Marketing Report

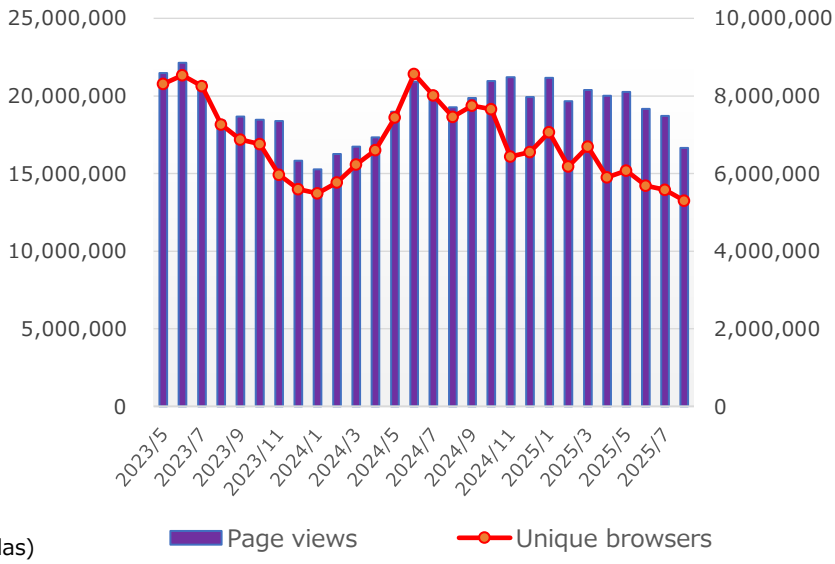
Nikkei Medical ONLINE

■ August 2025 page views and unique browsers

◆Monthly page views
16,660,975
Average page views per day
537,450

◆Monthly unique browsers
5,301,658
Average unique browsers per day
171,021

◆ Number of email delivery
590,495 (as of August 28)



(Source: Atlas)

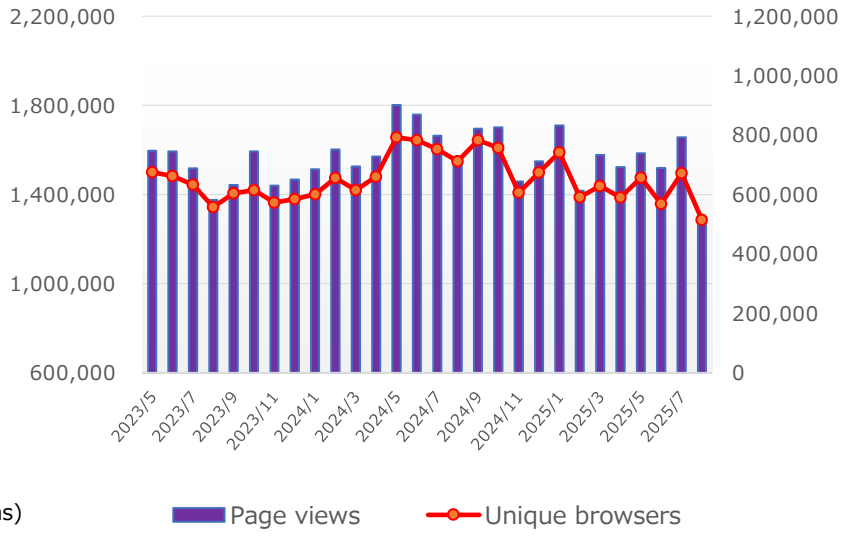
Nikkei Drug Information

■ August 2025 page views and unique browsers

◆Monthly page views
1,276,205
Average page views per day
41,167

◆Monthly unique browsers
514,917
Average unique browsers per day
16,610

◆Number of email delivery
133,303 (as of August 27)



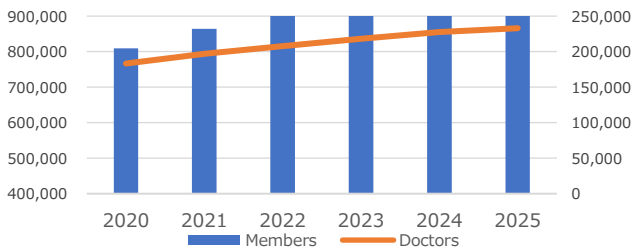
(Source: Atlas)

【Contact】
Medical Ad Department Tel: 03-6811-8036 Fax: 050-3153-7277

User Profile

Membership

	2020	2021	2022	2023	2024	2025
Members	809,144	864,490	920,498	965,018	1,010,649	1,036,701
Doctors	183,234	196,847	207,945	218,240	227,727	232,957



Major User Attribute

August 31, 2025

Doctor	232,935	Dentist	10,779
Hospital Doctor	190,530	Pharmacist	207,954
Hospital Administrator/Director	8,835	Nurse/Nursing Assistant	77,106
Clinical Administrator/Director	33,570	Health nurse	4,285
		Maternity nurse	2,400

User Attribute (Pharmacist)	August 2025	July 2025
Pharmacist (owns a drugstore)	8,028	8,036
Pharmacist at a drugstore	10,958	10,944
Hospital pharmacist	111,441	111,139
Pharmacist (pharmaceutical company employee)	36,932	36,808
Pharmacist (drug wholesaling employee)	10,085	10,064
Pharmacist (other)	2,426	2,423
Pharmacist (owns a drugstore)	28,084	27,996

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,730	Hospital (200-299 beds)	16,485
Clinic (1-19 beds)	3,357	Hospital (300-499 beds)	39,106
Hospital (20-99 beds)	8,005	Hospital (500 beds or more)	75,502
Hospital (100-199 beds)	16,576	Other	7,151

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 2025	July 2025
Internal Medicine	70,482	70,364
Respiratory Tract Medicine	8,964	8,938
Gastroenterology	16,718	16,674
Endocrine/Metabolic	6,826	6,808
Kidney	5,291	5,277
Haematology	2,893	2,891
Neurology	5,567	5,554
Medical oncology	1,023	1,019
Psychosomatic Medicine	2,348	2,345
Other Medicine	4,594	4,577
Cardiovascular Surgery	2,768	2,766
Respiratory Tract Surgery	2,051	2,051
Gastroenterological Surgery	8,930	8,919
Cranial Nerve Surgery	5,968	5,961
Pediatric Surgery	765	763
Surgery	12,649	12,642
Orthopedic Surgery	13,088	13,057
Plastic Surgery	2,239	2,230
Oral Surgery	168	168
Other Surgery	1,705	1,700
Cardiovascular Disease	15,190	15,169
Allergies	2,972	2,968
Rheumatism	3,383	3,375
Geriatrics	1,452	1,446
General practice	2,444	2,431
Psychiatry	9,940	9,921
Pediatrics	15,802	15,769
Rehabilitation	4,698	4,689
Obstetrics/Gynecology	7,885	7,871
Breast surgery	705	700
Ophthalmology	5,176	5,169
Ear, Nose & Throat	5,135	5,117
Dermatology	6,919	6,892
Urology	5,221	5,206
Radiology	4,879	4,871
Anaesthesia	7,234	7,217
Palliative care	944	935
Emergency/ICU	6,146	6,137
STDs	119	119
Proctology	785	784
Preclinical Medicine	1,791	1,791
Pathology	847	840
Other	19,194	19,147

【Contact】
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