

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ October 2025 page views and unique browsers

◆ Monthly page views

18,939,532

Average page views per day
610,952

◆ Monthly unique browsers

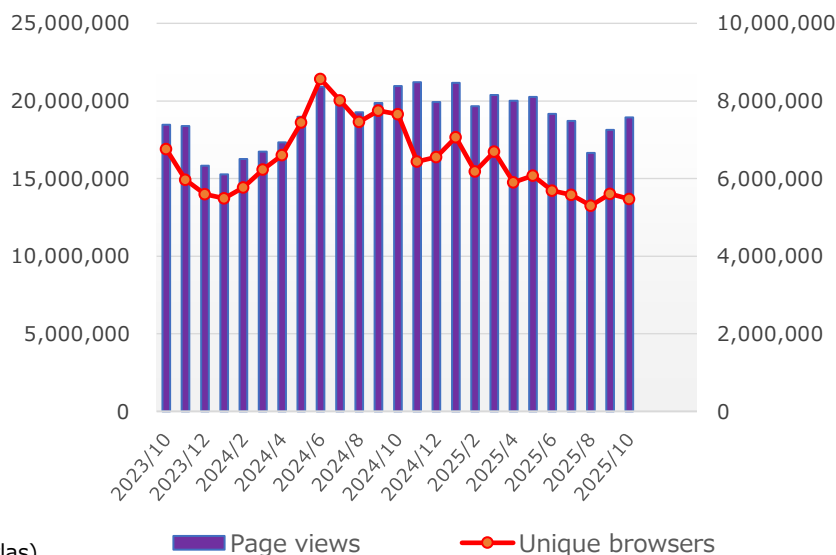
5,469,418

Average unique browsers per day
176,432

◆ Number of email delivery

588,548 (as of October 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ October 2025 page views and unique browsers

◆ Monthly page views

1,329,607

Average page views per day
42,890

◆ Monthly unique browsers

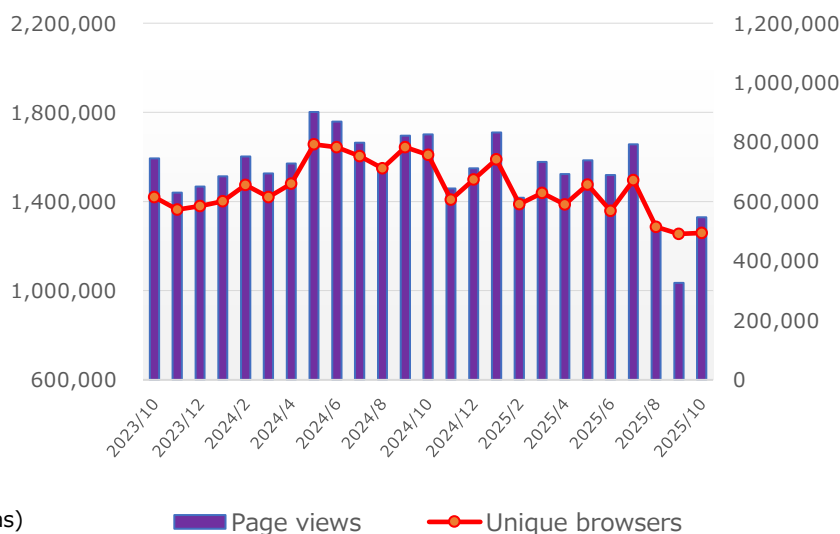
493,986

Average unique browsers per day
15,935

◆ Number of email delivery

133,064 (as of October 29)

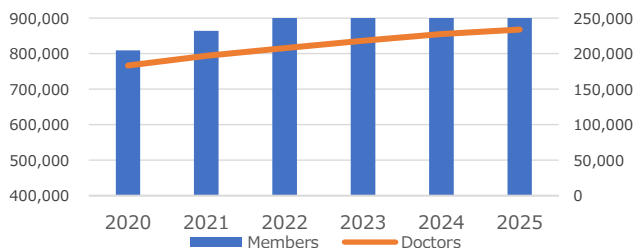
(Source: Atlas)



User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,042,181
Doctors	183,234	196,847	207,945	218,240	227,727	233,878



Major User Attribute

October 31, 2025

Doctor	233,878	Dentist	10,831
Hospital Doctor	191,299	Pharmacist	209,097
Hospital Administrator/Director	8,860	Nurse/Nursing Assistant	77,615
Clinical Administrator/Director	33,719	Health nurse	4,299
		Maternity nurse	2,425

User Attribute (Pharmacist) October 2025 September 2025

Pharmacist (owns a drugstore)	8,007	8,016
Pharmacist at a drugstore	11,012	10,980
Hospital pharmacist	112,091	111,736
Pharmacist (pharmaceutical company employee)	37,156	37,052
Pharmacist (drug wholesaling employee)	10,126	10,107
Pharmacist (other)	2,439	2,434
Pharmacist (owns a drugstore)	28,266	28,187

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,901	Hospital (200-299 beds)	16,537
Clinic (1-19 beds)	3,376	Hospital (300-499 beds)	39,283
Hospital (20-99 beds)	8,021	Hospital (500 beds or more)	75,752
Hospital (100-199 beds)	16,641	Other	7,171

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

	October 2025	September 2025
Internal Medicine	70,720	70,607
Respiratory Tract Medicine	8,997	8,980
Gastroenterology	16,770	16,757
Endocrine/Metabolic	6,858	6,835
Kidney	5,318	5,300
Haematology	2,898	2,893
Neurology	5,584	5,569
Medical oncology	1,028	1,025
Psychosomatic Medicine	2,354	2,349
Other Medicine	4,616	4,602
Cardiovascular Surgery	2,767	2,767
Respiratory Tract Surgery	2,056	2,055
Gastroenterological Surgery	8,960	8,944
Cranial Nerve Surgery	5,996	5,984
Pediatric Surgery	771	767
Surgery	12,680	12,671
Orthopedic Surgery	13,149	13,116
Plastic Surgery	2,245	2,244
Oral Surgery	165	166
Other Surgery	1,719	1,713
Cardiovascular Disease	15,218	15,211
Allergies	2,979	2,976
Rheumatism	3,392	3,385
Geriatrics	1,460	1,455
General practice	2,461	2,451
Psychiatry	9,970	9,952
Pediatrics	15,843	15,825
Rehabilitation	4,714	4,704
Obstetrics/Gynecology	7,929	7,897
Breast surgery	706	704
Ophthalmology	5,191	5,184
Ear, Nose & Throat	5,156	5,148
Dermatology	6,950	6,936
Urology	5,239	5,233
Radiology	4,890	4,881
Anaesthesia	7,257	7,246
Palliative care	953	947
Emergency/ICU	6,165	6,153
STDs	119	119
Proctology	785	784
Preclinical Medicine	1,797	1,792
Pathology	850	849
Other	19,290	19,241