

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ June 2022 page views and unique browsers

◆ Monthly page views

23,256,097

Average page views per day
775,203.2

◆ Monthly unique browsers

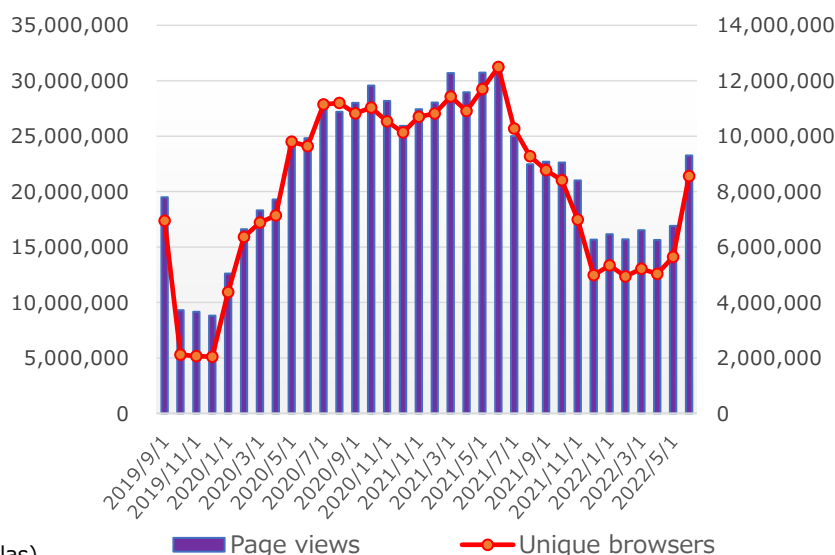
8,560,955

Average unique browsers per day
285,365.2

◆ Number of email delivery

621,220 (as of June 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ June 2022 page views and unique browsers

◆ Monthly page views

1,963,771

Average page views per day
65,459.0

◆ Monthly unique browsers

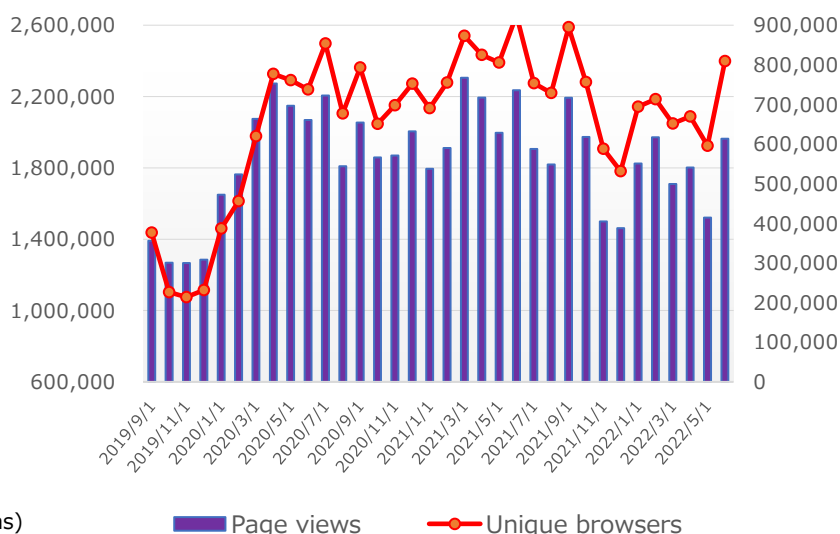
809,507

Average unique browsers per day
26,983.6

◆ Number of email delivery

134,736 (as of June 29)

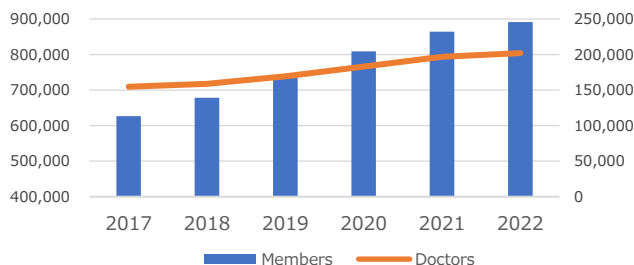
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	891,779
Doctors	143,323	154,821	158,868	169,557	196,847	202,097



Major User Attribute

June 30, 2022

Doctor	202,097	Dentist	9,379
Hospital Doctor	164,855	Pharmacist	177,734
Hospital Administrator/Director	7,694	Nurse/Nursing Assistant	62,677
Clinical Administrator/Director	29,548	Health nurse	3,681
		Maternity nurse	1,983

User Attribute (Pharmacist)	June 2022	May 2022
Pharmacist (owns a drugstore)	8,505	8,513
Pharmacist at a drugstore	9,515	9,475
Hospital pharmacist	94,386	93,840
Pharmacist (pharmaceutical company employee)	31,037	30,847
Pharmacist (drug wholesaling employee)	8,936	8,899
Pharmacist (other)	2,158	2,154
Pharmacist (owns a drugstore)	23,197	23,047

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	17,942	Hospital (200-299 beds)	14,801
Clinic (1-19 beds)	3,033	Hospital (300-499 beds)	33,483
Hospital (20-99 beds)	7,096	Hospital (500 beds or more)	66,289
Hospital (100-199 beds)	14,107	Other	6,404

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

	June 2022	May 2022
Internal Medicine	63,246	63,052
Respiratory Tract Medicine	7,667	7,629
Gastroenterology	14,507	14,460
Endocrine/Metabolic	5,622	5,595
Kidney	4,367	4,344
Haematology	2,497	2,482
Neurology	4,782	4,760
Medical oncology	706	694
Psychosomatic Medicine	2,082	2,078
Other Medicine	3,725	3,701
Cardiovascular Surgery	2,532	2,517
Respiratory Tract Surgery	1,808	1,805
Gastroenterological Surgery	8,054	8,023
Cranial Nerve Surgery	5,284	5,267
Pediatric Surgery	688	685
Surgery	11,910	11,893
Orthopedic Surgery	11,502	11,459
Plastic Surgery	1,896	1,888
Oral Surgery	167	166
Other Surgery	1,447	1,441
Cardiovascular Disease	13,872	13,854
Allergies	2,717	2,715
Rheumatism	3,062	3,051
Geriatrics	1,340	1,336
General practice	1,599	1,581
Psychiatry	8,446	8,403
Pediatrics	14,203	14,167
Rehabilitation	4,226	4,216
Obstetrics/Gynecology	6,842	6,814
Breast surgery	530	523
Ophthalmology	4,515	4,502
Ear, Nose & Throat	4,539	4,516
Dermatology	5,992	5,966
Urology	4,561	4,533
Radiology	4,255	4,236
Anaesthesia	6,338	6,322
Palliative care	609	603
Emergency/ICU	5,331	5,318
STDs	96	95
Proctology	722	720
Preclinical Medicine	1,730	1,726
Pathology	588	585
Other	16,013	15,876