

Marketing Report

Nikkei Medical ONLINE



■ February 2026 page views and unique browsers

◆ Monthly page views

15,323,315

Average page views per day
547,261

◆ Number of email delivery

584,244 (as of February 26)

◆ Monthly unique browsers

4,656,639

Average unique browsers per day
166,308

(Source: Atlas)

Nikkei Drug Information



■ February 2026 page views and unique browsers

◆ Monthly page views

1,220,981

Average page views per day
43,606

◆ Number of email delivery

132,302 (as of February 25)

◆ Monthly unique browsers

440,087

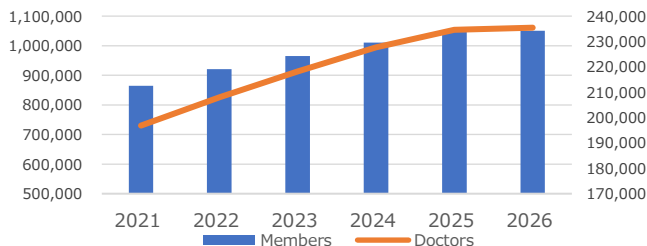
Average unique browsers per day
15,717

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,050,660
Doctors	196,847	207,945	218,240	227,727	234,623	235,436



Major User Attribute

February 28, 2026

Doctor	235,436	Dentist	10,898
Hospital Doctor	192,608	Pharmacist	210,790
Hospital Administrator/Director	8,924	Nurse/Nursing Assistant	78,363
Clinical Administrator/Director	33,904	Health nurse	4,326
		Maternity nurse	2,450

User Attribute (Pharmacist) February 2026 January 2025

Pharmacist (owns a drugstore)	7,988	7,999
Pharmacist at a drugstore	11,100	11,035
Hospital pharmacist	113,077	112,550
Pharmacist (pharmaceutical company employee)	37,414	37,289
Pharmacist (drug wholesaling employee)	10,190	10,160
Pharmacist (other)	2,451	2,442
Pharmacist (owns a drugstore)	28,570	28,395

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,167	Hospital (200-299 beds)	16,648
Clinic (1-19 beds)	3,402	Hospital (300-499 beds)	39,586
Hospital (20-99 beds)	8,074	Hospital (500 beds or more)	76,172
Hospital (100-199 beds)	16,745	Other	7,204

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 2026	January 2025
Internal Medicine	71,092	70,978
Respiratory Tract Medicine	9,071	9,059
Gastroenterology	16,877	16,840
Endocrine/Metabolic	6,900	6,895
Kidney	5,363	5,350
Haematology	2,930	2,922
Neurology	5,620	5,609
Medical oncology	1,039	1,037
Psychosomatic Medicine	2,366	2,362
Other Medicine	4,658	4,647
Cardiovascular Surgery	2,787	2,780
Respiratory Tract Surgery	2,072	2,067
Gastroenterological Surgery	9,013	8,993
Cranial Nerve Surgery	6,026	6,013
Pediatric Surgery	772	772
Surgery	12,716	12,704
Orthopedic Surgery	13,227	13,203
Plastic Surgery	2,264	2,259
Oral Surgery	166	165
Other Surgery	1,723	1,723
Cardiovascular Disease	15,267	15,248
Allergies	2,988	2,986
Rheumatism	3,405	3,405
Geriatrics	1,473	1,468
General practice	2,502	2,497
Psychiatry	10,065	10,041
Pediatrics	15,917	15,903
Rehabilitation	4,739	4,734
Obstetrics/Gynecology	7,969	7,958
Breast surgery	709	709
Ophthalmology	5,231	5,221
Ear, Nose & Throat	5,184	5,175
Dermatology	7,002	6,987
Urology	5,283	5,269
Radiology	4,917	4,908
Anaesthesia	7,299	7,292
Palliative care	969	967
Emergency/ICU	6,207	6,193
STDs	121	120
Proctology	788	787
Preclinical Medicine	1,795	1,796
Pathology	864	861
Other	19,413	19,382