

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ November 2022 page views and unique browsers

◆ Monthly page views

22,063,822

Average page views per day
735,460.7

◆ Monthly unique browsers

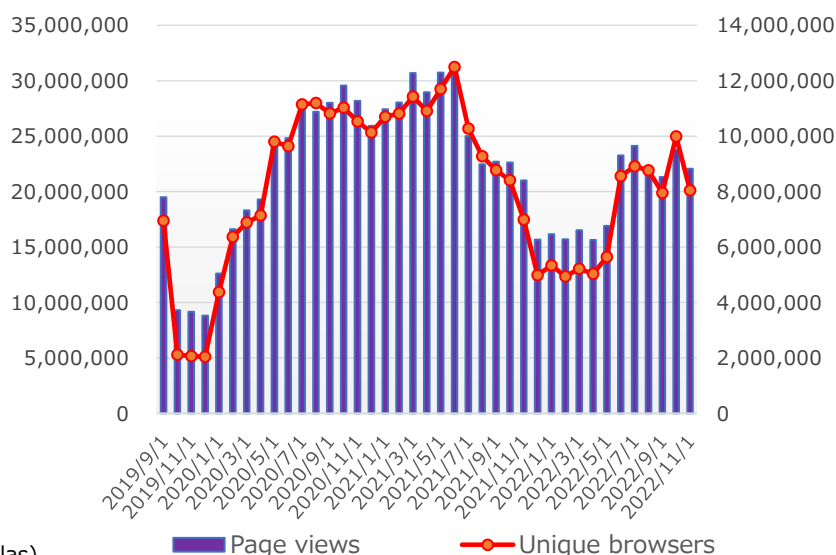
8,044,749

Average unique browsers per day
268,158.3

◆ Number of email delivery

621,510 (as of November 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ November 2022 page views and unique browsers

◆ Monthly page views

2,191,489

Average page views per day
129,991.2

◆ Monthly unique browsers

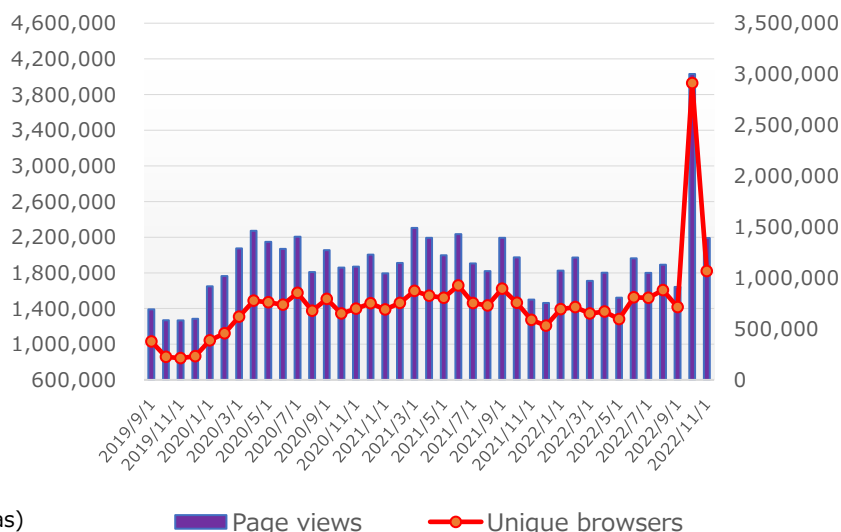
1,067,028

Average unique browsers per day
35,567.6

◆ Number of email delivery

135,816 (as of November 30)

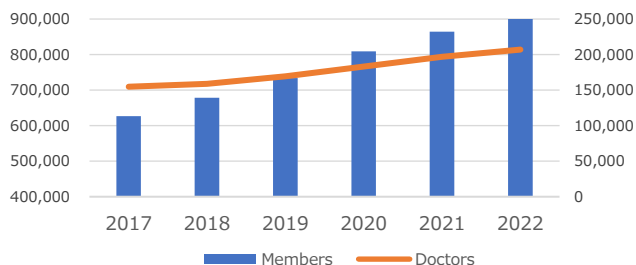
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	916,706
Doctors	143,323	154,821	158,868	169,557	196,847	207,123



Major User Attribute

November 30, 2022

Doctor	207,123	Dentist	9,627
Hospital Doctor	169,211	Pharmacist	183,630
Hospital Administrator/Director	7,848	Nurse/Nursing Assistant	65,192
Clinical Administrator/Director	30,064	Health nurse	3,807
		Maternity nurse	2,056

User Attribute (Pharmacist) November 2022 October 2022

Pharmacist (owns a drugstore)	8,481	8,484
Pharmacist at a drugstore	9,818	9,763
Hospital pharmacist	97,644	97,083
Pharmacist (pharmaceutical company employee)	32,350	32,104
Pharmacist (drug wholesaling employee)	9,160	9,126
Pharmacist (other)	2,216	2,211
Pharmacist (owns a drugstore)	23,961	23,847

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,481	Hospital (200-299 beds)	15,133
Clinic (1-19 beds)	3,098	Hospital (300-499 beds)	34,477
Hospital (20-99 beds)	7,247	Hospital (500 beds or more)	68,057
Hospital (100-199 beds)	14,514	Other	6,510

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

	November 2022	October 2022
Internal Medicine	64,421	64,244
Respiratory Tract Medicine	7,915	7,873
Gastroenterology	14,822	14,770
Endocrine/Metabolic	5,801	5,763
Kidney	4,513	4,493
Haematology	2,565	2,554
Neurology	4,895	4,884
Medical oncology	757	744
Psychosomatic Medicine	2,122	2,119
Other Medicine	3,854	3,828
Cardiovascular Surgery	2,574	2,566
Respiratory Tract Surgery	1,850	1,845
Gastroenterological Surgery	8,218	8,196
Cranial Nerve Surgery	5,399	5,379
Pediatric Surgery	702	700
Surgery	12,039	12,022
Orthopedic Surgery	11,734	11,698
Plastic Surgery	1,951	1,940
Oral Surgery	167	168
Other Surgery	1,495	1,485
Cardiovascular Disease	14,079	14,047
Allergies	2,748	2,744
Rheumatism	3,104	3,100
Geriatrics	1,352	1,352
General practice	1,693	1,674
Psychiatry	8,644	8,610
Pediatrics	14,425	14,386
Rehabilitation	4,275	4,269
Obstetrics/Gynecology	6,993	6,976
Breast surgery	552	546
Ophthalmology	4,608	4,596
Ear, Nose & Throat	4,673	4,645
Dermatology	6,141	6,117
Urology	4,663	4,641
Radiology	4,334	4,319
Anaesthesia	6,478	6,457
Palliative care	644	640
Emergency/ICU	5,446	5,430
STDs	99	98
Proctology	731	729
Preclinical Medicine	1,748	1,746
Pathology	619	612
Other	16,499	16,406