

Marketing Report

Nikkei Medical ONLINE

日経メディカル

February 2022 page views and unique browsers

◆ Monthly page views

15,692,148

Average page views per day
560,433.9

◆ Monthly unique browsers

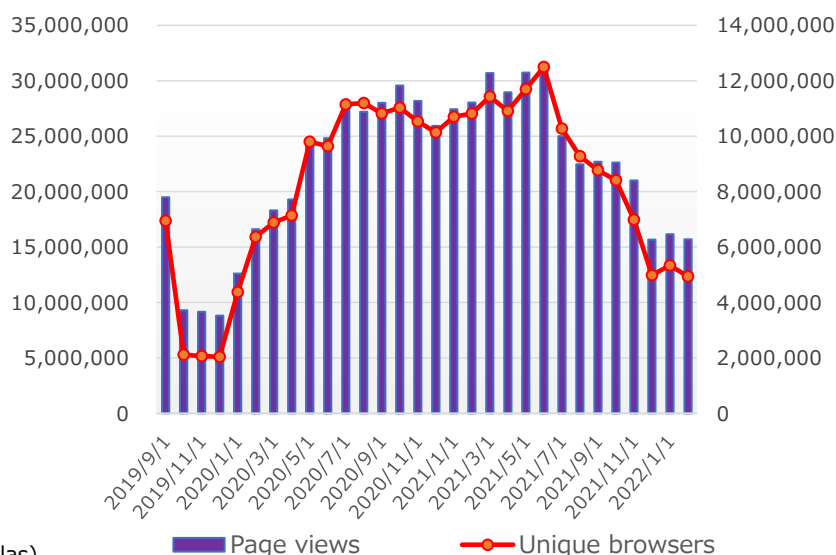
4,938,626

Average unique browsers per day
176,379.5

◆ Number of email delivery

626,876 (as of February 24)

(Source: Atlas)



Nikkei Drug Information

DIOnline

February 2022 page views and unique browsers

◆ Monthly page views

1,971,632

Average page views per day
70,415.4

◆ Monthly unique browsers

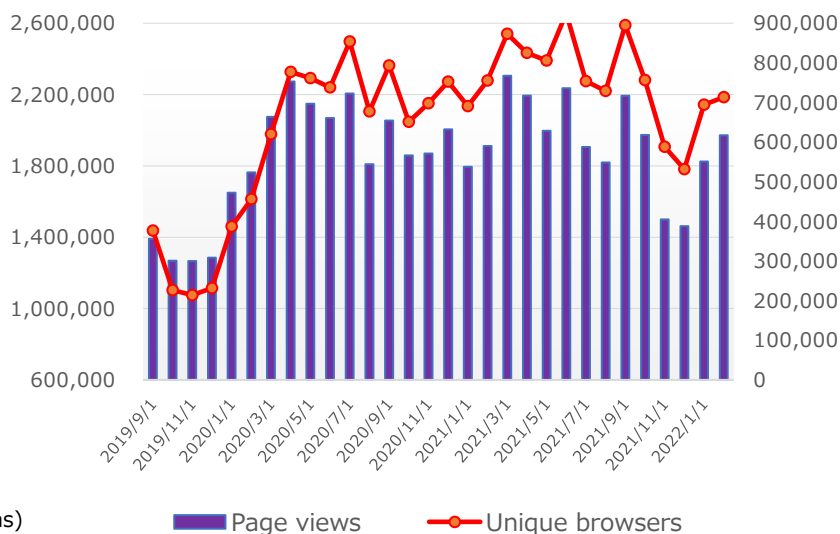
713,311

Average unique browsers per day
25,475.4

◆ Number of email delivery

134,693 (as of February 24)

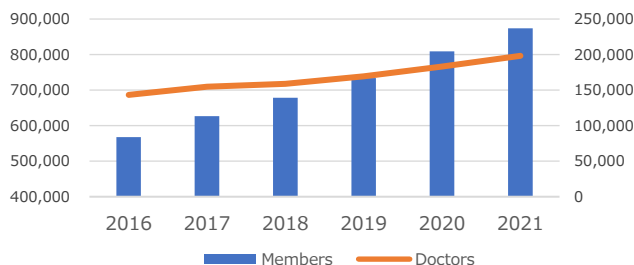
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	809,144	873,963
Doctors	143,323	154,821	158,868	169,557	183,234	198,228



Major User Attribute

February 28, 2022

Doctor	198,228	Dentist	9,260
Hospital Doctor	161,331	Pharmacist	173,703
Hospital Administrator/Director	7,636	Nurse/Nursing Assistant	60,727
Clinical Administrator/Director	29,261	Health nurse	3,596
		Maternity nurse	1,927

User Attribute (Pharmacist)	Feb. 2022	Jan. 2022
Pharmacist (owns a drugstore)	8,537	8,543
Pharmacist at a drugstore	9,336	9,213
Hospital pharmacist	91,981	91,194
Pharmacist (pharmaceutical company employee)	30,262	30,090
Pharmacist (drug wholesaling employee)	8,839	8,802
Pharmacist (other)	2,140	2,133
Pharmacist (owns a drugstore)	22,608	22,444

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,559	Hospital (200-299 beds)	14,503
Clinic (1-19 beds)	2,991	Hospital (300-499 beds)	32,621
Hospital (20-99 beds)	7,008	Hospital (500 beds or more)	64,776
Hospital (100-199 beds)	13,852	Other	6,317

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

	February 2022	January 2022
Internal Medicine	62,407	62,246
Respiratory Tract Medicine	7,526	7,493
Gastroenterology	14,261	14,224
Endocrine/Metabolic	5,497	5,467
Kidney	4,271	4,260
Haematology	2,449	2,435
Neurology	4,700	4,677
Medical oncology	675	666
Psychosomatic Medicine	2,053	2,043
Other Medicine	3,622	3,593
Cardiovascular Surgery	2,501	2,496
Respiratory Tract Surgery	1,791	1,786
Gastroenterological Surgery	7,930	7,906
Cranial Nerve Surgery	5,215	5,188
Pediatric Surgery	687	687
Surgery	11,816	11,793
Orthopedic Surgery	11,304	11,263
Plastic Surgery	1,849	1,843
Oral Surgery	166	165
Other Surgery	1,409	1,407
Cardiovascular Disease	13,759	13,734
Allergies	2,703	2,691
Rheumatism	3,029	3,025
Geriatrics	1,323	1,323
General practice	1,522	1,513
Psychiatry	8,253	8,213
Pediatrics	14,035	13,983
Rehabilitation	4,184	4,173
Obstetrics/Gynecology	6,750	6,726
Breast surgery	511	506
Ophthalmology	4,451	4,431
Ear, Nose & Throat	4,447	4,439
Dermatology	5,871	5,846
Urology	4,483	4,461
Radiology	4,178	4,165
Anaesthesia	6,227	6,196
Palliative care	578	573
Emergency/ICU	5,241	5,221
STDs	91	90
Proctology	719	718
Preclinical Medicine	1,711	1,708
Pathology	566	561
Other	15,370	15,306