

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ May 2025 page views and unique browsers

◆ Monthly page views

20,257,356

Average page views per day
653,463

◆ Monthly unique browsers

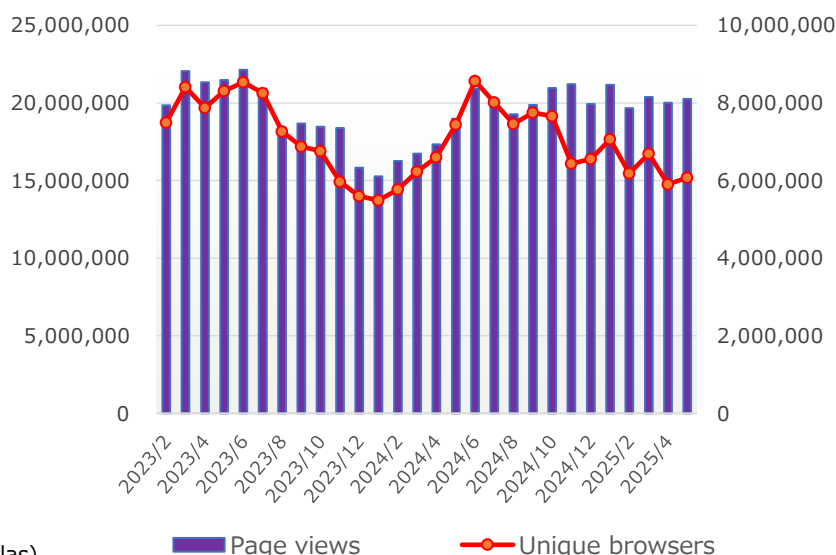
6,076,192

Average unique browsers per day
196,006

◆ Number of email delivery

591,631 (as of May 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ May 2025 page views and unique browsers

◆ Monthly page views

1,585,553

Average page views per day
51,146.8

◆ Monthly unique browsers

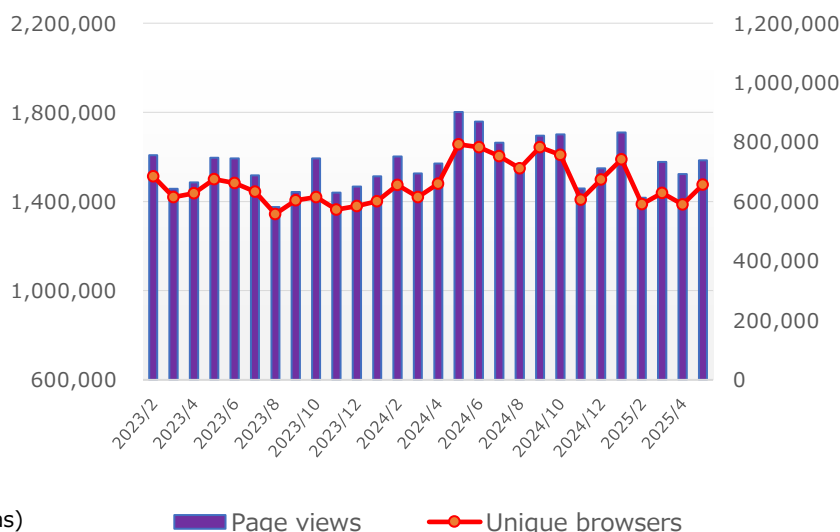
657,355

Average unique browsers per day
21,205

◆ Number of email delivery

133,525 (as of May 28)

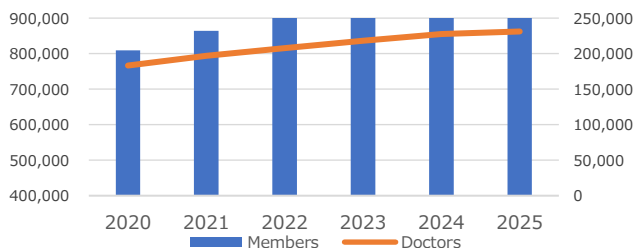
(Source: Atlas)



User Profile

■ Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,027,300
Doctors	183,234	196,847	207,945	218,240	227,727	231,186



■ Major User Attribute

May 31, 2025

Doctor	231,186	Dentist	10,696
Hospital Doctor	189,086	Pharmacist	206,231
Hospital Administrator/Director	8,762	Nurse/Nursing Assistant	76,272
Clinical Administrator/Director	33,338	Health nurse	4,251
		Maternity nurse	2,382

User Attribute (Pharmacist)	May 2025	April 2025
Pharmacist (owns a drugstore)	8,055	8,064
Pharmacist at a drugstore	10,916	10,891
Hospital pharmacist	110,479	110,071
Pharmacist (pharmaceutical company employee)	36,595	36,458
Pharmacist (drug wholesaling employee)	10,014	9,982
Pharmacist (other)	2,411	2,401
Pharmacist (owns a drugstore)	27,761	27,661

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,428	Hospital (200-299 beds)	16,389
Clinic (1-19 beds)	3,335	Hospital (300-499 beds)	38,817
Hospital (20-99 beds)	7,965	Hospital (500 beds or more)	75,001
Hospital (100-199 beds)	16,432	Other	7,094

■ 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 2025	April 2024
Internal Medicine	70,063	69,913
Respiratory Tract Medicine	8,893	8,859
Gastroenterology	16,586	16,525
Endocrine/Metabolic	6,783	6,760
Kidney	5,253	5,229
Haematology	2,878	2,871
Neurology	5,525	5,507
Medical oncology	1,008	1,004
Psychosomatic Medicine	2,333	2,328
Other Medicine	4,540	4,518
Cardiovascular Surgery	2,753	2,746
Respiratory Tract Surgery	2,042	2,038
Gastroenterological Surgery	8,878	8,866
Cranial Nerve Surgery	5,934	5,921
Pediatric Surgery	759	756
Surgery	12,608	12,598
Orthopedic Surgery	12,997	12,957
Plastic Surgery	2,218	2,211
Oral Surgery	181	176
Other Surgery	1,684	1,680
Cardiovascular Disease	15,126	15,103
Allergies	2,957	2,951
Rheumatism	3,364	3,355
Geriatrics	1,442	1,439
General practice	2,400	2,382
Psychiatry	9,853	9,824
Pediatrics	15,696	15,660
Rehabilitation	4,664	4,654
Obstetrics/Gynecology	7,839	7,813
Breast surgery	694	692
Ophthalmology	5,136	5,129
Ear, Nose & Throat	5,078	5,071
Dermatology	6,870	6,854
Urology	5,173	5,158
Radiology	4,858	4,841
Anaesthesia	7,197	7,180
Palliative care	924	911
Emergency/ICU	6,115	6,109
STDs	119	119
Proctology	781	779
Preclinical Medicine	1,788	1,785
Pathology	830	825
Other	19,006	18,895