

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ May 2022 page views and unique browsers

◆ Monthly page views

16,911,628

Average page views per day
545,536.4

◆ Monthly unique browsers

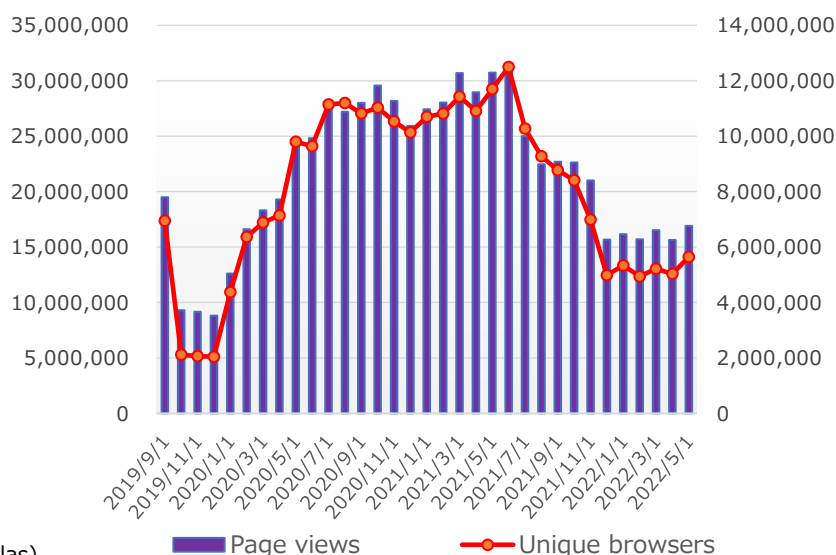
5,646,651

Average unique browsers per day
182,150.0

◆ Number of email delivery

622,195 (as of May 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ May 2022 page views and unique browsers

◆ Monthly page views

1,521,327

Average page views per day
49,075.1

◆ Monthly unique browsers

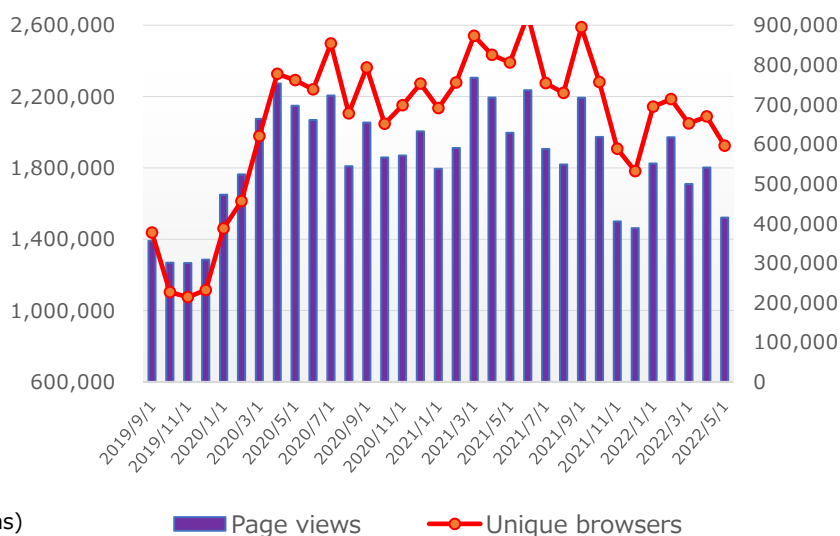
595,877

Average unique browsers per day
19,221.8

◆ Number of email delivery

134,765 (as of May 25)

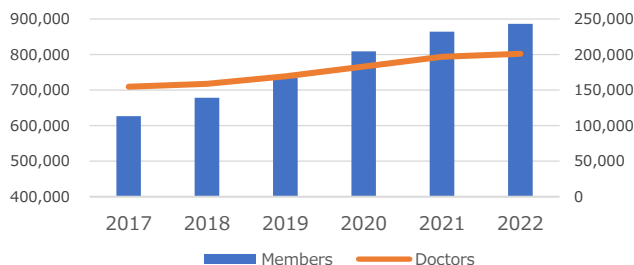
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	886,850
Doctors	143,323	154,821	158,868	169,557	196,847	201,190



Major User Attribute

May 31, 2022

Doctor	201,190	Dentist	9,337
Hospital Doctor	164,051	Pharmacist	176,775
Hospital Administrator/Director	7,681	Nurse/Nursing Assistant	62,099
Clinical Administrator/Director	29,458	Health nurse	3,658
		Maternity nurse	1,972

User Attribute (Pharmacist)	May 2022	Apr. 2022
Pharmacist (owns a drugstore)	8,513	8,522
Pharmacist at a drugstore	9,475	9,449
Hospital pharmacist	93,840	93,388
Pharmacist (pharmaceutical company employee)	30,847	30,679
Pharmacist (drug wholesaling employee)	8,899	8,878
Pharmacist (other)	2,154	2,152
Pharmacist (owns a drugstore)	23,047	22,930

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,837	Hospital (200-299 beds)	14,742
Clinic (1-19 beds)	3,023	Hospital (300-499 beds)	33,296
Hospital (20-99 beds)	7,073	Hospital (500 beds or more)	65,944
Hospital (100-199 beds)	14,057	Other	6,378

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

	May 2022	April 2022
Internal Medicine	63,052	62,868
Respiratory Tract Medicine	7,629	7,595
Gastroenterology	14,460	14,405
Endocrine/Metabolic	5,595	5,564
Kidney	4,344	4,318
Haematology	2,482	2,472
Neurology	4,760	4,743
Medical oncology	694	690
Psychosomatic Medicine	2,078	2,073
Other Medicine	3,701	3,674
Cardiovascular Surgery	2,517	2,515
Respiratory Tract Surgery	1,805	1,800
Gastroenterological Surgery	8,023	8,010
Cranial Nerve Surgery	5,267	5,253
Pediatric Surgery	685	685
Surgery	11,893	11,864
Orthopedic Surgery	11,459	11,418
Plastic Surgery	1,888	1,878
Oral Surgery	166	168
Other Surgery	1,441	1,433
Cardiovascular Disease	13,854	13,829
Allergies	2,715	2,707
Rheumatism	3,051	3,042
Geriatrics	1,336	1,330
General practice	1,581	1,563
Psychiatry	8,403	8,357
Pediatrics	14,167	14,133
Rehabilitation	4,216	4,204
Obstetrics/Gynecology	6,814	6,803
Breast surgery	523	523
Ophthalmology	4,502	4,495
Ear, Nose & Throat	4,516	4,498
Dermatology	5,966	5,945
Urology	4,533	4,520
Radiology	4,236	4,221
Anaesthesia	6,322	6,288
Palliative care	603	596
Emergency/ICU	5,318	5,294
STDs	95	94
Proctology	720	719
Preclinical Medicine	1,726	1,718
Pathology	585	578
Other	15,876	15,700