Pharmacist at a drugstore	10,821	10,791
Hospital pharmacist	109,276	108,923
Pharmacist (pharmaceutical company employee)	36,223	36,076
Pharmacist (drug wholesaling employee)	9,938	9,913
Pharmacist (other)	2,390	2,380
Pharmacist (owns a drugstore)	27,437	27,313

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,073	Hospital (200-299 beds)	16,291
Clinic (1-19 beds)	3,297	Hospital (300-499 beds)	38,389
Hospital (20-99 beds)	7,882	Hospital (500 beds or more)	74,290
Hospital (100-199 beds)	16,280	Other	7,014

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 2025	January 2024
Internal Medicine	69,544	69,410
Respiratory Tract Medicine	8,797	8,774
Gastroenterology	16,439	16,413
Endocrine/Metabolic	6,705	6,685
Kidney	5,181	5,160
Haematology	2,857	2,846
Neurology	5,472	5,462
Medical oncology	992	988
Psychosomatic Medicine	2,308	2,299
Other Medicine	4,473	4,456
Cardiovascular Surgery	2,734	2,729
Respiratory Tract Surgery	2,026	2,020
Gastroenterological Surgery	8,828	8,816
Cranial Nerve Surgery	5,889	5,874
Pediatric Surgery	756	755
Surgery	12,562	12,550
Orthopedic Surgery	12,884	12,849
Plastic Surgery	2,199	2,197
Oral Surgery	168	167
Other Surgery	1,666	1,661
Cardiovascular Disease	15,037	15,016
Allergies	2,934	2,931
Rheumatism	3,344	3,338
Geriatrics	1,435	1,432
General practice	2,354	2,336
Psychiatry	9,752	9,732
Pediatrics	15,576	15,550
Rehabilitation	4,630	4,624
Obstetrics/Gynecology	7,764	7,744
Breast surgery	688	687
Ophthalmology	5,098	5,083
Ear, Nose & Throat	5,042	5,039
Dermatology	6,809	6,793
Urology	5,138	5,128
Radiology	4,811	4,802
Anaesthesia	7,155	7,134
Palliative care	903	894
Emergency/ICU	6,063	6,048
STDs	120	120
Proctology	775	774
Preclinical Medicine	1,774	1,776
Pathology	816	815
Other	18,596	18,541