

Marketing Report

Nikkei Medical ONLINE



■ April 2026 page views and unique browsers

◆ Monthly page views

15,276,798

Average page views per day
509,226

◆ Number of email delivery

581,189 (as of April 28)

◆ Monthly unique browsers

4,683,827

Average unique browsers per day
156,127

(Source: Atlas)

Nikkei Drug Information



■ April 2026 page views and unique browsers

◆ Monthly page views

1,445,744

Average page views per day
48,191

◆ Number of email delivery

131,869 (as of April 22)

◆ Monthly unique browsers

620,699

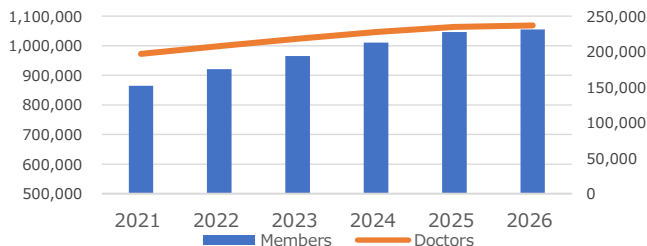
Average unique browsers per day
20,689

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,055,119
Doctors	196,847	207,945	218,240	227,727	234,623	236,849



Major User Attribute

April 30, 2026

Doctor	236,849	Dentist	10,920
Hospital Doctor	193,870	Pharmacist	211,675
Hospital Administrator/Director	8,955	Nurse/Nursing Assistant	78,709
Clinical Administrator/Director	34,024	Health nurse	4,334
		Maternity nurse	2,455

User Attribute (Pharmacist)

April 2026

March 2026

Pharmacist (owns a drugstore)	7,973	7,984
Pharmacist at a drugstore	11,131	11,113
Hospital pharmacist	113,615	113,327
Pharmacist (pharmaceutical company employee)	37,574	37,489
Pharmacist (drug wholesaling employee)	10,224	10,209
Pharmacist (other)	2,456	2,454
Pharmacist (owns a drugstore)	28,702	28,639

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,351	Hospital (200-299 beds)	16,741
Clinic (1-19 beds)	3,408	Hospital (300-499 beds)	39,969
Hospital (20-99 beds)	8,110	Hospital (500 beds or more)	76,599
Hospital (100-199 beds)	16,843	Other	7,242

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

	April 2026	March 2026
Internal Medicine	71,407	71,191
Respiratory Tract Medicine	9,098	9,081
Gastroenterology	16,942	16,901
Endocrine/Metabolic	6,926	6,903
Kidney	5,392	5,376
Haematology	2,951	2,943
Neurology	5,648	5,629
Medical oncology	1,050	1,044
Psychosomatic Medicine	2,370	2,368
Other Medicine	4,694	4,672
Cardiovascular Surgery	2,792	2,787
Respiratory Tract Surgery	2,072	2,071
Gastroenterological Surgery	9,043	9,028
Cranial Nerve Surgery	6,054	6,039
Pediatric Surgery	774	773
Surgery	12,726	12,723
Orthopedic Surgery	13,281	13,244
Plastic Surgery	2,275	2,268
Oral Surgery	169	165
Other Surgery	1,733	1,723
Cardiovascular Disease	15,300	15,285
Allergies	2,988	2,988
Rheumatism	3,417	3,410
Geriatrics	1,478	1,476
General practice	2,537	2,512
Psychiatry	10,125	10,080
Pediatrics	15,967	15,945
Rehabilitation	4,755	4,743
Obstetrics/Gynecology	8,005	7,984
Breast surgery	715	709
Ophthalmology	5,255	5,240
Ear, Nose & Throat	5,193	5,186
Dermatology	7,034	7,015
Urology	5,301	5,290
Radiology	4,938	4,927
Anaesthesia	7,318	7,311
Palliative care	982	974
Emergency/ICU	6,248	6,222
STDs	124	123
Proctology	790	789
Preclinical Medicine	1,796	1,798
Pathology	874	869
Other	19,853	19,544