

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ October 2022 page views and unique browsers

◆ Monthly page views

23,780,101

Average page views per day
710,206.8

◆ Monthly unique browsers

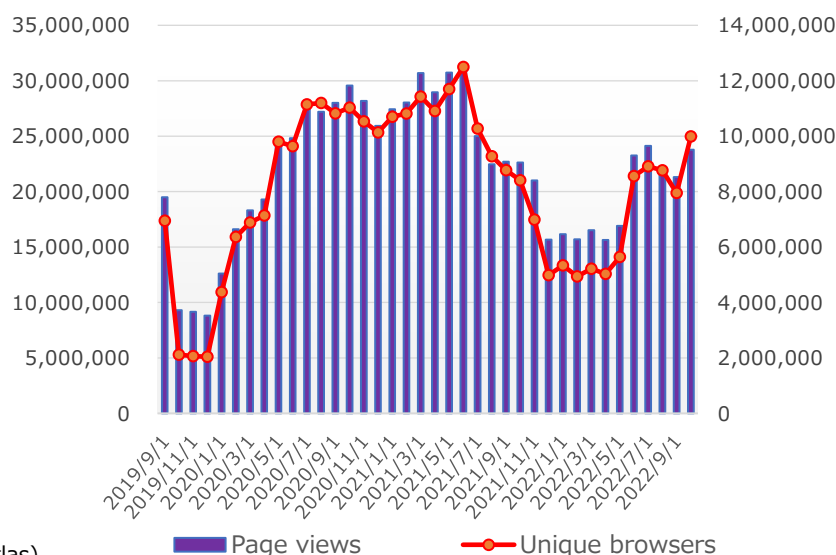
9,989,942

Average unique browsers per day
322,256.2

◆ Number of email delivery

621,728 (as of October 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ October 2022 page views and unique browsers

◆ Monthly page views

4,029,727

Average page views per day
129,991.2

◆ Monthly unique browsers

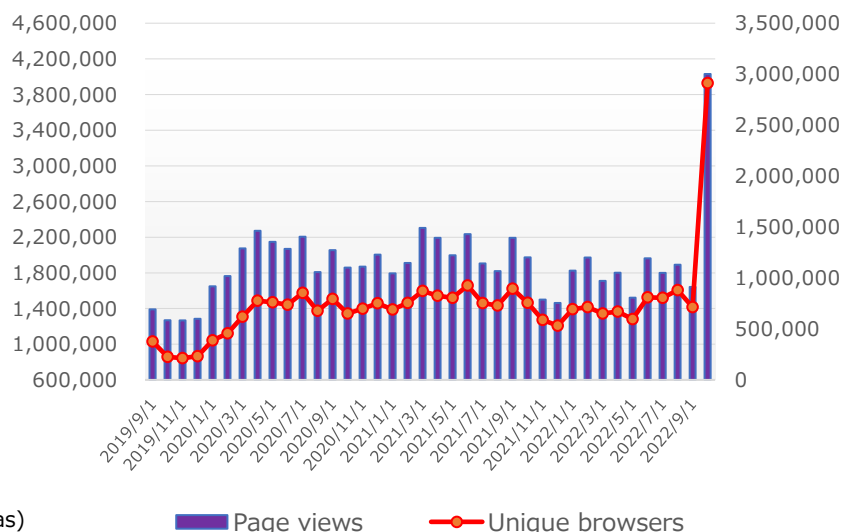
2,912,092

Average unique browsers per day
93,938.5

◆ Number of email delivery

135,864 (as of October 26)

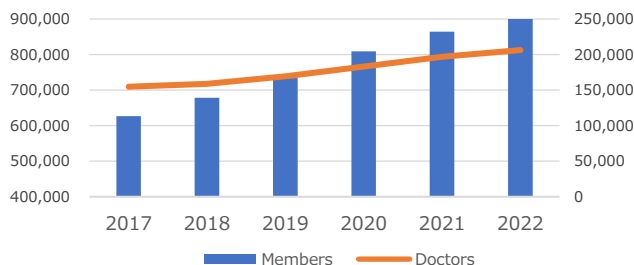
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	912, 264
Doctors	143,323	154,821	158,868	169,557	196,847	206,298



Major User Attribute

October 31, 2022

Doctor	206,298	Dentist	9,577
Hospital Doctor	168,500	Pharmacist	182,618
Hospital Administrator/Director	7,826	Nurse/Nursing Assistant	64,757
Clinical Administrator/Director	29,972	Health nurse	3,785
		Maternity nurse	2,043

User Attribute (Pharmacist) October 2022 September 2022

Pharmacist (owns a drugstore)	8,484	8,489
Pharmacist at a drugstore	9,763	9,685
Hospital pharmacist	97,083	96,403
Pharmacist (pharmaceutical company employee)	32,104	31,772
Pharmacist (drug wholesaling employee)	9,126	9,084
Pharmacist (other)	2,211	2,197
Pharmacist (owns a drugstore)	23,847	23,692

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18, 390	Hospital (200-299 beds)	15,083
Clinic (1-19 beds)	3,084	Hospital (300-499 beds)	34,333
Hospital (20-99 beds)	7,228	Hospital (500 beds or more)	67,749
Hospital (100-199 beds)	14,444	Other	6,495

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

	October 2022	September 2022
Internal Medicine	64,244	63,928
Respiratory Tract Medicine	7,873	7,815
Gastroenterology	14,770	14,707
Endocrine/Metabolic	5,763	5,733
Kidney	4,493	4,474
Haematology	2,554	2,545
Neurology	4,884	4,866
Medical oncology	744	737
Psychosomatic Medicine	2,119	2,110
Other Medicine	3,828	3,799
Cardiovascular Surgery	2,566	2,559
Respiratory Tract Surgery	1,845	1,833
Gastroenterological Surgery	8,196	8,156
Cranial Nerve Surgery	5,379	5,356
Pediatric Surgery	700	693
Surgery	12,022	11,993
Orthopedic Surgery	11,698	11,646
Plastic Surgery	1,940	1,929
Oral Surgery	168	166
Other Surgery	1,485	1,474
Cardiovascular Disease	14,047	14,016
Allergies	2,744	2,733
Rheumatism	3,100	3,093
Geriatrics	1,352	1,350
General practice	1,674	1,658
Psychiatry	8,610	8,566
Pediatrics	14,386	14,335
Rehabilitation	4,269	4,258
Obstetrics/Gynecology	6,976	6,935
Breast surgery	546	539
Ophthalmology	4,596	4,569
Ear, Nose & Throat	4,645	4,630
Dermatology	6,117	6,087
Urology	4,641	4,623
Radiology	4,319	4,296
Anaesthesia	6,457	6,428
Palliative care	640	633
Emergency/ICU	5,430	5,408
STDs	98	96
Proctology	729	725
Preclinical Medicine	1,746	1,744
Pathology	612	604
Other	16,406	16,306