

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ September 2022 page views and unique browsers

◆ Monthly page views

21,306,205

Average page views per day
710,206.8

◆ Monthly unique browsers

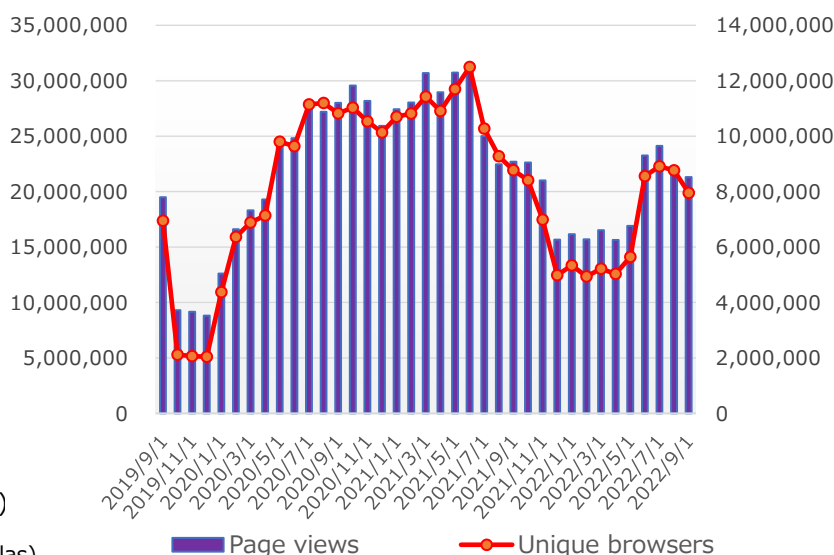
7,952,202

Average unique browsers per day
265,073.4

◆ Number of email delivery

624,597 (as of September 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ September 2022 page views and unique browsers

◆ Monthly page views

1,642,899

Average page views per day
54,763.3

◆ Monthly unique browsers

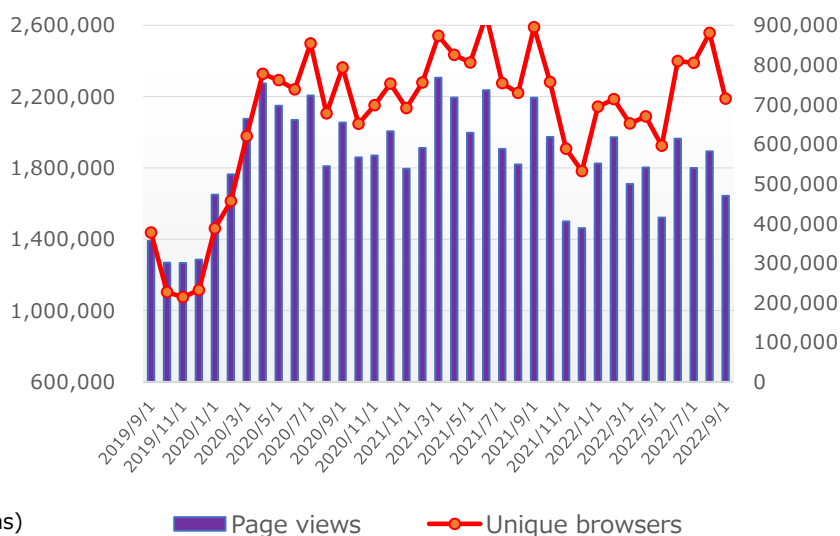
714,401

Average unique browsers per day
23,813.4

◆ Number of email delivery

136,030 (as of September 28)

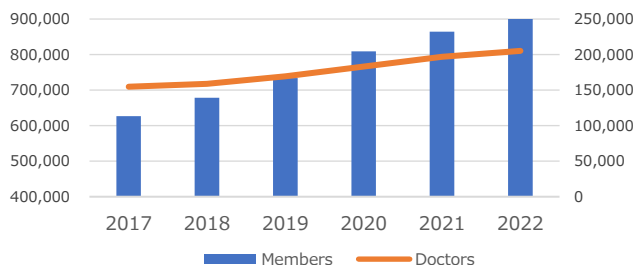
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	907,330
Doctors	143,323	154,821	158,868	169,557	196,847	205,221



Major User Attribute

September 30, 2022

Doctor	205,221	Dentist	9,523
Hospital Doctor	167,616	Pharmacist	181,322
Hospital Administrator/Director	7,790	Nurse/Nursing Assistant	64,253
Clinical Administrator/Director	29,815	Health nurse	3,772
		Maternity nurse	2,034

User Attribute (Pharmacist) September 2022 August 2022

Pharmacist (owns a drugstore)	8,489	8,496
Pharmacist at a drugstore	9,685	9,627
Hospital pharmacist	96,403	95,858
Pharmacist (pharmaceutical company employee)	31,772	31,556
Pharmacist (drug wholesaling employee)	9,084	9,048
Pharmacist (other)	2,197	2,188
Pharmacist (owns a drugstore)	23,692	23,524

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,260	Hospital (200-299 beds)	15,018
Clinic (1-19 beds)	3,071	Hospital (300-499 beds)	34,123
Hospital (20-99 beds)	7,199	Hospital (500 beds or more)	67,422
Hospital (100-199 beds)	14,358	Other	6,470

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

	September 2022	August 2022
Internal Medicine	63,928	63,709
Respiratory Tract Medicine	7,815	7,766
Gastroenterology	14,707	14,650
Endocrine/Metabolic	5,733	5,704
Kidney	4,474	4,439
Haematology	2,545	2,528
Neurology	4,866	4,838
Medical oncology	737	726
Psychosomatic Medicine	2,110	2,095
Other Medicine	3,799	3,778
Cardiovascular Surgery	2,559	2,553
Respiratory Tract Surgery	1,833	1,827
Gastroenterological Surgery	8,156	8,130
Cranial Nerve Surgery	5,356	5,332
Pediatric Surgery	693	692
Surgery	11,993	11,968
Orthopedic Surgery	11,646	11,598
Plastic Surgery	1,929	1,925
Oral Surgery	166	167
Other Surgery	1,474	1,470
Cardiovascular Disease	14,016	13,970
Allergies	2,733	2,728
Rheumatism	3,093	3,082
Geriatrics	1,350	1,348
General practice	1,658	1,636
Psychiatry	8,566	8,514
Pediatrics	14,335	14,305
Rehabilitation	4,258	4,243
Obstetrics/Gynecology	6,935	6,909
Breast surgery	539	536
Ophthalmology	4,569	4,558
Ear, Nose & Throat	4,630	4,575
Dermatology	6,087	6,059
Urology	4,623	4,597
Radiology	4,296	4,283
Anaesthesia	6,428	6,404
Palliative care	633	620
Emergency/ICU	5,408	5,385
STDs	96	96
Proctology	725	724
Preclinical Medicine	1,744	1,740
Pathology	604	597
Other	16,306	16,221