

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ March 2022 page views and unique browsers

◆ Monthly page views

16,526,750

Average page views per day
533,121.0

◆ Monthly unique browsers

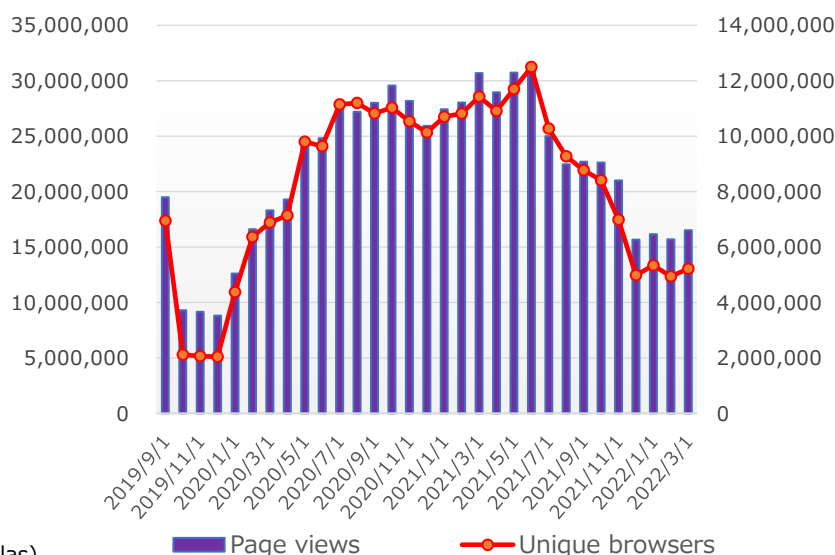
5,215,528

Average unique browsers per day
168,242.8

◆ Number of email delivery

625,271 (as of March 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ March 2022 page views and unique browsers

◆ Monthly page views

1,710,022

Average page views per day
55,162.0

◆ Monthly unique browsers

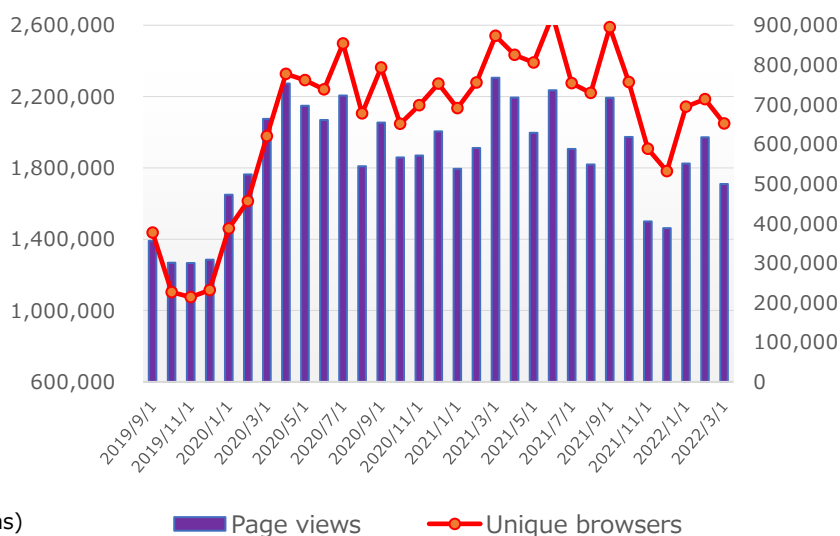
651,827

Average unique browsers per day
21,026.7

◆ Number of email delivery

134,797 (as of March 30)

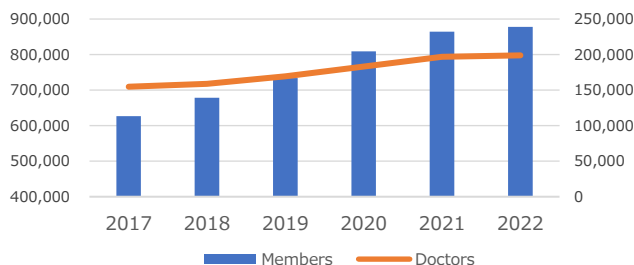
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	877,957
Doctors	143,323	154,821	158,868	169,557	196,847	198,990



Major User Attribute

March 31, 2022

Doctor	198,990	Dentist	9,287
Hospital Doctor	162,017	Pharmacist	174,692
Hospital Administrator/Director	7,647	Nurse/Nursing Assistant	61,140
Clinical Administrator/Director	29,326	Health nurse	3,614
		Maternity nurse	1,935

User Attribute (Pharmacist)	Mar. 2022	Feb. 2022
Pharmacist (owns a drugstore)	8,527	8,537
Pharmacist at a drugstore	9,390	9,336
Hospital pharmacist	92,571	91,981
Pharmacist (pharmaceutical company employee)	30,456	30,262
Pharmacist (drug wholesaling employee)	8,860	8,839
Pharmacist (other)	2,146	2,140
Pharmacist (owns a drugstore)	22,742	22,608

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,649	Hospital (200-299 beds)	14,558
Clinic (1-19 beds)	3,000	Hospital (300-499 beds)	32,786
Hospital (20-99 beds)	7,033	Hospital (500 beds or more)	65,057
Hospital (100-199 beds)	13,902	Other	6,329

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

	March 2022	February 2022
Internal Medicine	62,582	62,407
Respiratory Tract Medicine	7,552	7,526
Gastroenterology	14,325	14,261
Endocrine/Metabolic	5,526	5,497
Kidney	4,293	4,271
Haematology	2,461	2,449
Neurology	4,716	4,700
Medical oncology	685	675
Psychosomatic Medicine	2,063	2,053
Other Medicine	3,635	3,622
Cardiovascular Surgery	2,506	2,501
Respiratory Tract Surgery	1,793	1,791
Gastroenterological Surgery	7,969	7,930
Cranial Nerve Surgery	5,233	5,215
Pediatric Surgery	685	687
Surgery	11,836	11,816
Orthopedic Surgery	11,341	11,304
Plastic Surgery	1,859	1,849
Oral Surgery	165	166
Other Surgery	1,419	1,409
Cardiovascular Disease	13,788	13,759
Allergies	2,706	2,703
Rheumatism	3,031	3,029
Geriatrics	1,325	1,323
General practice	1,540	1,522
Psychiatry	8,295	8,253
Pediatrics	14,076	14,035
Rehabilitation	4,192	4,184
Obstetrics/Gynecology	6,776	6,750
Breast surgery	516	511
Ophthalmology	4,470	4,451
Ear, Nose & Throat	4,464	4,447
Dermatology	5,895	5,871
Urology	4,498	4,483
Radiology	4,192	4,178
Anaesthesia	6,258	6,227
Palliative care	581	578
Emergency/ICU	5,258	5,241
STDs	93	91
Proctology	719	719
Preclinical Medicine	1,715	1,711
Pathology	571	566
Other	15,428	15,370