

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ January 2022 page views and unique browsers

◆ Monthly page views

16,156,159

Average page views per day
521,166.4

◆ Monthly unique browsers

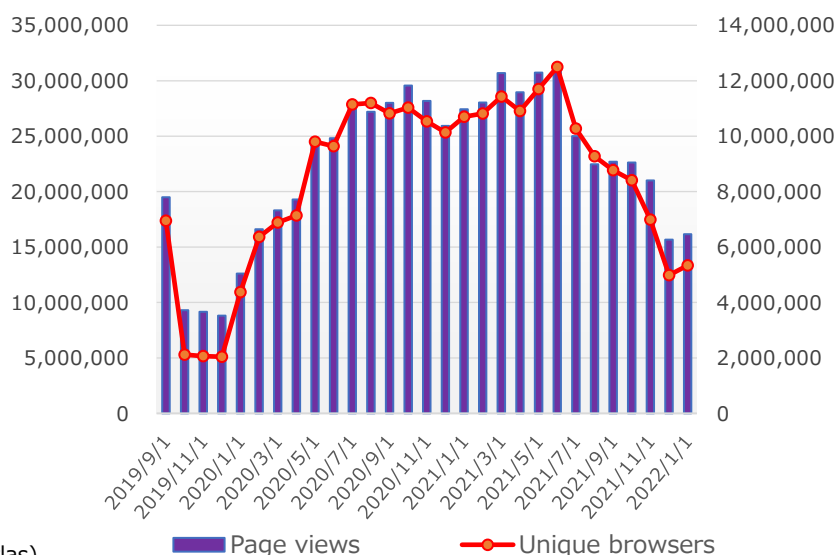
5,336,701

Average unique browsers per day
172,151.6

◆ Number of email delivery

627,391 (as of January 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ January 2022 page views and unique browsers

◆ Monthly page views

1,824,800

Average page views per day
58,864.5

◆ Monthly unique browsers

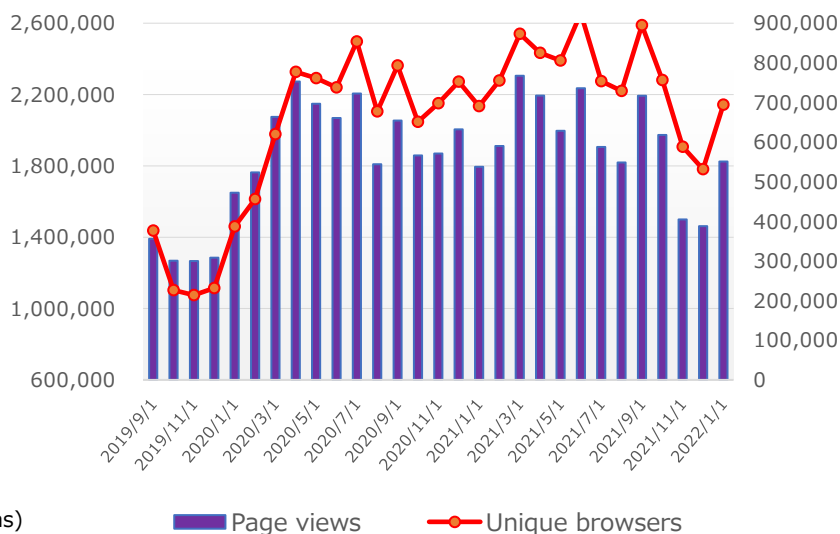
694,227

Average unique browsers per day
22,394.4

◆ Number of email delivery

134,489 (as of January 26)

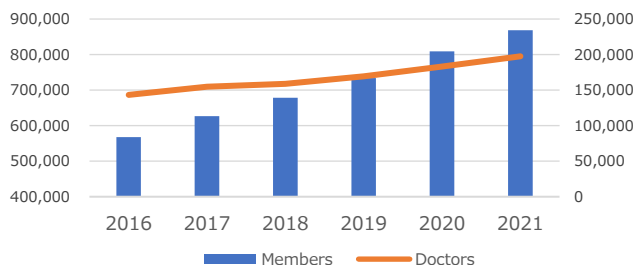
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	868,698
Doctors	143,323	154,821	158,868	169,557	183,234	197,508



Major User Attribute

January 31, 2022

Doctor	197,508	Dentist	9,213
Hospital Doctor	16,0709	Pharmacist	172,419
Hospital Administrator/Director	7,607	Nurse/Nursing Assistant	60,177
Clinical Administrator/Director	29,192	Health nurse	3,575
		Maternity nurse	1,913

User Attribute (Pharmacist)	Jan. 2022	Dec. 2021
Pharmacist (owns a drugstore)	8,543	8,553
Pharmacist at a drugstore	9,213	9,157
Hospital pharmacist	91,194	90,618
Pharmacist (pharmaceutical company employee)	30,090	29,932
Pharmacist (drug wholesaling employee)	8,802	8,768
Pharmacist (other)	2,133	2,126
Pharmacist (owns a drugstore)	22,444	22,285

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,468	Hospital (200-299 beds)	14,465
Clinic (1-19 beds)	2,984	Hospital (300-499 beds)	32,471
Hospital (20-99 beds)	6,981	Hospital (500 beds or more)	64,527
Hospital (100-199 beds)	13,802	Other	6,306

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

	January 2022	December 2021
Internal Medicine	62,246	62,096
Respiratory Tract Medicine	7,493	7,471
Gastroenterology	14,224	14,177
Endocrine/Metabolic	5,467	5,443
Kidney	4,260	4,240
Haematology	2,435	2,424
Neurology	4,677	4,675
Medical oncology	666	648
Psychosomatic Medicine	2,043	2,038
Other Medicine	3,593	3,563
Cardiovascular Surgery	2,496	2,492
Respiratory Tract Surgery	1,786	1,783
Gastroenterological Surgery	7,906	7,877
Cranial Nerve Surgery	5,188	5,171
Pediatric Surgery	687	686
Surgery	11,793	11,782
Orthopedic Surgery	11,263	11,237
Plastic Surgery	1,843	1,841
Oral Surgery	165	165
Other Surgery	1,407	1,402
Cardiovascular Disease	13,734	13,697
Allergies	2,691	2,685
Rheumatism	3,025	3,012
Geriatrics	1,323	1,322
General practice	1,513	1,497
Psychiatry	8,213	8,184
Pediatrics	13,983	13,946
Rehabilitation	4,173	4,159
Obstetrics/Gynecology	6,726	6,711
Breast surgery	506	499
Ophthalmology	4,431	4,414
Ear, Nose & Throat	4,439	4,426
Dermatology	5,846	5,819
Urology	4,461	4,446
Radiology	4,165	4,161
Anaesthesia	6,196	6,182
Palliative care	573	568
Emergency/ICU	5,221	5,201
STDs	90	90
Proctology	718	717
Preclinical Medicine	1,708	1,708
Pathology	561	556
Other	15,306	15,222