

Marketing Report

Nikkei Medical ONLINE

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December 2021 page views and unique browsers

Monthly page views

15,669,941

Average page views per day
505,482.0

Monthly unique browsers

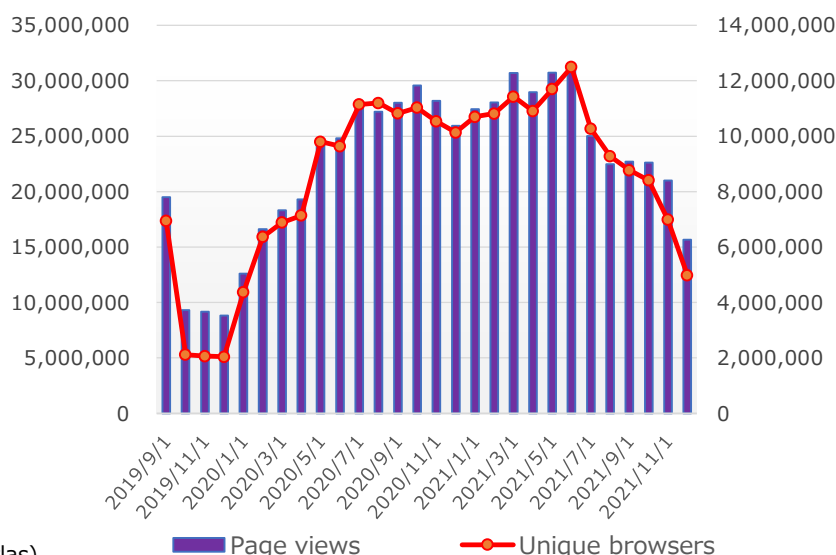
498,631

Average unique browsers per day
160,848.8

Number of email delivery

628,471 (as of December 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

December 2021 page views and unique browsers

Monthly page views

1,462,048

Average page views per day
47,162.8

Monthly unique browsers

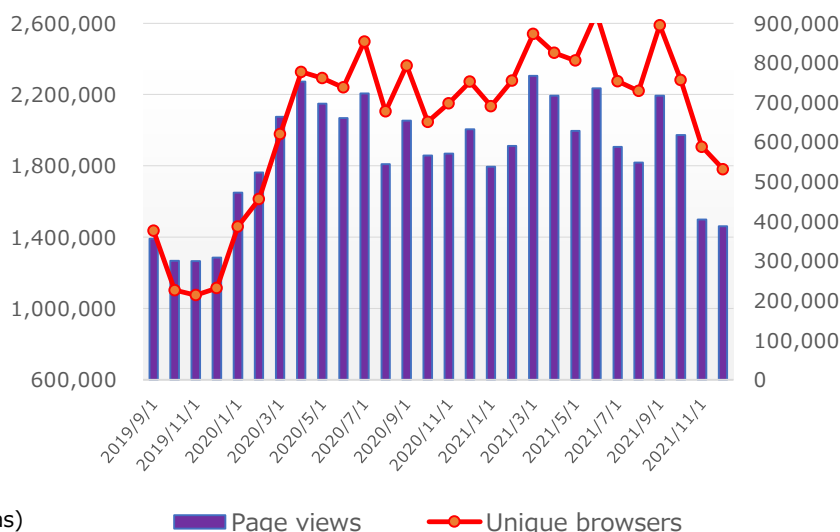
531,745

Average unique browsers per day
17,153.1

Number of email delivery

134,177 (as of December 28)

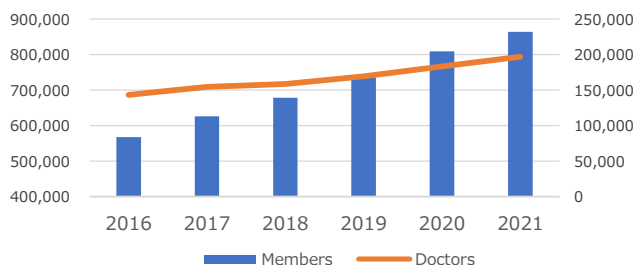
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	864,490
Doctors	143,323	154,821	158,868	169,557	183,234	196,847



Major User Attribute

December 31, 2021

Doctor	196,847	Dentist	9,161
Hospital Doctor	160,117	Pharmacist	171,439
Hospital Administrator/Director	7,588	Nurse/Nursing Assistant	59,774
Clinical Administrator/Director	29,142	Health nurse	3,562
		Maternity nurse	1,905

User Attribute (Pharmacist)	Dec. 2021	Nov. 2021
Pharmacist (owns a drugstore)	8,553	8,564
Pharmacist at a drugstore	9,157	9,131
Hospital pharmacist	90,618	90,393
Pharmacist (pharmaceutical company employee)	29,932	29,441
Pharmacist (drug wholesaling employee)	8,768	8,744
Pharmacist (other)	2,126	2,123
Pharmacist (owns a drugstore)	22,285	22,205

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,390	Hospital (200-299 beds)	14,412
Clinic (1-19 beds)	2,977	Hospital (300-499 beds)	32,339
Hospital (20-99 beds)	6,960	Hospital (500 beds or more)	64,281
Hospital (100-199 beds)	13,755	Other	6,296

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

	December 2021	November 2021
Internal Medicine	62,096	61,946
Respiratory Tract Medicine	7,471	7,437
Gastroenterology	14,177	14,133
Endocrine/Metabolic	5,443	5,421
Kidney	4,240	4,222
Haematology	2,424	2,415
Neurology	4,675	4,661
Medical oncology	648	641
Psychosomatic Medicine	2,038	2,034
Other Medicine	3,563	3,541
Cardiovascular Surgery	2,492	2,487
Respiratory Tract Surgery	1,783	1,783
Gastroenterological Surgery	7,877	7,859
Cranial Nerve Surgery	5,171	5,156
Pediatric Surgery	686	682
Surgery	11,782	11,768
Orthopedic Surgery	11,237	11,191
Plastic Surgery	1,841	1,828
Oral Surgery	165	167
Other Surgery	1,402	1,397
Cardiovascular Disease	13,697	13,679
Allergies	2,685	2,684
Rheumatism	3,012	3,009
Geriatrics	1,322	1,320
General practice	1,497	1,484
Psychiatry	8,184	8,152
Pediatrics	13,946	13,904
Rehabilitation	4,159	4,154
Obstetrics/Gynecology	6,711	6,692
Breast surgery	499	499
Ophthalmology	4,414	4,401
Ear, Nose & Throat	4,426	4,417
Dermatology	5,819	5,793
Urology	4,446	4,428
Radiology	4,161	4,150
Anaesthesia	6,182	6,162
Palliative care	568	565
Emergency/ICU	5,201	5,185
STDs	90	90
Proctology	717	717
Preclinical Medicine	1,708	1,704
Pathology	556	551
Other	15,222	15,179