

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ November 2025 page views and unique browsers

◆ Monthly page views

18,028,648

Average page views per day
600,954

◆ Monthly unique browsers

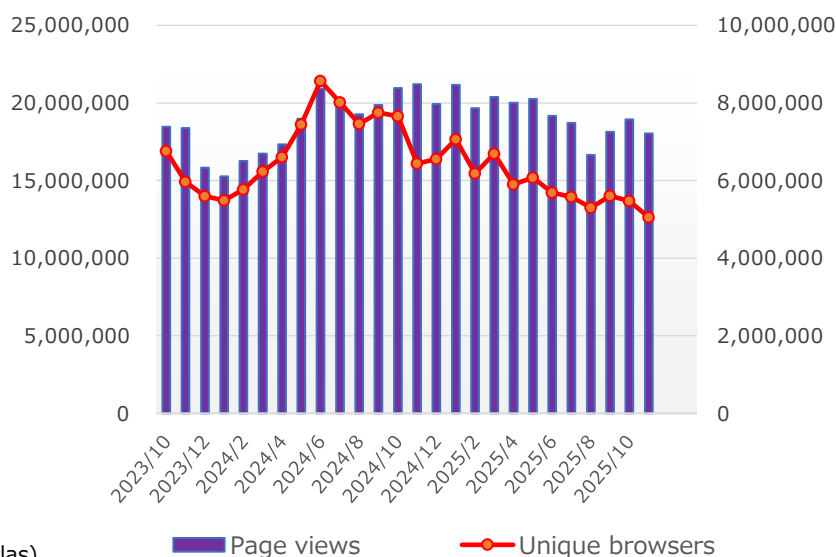
5,052,926

Average unique browsers per day
168,430

◆ Number of email delivery

587,385 (as of November 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ November 2025 page views and unique browsers

◆ Monthly page views

1,167,557

Average page views per day
38,918

◆ Monthly unique browsers

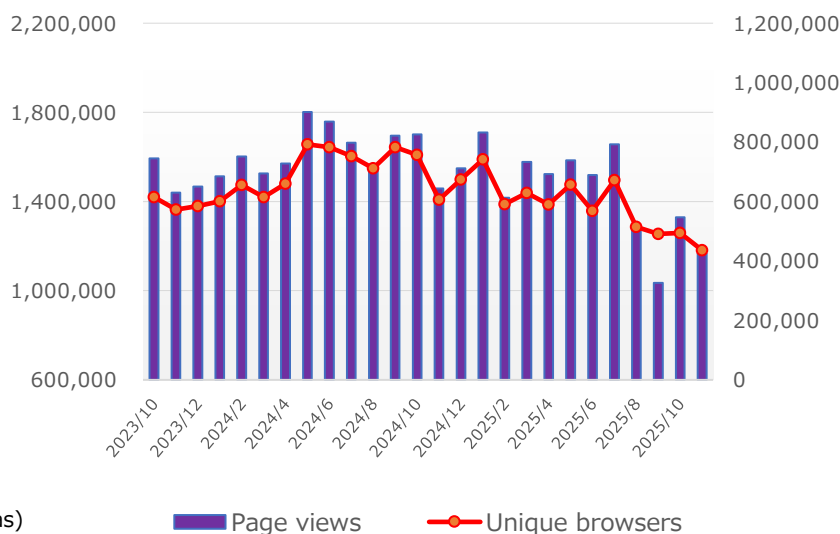
436,121

Average unique browsers per day
14,537

◆ Number of email delivery

132,860 (as of November 26)

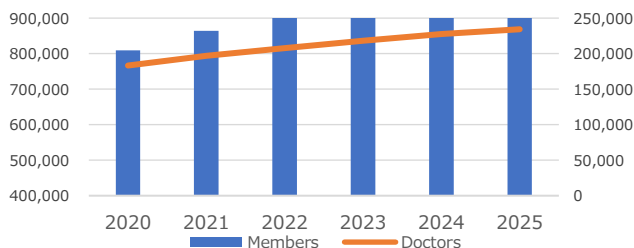
(Source: Atlas)



User Profile

Membership

Members 809,144 864,490 920,498 965,018 1,010,649 1,044,123
Doctors 183,234 196,847 207,945 218,240 227,727 234,279



Major User Attribute

November 30, 2025

Doctor	234,279	Dentist	10,841
Hospital Doctor	191,646	Pharmacist	209,490
Hospital Administrator/Director	8,871	Nurse/Nursing Assistant	77,801
Clinical Administrator/Director	33,762	Health nurse	4,303
		Maternity nurse	2,437

User Attribute (Pharmacist) November 2025 October 2025

Pharmacist (owns a drugstore)	8,004	8,007
Pharmacist at a drugstore	11,025	11,012
Hospital pharmacist	112,319	112,091
Pharmacist (pharmaceutical company employee)	37,226	37,156
Pharmacist (drug wholesaling employee)	10,143	10,126
Pharmacist (other)	2,439	2,439
Pharmacist (owns a drugstore)	28,334	28,266

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,973	Hospital (200-299 beds)	16,586
Clinic (1-19 beds)	3,382	Hospital (300-499 beds)	39,368
Hospital (20-99 beds)	8,035	Hospital (500 beds or more)	75,856
Hospital (100-199 beds)	16,662	Other	7,170

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

	November 2025	October 2025
Internal Medicine	70,801	70,720
Respiratory Tract Medicine	9,026	8,997
Gastroenterology	16,798	16,770
Endocrine/Metabolic	6,879	6,858
Kidney	5,340	5,318
Haematology	2,903	2,898
Neurology	5,591	5,584
Medical oncology	1,030	1,028
Psychosomatic Medicine	2,354	2,354
Other Medicine	4,624	4,616
Cardiovascular Surgery	2,770	2,767
Respiratory Tract Surgery	2,059	2,056
Gastroenterological Surgery	8,969	8,960
Cranial Nerve Surgery	6,001	5,996
Pediatric Surgery	769	771
Surgery	12,685	12,680
Orthopedic Surgery	13,166	13,149
Plastic Surgery	2,247	2,245
Oral Surgery	165	165
Other Surgery	1,720	1,719
Cardiovascular Disease	15,240	15,218
Allergies	2,982	2,979
Rheumatism	3,398	3,392
Geriatrics	1,459	1,460
General practice	2,474	2,461
Psychiatry	9,993	9,970
Pediatrics	15,863	15,843
Rehabilitation	4,722	4,714
Obstetrics/Gynecology	7,938	7,929
Breast surgery	708	706
Ophthalmology	5,199	5,191
Ear, Nose & Throat	5,167	5,156
Dermatology	6,961	6,950
Urology	5,245	5,239
Radiology	4,899	4,890
Anaesthesia	7,268	7,257
Palliative care	957	953
Emergency/ICU	6,170	6,165
STDs	119	119
Proctology	786	785
Preclinical Medicine	1,794	1,797
Pathology	851	850
Other	19,320	19,290

[Contact]

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