

Marketing Report

Nikkei Medical ONLINE



■ March 2026 page views and unique browsers

◆ Monthly page views

15,939,297

Average page views per day
514,170

◆ Number of email delivery

582,514 (as of March 31)

◆ Monthly unique browsers

5,039,666

Average unique browsers per day
162,569

(Source: Atlas)

Nikkei Drug Information



■ March 2026 page views and unique browsers

◆ Monthly page views

1,437,126

Average page views per day
46,358

◆ Number of email delivery

132,044 (as of March 31)

◆ Monthly unique browsers

560,097

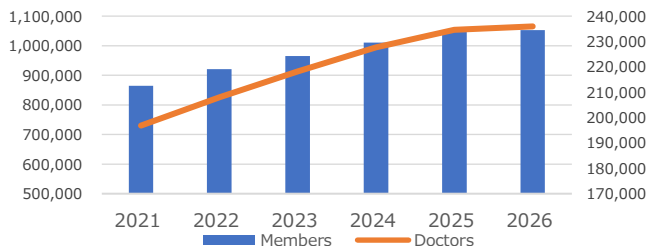
Average unique browsers per day
18,067

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,052,738
Doctors	196,847	207,945	218,240	227,727	234,623	235,935



Major User Attribute

March 31, 2026

Doctor	235,935	Dentist	10,912
Hospital Doctor	193,041	Pharmacist	211,215
Hospital Administrator/Director	8,934	Nurse/Nursing Assistant	78,543
Clinical Administrator/Director	33,960	Health nurse	4,328
		Maternity nurse	2,452

User Attribute (Pharmacist)	March 2026	February 2026
Pharmacist (owns a drugstore)	7,984	7,988
Pharmacist at a drugstore	11,113	11,100
Hospital pharmacist	113,327	113,077
Pharmacist (pharmaceutical company employee)	37,489	37,414
Pharmacist (drug wholesaling employee)	10,209	10,190
Pharmacist (other)	2,454	2,451
Pharmacist (owns a drugstore)	28,639	28,570

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,248	Hospital (200-299 beds)	16,687
Clinic (1-19 beds)	3,407	Hospital (300-499 beds)	39,710
Hospital (20-99 beds)	8,085	Hospital (500 beds or more)	76,311
Hospital (100-199 beds)	16,769	Other	7,216

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

	March 2026	February 2026
Internal Medicine	71,191	71,092
Respiratory Tract Medicine	9,081	9,071
Gastroenterology	16,901	16,877
Endocrine/Metabolic	6,903	6,900
Kidney	5,376	5,363
Haematology	2,943	2,930
Neurology	5,629	5,620
Medical oncology	1,044	1,039
Psychosomatic Medicine	2,368	2,366
Other Medicine	4,672	4,658
Cardiovascular Surgery	2,787	2,787
Respiratory Tract Surgery	2,071	2,072
Gastroenterological Surgery	9,028	9,013
Cranial Nerve Surgery	6,039	6,026
Pediatric Surgery	773	772
Surgery	12,723	12,716
Orthopedic Surgery	13,244	13,227
Plastic Surgery	2,268	2,264
Oral Surgery	165	166
Other Surgery	1,723	1,723
Cardiovascular Disease	15,285	15,267
Allergies	2,988	2,988
Rheumatism	3,410	3,405
Geriatrics	1,476	1,473
General practice	2,512	2,502
Psychiatry	10,080	10,065
Pediatrics	15,945	15,917
Rehabilitation	4,743	4,739
Obstetrics/Gynecology	7,984	7,969
Breast surgery	709	709
Ophthalmology	5,240	5,231
Ear, Nose & Throat	5,186	5,184
Dermatology	7,015	7,002
Urology	5,290	5,283
Radiology	4,927	4,917
Anaesthesia	7,311	7,299
Palliative care	974	969
Emergency/ICU	6,222	6,207
STDs	123	121
Proctology	789	788
Preclinical Medicine	1,798	1,795
Pathology	869	864
Other	19,544	19,413