

Marketing Report

Nikkei Medical ONLINE

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December 2022 page views and unique browsers

Monthly page views

19,599,154

Average page views per day
632,230.8

Monthly unique browsers

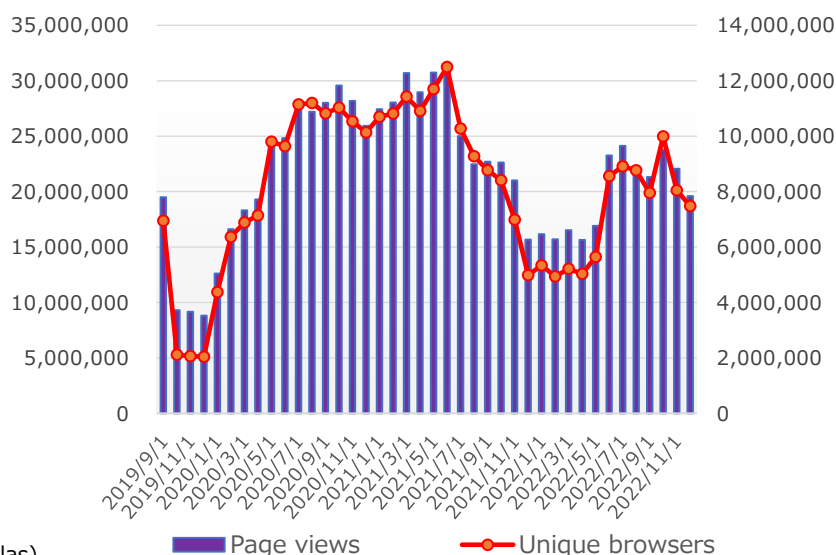
7,480,333

Average unique browsers per day
241,301.1

Number of email delivery

620,851 (as of December 27)

(Source: Atlas)



Nikkei Drug Information

DIOnline

December 2022 page views and unique browsers

Monthly page views

1,532,599

Average page views per day
49,438.7

Monthly unique browsers

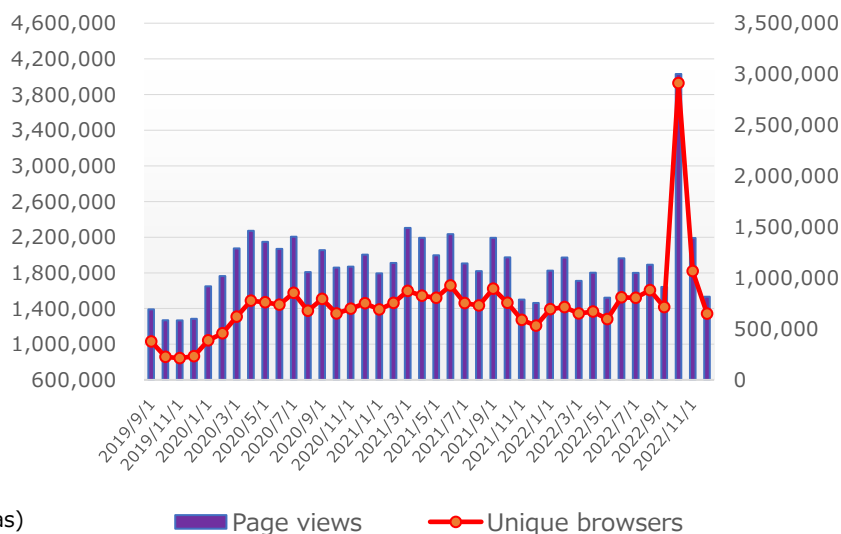
649,753

Average unique browsers per day
20,959.8

Number of email delivery

135,754 (as of December 28)

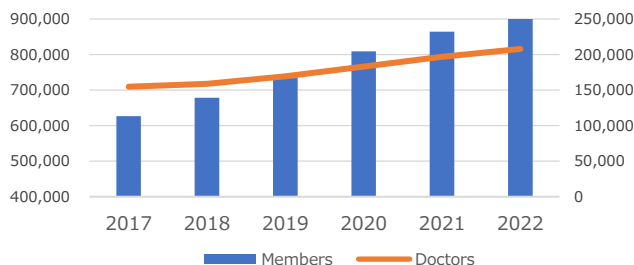
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	920,498
Doctors	143,323	154,821	158,868	169,557	196,847	207,945



Major User Attribute

December 31, 2022

Doctor	207,945	Dentist	9,673
Hospital Doctor	169,910	Pharmacist	184,358
Hospital Administrator/Director	7,873	Nurse/Nursing Assistant	65,581
Clinical Administrator/Director	30,162	Health nurse	3,822
		Maternity nurse	2,071

User Attribute (Pharmacist)

December 2022

November 2022

Pharmacist (owns a drugstore)	8,465	8,481
Pharmacist at a drugstore	9,860	9,818
Hospital pharmacist	98,045	97,644
Pharmacist (pharmaceutical company employee)	32,494	32,350
Pharmacist (drug wholesaling employee)	9,193	9,160
Pharmacist (other)	2,229	2,216
Pharmacist (owns a drugstore)	24,072	23,961

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,602	Hospital (200-299 beds)	15,170
Clinic (1-19 beds)	3,114	Hospital (300-499 beds)	34,647
Hospital (20-99 beds)	7,276	Hospital (500 beds or more)	68,293
Hospital (100-199 beds)	14,591	Other	6,523

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

	December 2022	November 2022
Internal Medicine	64,652	64,421
Respiratory Tract Medicine	7,941	7,915
Gastroenterology	14,866	14,822
Endocrine/Metabolic	5,830	5,801
Kidney	4,543	4,513
Haematology	2,576	2,565
Neurology	4,912	4,895
Medical oncology	763	757
Psychosomatic Medicine	2,135	2,122
Other Medicine	3,879	3,854
Cardiovascular Surgery	2,577	2,574
Respiratory Tract Surgery	1,853	1,850
Gastroenterological Surgery	8,239	8,218
Cranial Nerve Surgery	5,423	5,399
Pediatric Surgery	703	702
Surgery	12,066	12,039
Orthopedic Surgery	11,779	11,734
Plastic Surgery	1,963	1,951
Oral Surgery	168	167
Other Surgery	1,505	1,495
Cardiovascular Disease	14,124	14,079
Allergies	2,752	2,748
Rheumatism	3,116	3,104
Geriatrics	1,353	1,352
General practice	1,709	1,693
Psychiatry	8,680	8,644
Pediatrics	14,465	14,425
Rehabilitation	4,283	4,275
Obstetrics/Gynecology	7,037	6,993
Breast surgery	561	552
Ophthalmology	4,618	4,608
Ear, Nose & Throat	4,688	4,673
Dermatology	6,164	6,141
Urology	4,679	4,663
Radiology	4,344	4,334
Anaesthesia	6,498	6,478
Palliative care	653	644
Emergency/ICU	5,459	5,446
STDs	100	99
Proctology	732	731
Preclinical Medicine	1,746	1,748
Pathology	630	619
Other	16,560	16,499