

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ June 2026 page views and unique browsers

◆ Monthly page views

16,757,217

Average page views per day
558,574

◆ Number of email delivery

578,953 (as of June 30)

◆ Monthly unique browsers

4,914,402

Average unique browsers per day
163,813

(Source: Atlas)

Nikkei Drug Information

DIOnline

■ June 2026 page views and unique browsers

◆ Monthly page views

1,634,050

Average page views per day
54,468

◆ Number of email delivery

131,586 (as of June 24)

◆ Monthly unique browsers

778,049

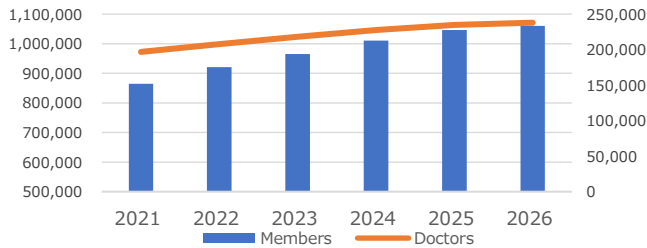
Average unique browsers per day
25,934

(Source: Atlas)

User Profile

Membership

Members	864,490	920,498	965,018	1,010,649	1,046,174	1,059,748
Doctors	196,847	207,945	218,240	227,727	234,623	237,912



Major User Attribute

June 30, 2026

Doctor	237,912	Dentist	10,952
Hospital Doctor	194,819	Pharmacist	212,628
Hospital Administrator/Director	8,985	Nurse/Nursing Assistant	79,108
Clinical Administrator/Director	34,108	Health nurse	4,345
		Maternity nurse	2,472

User Attribute (Pharmacist)	June 2026	May 2026
Pharmacist (owns a drugstore)	7,961	7,965
Pharmacist at a drugstore	11,176	11,155
Hospital pharmacist	114,120	113,869
Pharmacist (pharmaceutical company employee)	37,770	37,663
Pharmacist (drug wholesaling employee)	10,264	10,235
Pharmacist (other)	2,468	2,462
Pharmacist (owns a drugstore)	28,869	28,783

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	23,504	Hospital (200-299 beds)	16,805
Clinic (1-19 beds)	3,408	Hospital (300-499 beds)	40,209
Hospital (20-99 beds)	8,143	Hospital (500 beds or more)	76,973
Hospital (100-199 beds)	16,915	Other	7,257

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

	June 2026	May 2026
Internal Medicine	71,646	71,546
Respiratory Tract Medicine	9,143	9,126
Gastroenterology	17,013	16,991
Endocrine/Metabolic	6,976	6,966
Kidney	5,428	5,421
Haematology	2,970	2,959
Neurology	5,680	5,672
Medical oncology	1,055	1,052
Psychosomatic Medicine	2,381	2,375
Other Medicine	4,728	4,718
Cardiovascular Surgery	2,807	2,800
Respiratory Tract Surgery	2,081	2,079
Gastroenterological Surgery	9,069	9,057
Cranial Nerve Surgery	6,070	6,065
Pediatric Surgery	774	773
Surgery	12,745	12,734
Orthopedic Surgery	13,319	13,307
Plastic Surgery	2,284	2,280
Oral Surgery	165	175
Other Surgery	1,744	1,737
Cardiovascular Disease	15,331	15,324
Allergies	2,999	2,997
Rheumatism	3,427	3,422
Geriatrics	1,483	1,479
General practice	2,563	2,551
Psychiatry	10,175	10,153
Pediatrics	16,014	15,995
Rehabilitation	4,767	4,758
Obstetrics/Gynecology	8,037	8,028
Breast surgery	724	722
Ophthalmology	5,273	5,262
Ear, Nose & Throat	5,204	5,198
Dermatology	7,056	7,043
Urology	5,321	5,312
Radiology	4,956	4,945
Anaesthesia	7,342	7,330
Palliative care	987	985
Emergency/ICU	6,272	6,269
STDs	124	124
Proctology	792	792
Preclinical Medicine	1,799	1,796
Pathology	881	877
Other	19,993	19,938