

Marketing Report

Nikkei Medical ONLINE



■ May 2026 page views and unique browsers

◆ Monthly page views

14,904,407

Average page views per day
480,787

◆ Number of email delivery

579,829 (as of May 28)

◆ Monthly unique browsers

4,536,492

Average unique browsers per day
146,338

(Source: Atlas)

Nikkei Drug Information



■ May 2026 page views and unique browsers

◆ Monthly page views

1,208,554

Average page views per day
38,985

◆ Number of email delivery

131,683 (as of May 27)

◆ Monthly unique browsers

475,207

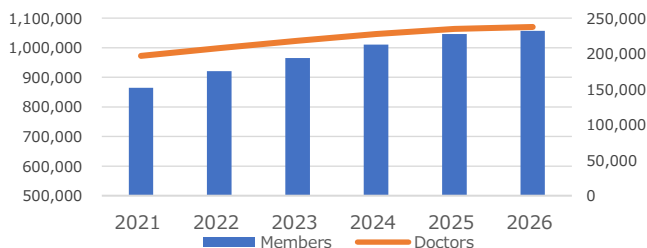
Average unique browsers per day
15,329

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,057,354
Doctors	196,847	207,945	218,240	227,727	234,623	237,516



Major User Attribute

May 31, 2026

Doctor	237,516	Dentist	10,935
Hospital Doctor	194,474	Pharmacist	212,132
Hospital Administrator/Director	8,968	Nurse/Nursing Assistant	78,897
Clinical Administrator/Director	34,074	Health nurse	4,337
		Maternity nurse	2,462

User Attribute (Pharmacist)	May 2026	April 2026
Pharmacist (owns a drugstore)	7,965	7,973
Pharmacist at a drugstore	11,155	11,131
Hospital pharmacist	113,869	113,615
Pharmacist (pharmaceutical company employee)	37,663	37,574
Pharmacist (drug wholesaling employee)	10,235	10,224
Pharmacist (other)	2,462	2,456
Pharmacist (owns a drugstore)	28,783	28,702

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,435	Hospital (200-299 beds)	16,778
Clinic (1-19 beds)	3,410	Hospital (300-499 beds)	40,131
Hospital (20-99 beds)	8,131	Hospital (500 beds or more)	76,847
Hospital (100-199 beds)	16,879	Other	7,256

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

	May 2026	April 2026
Internal Medicine	71,546	71,407
Respiratory Tract Medicine	9,126	9,098
Gastroenterology	16,991	16,942
Endocrine/Metabolic	6,966	6,926
Kidney	5,421	5,392
Haematology	2,959	2,951
Neurology	5,672	5,648
Medical oncology	1,052	1,050
Psychosomatic Medicine	2,375	2,370
Other Medicine	4,718	4,694
Cardiovascular Surgery	2,800	2,792
Respiratory Tract Surgery	2,079	2,072
Gastroenterological Surgery	9,057	9,043
Cranial Nerve Surgery	6,065	6,054
Pediatric Surgery	773	774
Surgery	12,734	12,726
Orthopedic Surgery	13,307	13,281
Plastic Surgery	2,280	2,275
Oral Surgery	175	169
Other Surgery	1,737	1,733
Cardiovascular Disease	15,324	15,300
Allergies	2,997	2,988
Rheumatism	3,422	3,417
Geriatrics	1,479	1,478
General practice	2,551	2,537
Psychiatry	10,153	10,125
Pediatrics	15,995	15,967
Rehabilitation	4,758	4,755
Obstetrics/Gynecology	8,028	8,005
Breast surgery	722	715
Ophthalmology	5,262	5,255
Ear, Nose & Throat	5,198	5,193
Dermatology	7,043	7,034
Urology	5,312	5,301
Radiology	4,945	4,938
Anaesthesia	7,330	7,318
Palliative care	985	982
Emergency/ICU	6,269	6,248
STDs	124	124
Proctology	792	789
Preclinical Medicine	1,796	1,798
Pathology	877	869
Other	19,938	19,544