

# Marketing Report

## Nikkei Medical ONLINE

日経メディカル

### ■ April 2022 page views and unique browsers

#### ◆ Monthly page views

**15,636,812**

Average page views per day  
521,227.0

#### ◆ Monthly unique browsers

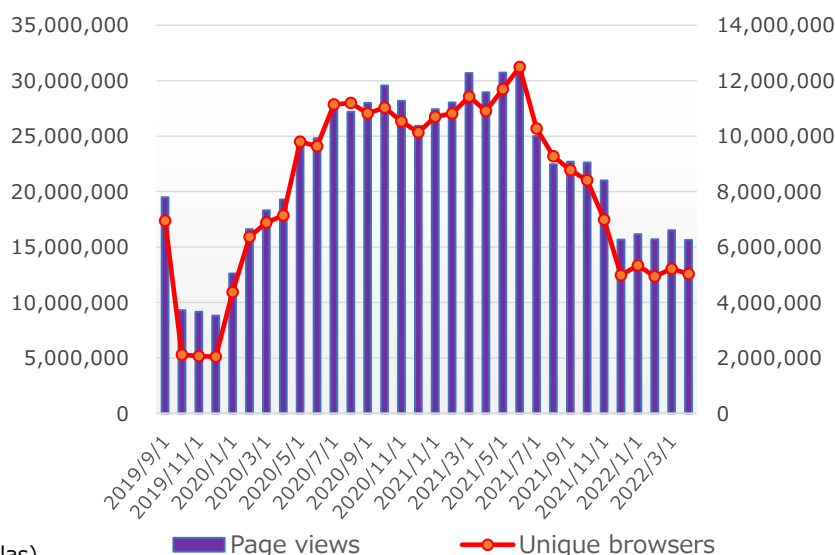
**5,215,528**

Average unique browsers per day  
167,788.4

#### ◆ Number of email delivery

**623,785** (as of April 28)

(Source: Atlas)



## Nikkei Drug Information

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### ■ April 2022 page views and unique browsers

#### ◆ Monthly page views

**1,801,851**

Average page views per day  
60,061.7

#### ◆ Monthly unique browsers

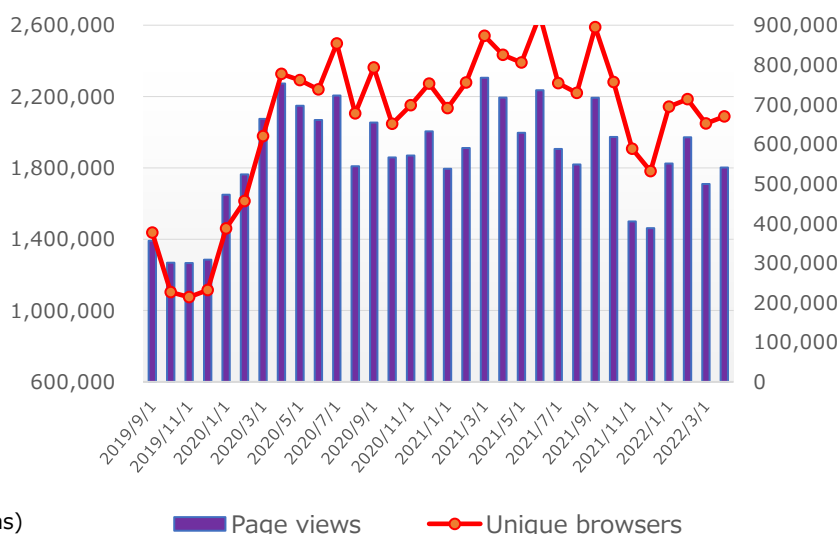
**669,712**

Average unique browsers per day  
22,323.7

#### ◆ Number of email delivery

**134,984** (as of April 27)

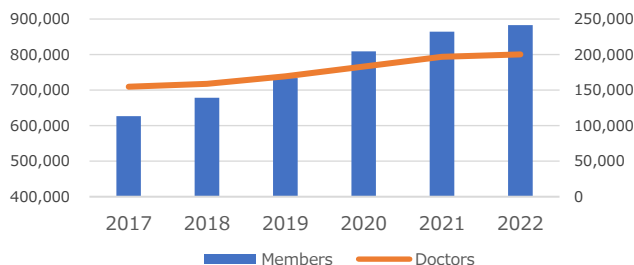
(Source: Atlas)



# User Profile

## Membership

|         |         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|---------|
| Members | 567,808 | 626,669 | 678,681 | 743,089 | 864,490 | 883,158 |
| Doctors | 143,323 | 154,821 | 158,868 | 169,557 | 196,847 | 200,299 |



## Major User Attribute

April 30, 2022

|                                 |         |                         |         |
|---------------------------------|---------|-------------------------|---------|
| Doctor                          | 200,299 | Dentist                 | 9,315   |
| Hospital Doctor                 | 163,228 | Pharmacist              | 175,998 |
| Hospital Administrator/Director | 7,667   | Nurse/Nursing Assistant | 61,636  |
| Clinical Administrator/Director | 29,404  | Health nurse            | 3,629   |
|                                 |         | Maternity nurse         | 1,964   |

| User Attribute (Pharmacist)                  | Apr. 2022 | Mar. 2022 |
|----------------------------------------------|-----------|-----------|
| Pharmacist (owns a drugstore)                | 8,522     | 8,527     |
| Pharmacist at a drugstore                    | 9,449     | 9,390     |
| Hospital pharmacist                          | 93,388    | 92,571    |
| Pharmacist (pharmaceutical company employee) | 30,679    | 30,456    |
| Pharmacist (drug wholesaling employee)       | 8,878     | 8,860     |
| Pharmacist (other)                           | 2,152     | 2,146     |
| Pharmacist (owns a drugstore)                | 22,930    | 22,742    |

## No. of Beds in Hospitals Where Doctors Work

|                         |        |                             |        |
|-------------------------|--------|-----------------------------|--------|
| Clinic (none)           | 17,753 | Hospital (200-299 beds)     | 14,661 |
| Clinic (1-19 beds)      | 3,014  | Hospital (300-499 beds)     | 33,083 |
| Hospital (20-99 beds)   | 7,054  | Hospital (500 beds or more) | 65,603 |
| Hospital (100-199 beds) | 14,002 | Other                       | 6,357  |

## 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

|                             | April 2022 | March 2022 |
|-----------------------------|------------|------------|
| Internal Medicine           | 62,868     | 62,582     |
| Respiratory Tract Medicine  | 7,595      | 7,552      |
| Gastroenterology            | 14,405     | 14,325     |
| Endocrine/Metabolic         | 5,564      | 5,526      |
| Kidney                      | 4,318      | 4,293      |
| Haematology                 | 2,472      | 2,461      |
| Neurology                   | 4,743      | 4,716      |
| Medical oncology            | 690        | 685        |
| Psychosomatic Medicine      | 2,073      | 2,063      |
| Other Medicine              | 3,674      | 3,635      |
| Cardiovascular Surgery      | 2,515      | 2,506      |
| Respiratory Tract Surgery   | 1,800      | 1,793      |
| Gastroenterological Surgery | 8,010      | 7,969      |
| Cranial Nerve Surgery       | 5,253      | 5,233      |
| Pediatric Surgery           | 685        | 685        |
| Surgery                     | 11,864     | 11,836     |
| Orthopedic Surgery          | 11,418     | 11,341     |
| Plastic Surgery             | 1,878      | 1,859      |
| Oral Surgery                | 168        | 165        |
| Other Surgery               | 1,433      | 1,419      |
| Cardiovascular Disease      | 13,829     | 13,788     |
| Allergies                   | 2,707      | 2,706      |
| Rheumatism                  | 3,042      | 3,031      |
| Geriatrics                  | 1,330      | 1,325      |
| General practice            | 1,563      | 1,540      |
| Psychiatry                  | 8,357      | 8,295      |
| Pediatrics                  | 14,133     | 14,076     |
| Rehabilitation              | 4,204      | 4,192      |
| Obstetrics/Gynecology       | 6,803      | 6,776      |
| Breast surgery              | 523        | 516        |
| Ophthalmology               | 4,495      | 4,470      |
| Ear, Nose & Throat          | 4,498      | 4,464      |
| Dermatology                 | 5,945      | 5,895      |
| Urology                     | 4,520      | 4,498      |
| Radiology                   | 4,221      | 4,192      |
| Anaesthesia                 | 6,288      | 6,258      |
| Palliative care             | 596        | 581        |
| Emergency/ICU               | 5,294      | 5,258      |
| STDs                        | 94         | 93         |
| Proctology                  | 719        | 719        |
| Preclinical Medicine        | 1,718      | 1,715      |
| Pathology                   | 578        | 571        |
| Other                       | 15,700     | 15,428     |