

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ January 2023 page views and unique browsers

◆ Monthly page views

20,404,807

Average page views per day
658,219.6

◆ Monthly unique browsers

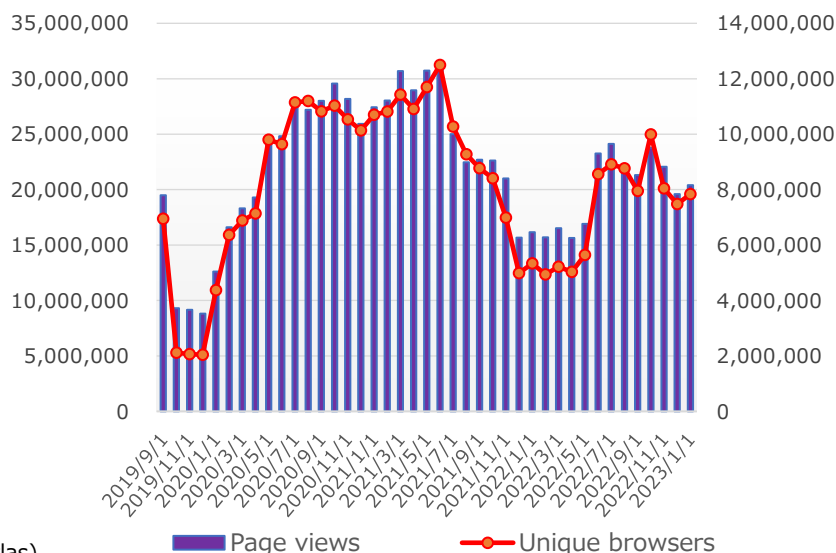
7,837,989

Average unique browsers per day
252,838.4

◆ Number of email delivery

617,411 (as of January 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ January 2023 page views and unique browsers

◆ Monthly page views

2,009,073

Average page views per day
64,808.8

◆ Monthly unique browsers

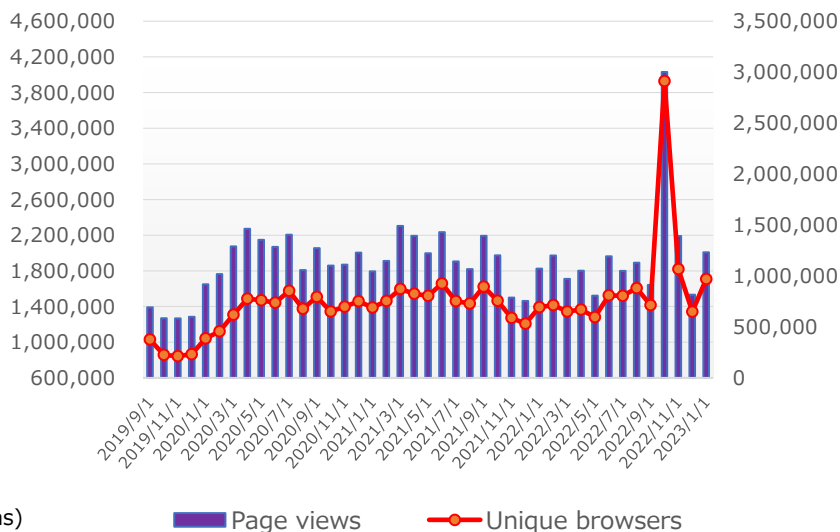
969,830

Average unique browsers per day
31,284.8

◆ Number of email delivery

135,714 (as of January 25)

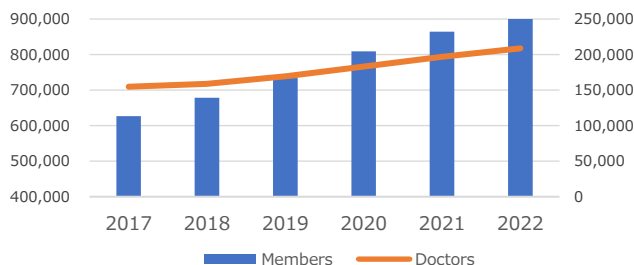
(Source: Atlas)



User Profile

Membership

Members	567,808	626,669	678,681	743,089	864,490	924,868
Doctors	143,323	154,821	158,868	169,557	196,847	208,974



Major User Attribute

January 31, 2023

Doctor	208,974	Dentist	9,719
Hospital Doctor	170,747	Pharmacist	185,359
Hospital Administrator/Director	7,911	Nurse/Nursing Assistant	65,937
Clinical Administrator/Director	30,316	Health nurse	3,840
		Maternity nurse	2,082

User Attribute (Pharmacist)

January 2023

December 2022

Pharmacist (owns a drugstore)	8,420	8,465
Pharmacist at a drugstore	9,920	9,860
Hospital pharmacist	98,641	98,045
Pharmacist (pharmaceutical company employee)	32,658	32,494
Pharmacist (drug wholesaling employee)	9,217	9,193
Pharmacist (other)	2,235	2,229
Pharmacist (owns a drugstore)	24,268	24,072

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	18,785	Hospital (200-299 beds)	15,235
Clinic (1-19 beds)	3,118	Hospital (300-499 beds)	34,837
Hospital (20-99 beds)	7,302	Hospital (500 beds or more)	68,578
Hospital (100-199 beds)	14,662	Other	6,541

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

	January 2023	December 2022
Internal Medicine	64,894	64,652
Respiratory Tract Medicine	7,972	7,941
Gastroenterology	14,934	14,866
Endocrine/Metabolic	5,876	5,830
Kidney	4,590	4,543
Haematology	2,587	2,576
Neurology	4,940	4,912
Medical oncology	781	763
Psychosomatic Medicine	2,138	2,135
Other Medicine	3903	3,879
Cardiovascular Surgery	2585	2,577
Respiratory Tract Surgery	1860	1,853
Gastroenterological Surgery	8267	8,239
Cranial Nerve Surgery	5451	5,423
Pediatric Surgery	707	703
Surgery	12088	12,066
Orthopedic Surgery	11835	11,779
Plastic Surgery	1973	1,963
Oral Surgery	168	168
Other Surgery	1510	1,505
Cardiovascular Disease	14167	14,124
Allergies	2765	2,752
Rheumatism	3126	3,116
Geriatrics	1352	1,353
General practice	1731	1,709
Psychiatry	8733	8,680
Pediatrics	14526	14,465
Rehabilitation	4308	4,283
Obstetrics/Gynecology	7076	7,037
Breast surgery	576	561
Ophthalmology	4640	4,618
Ear, Nose & Throat	4709	4,688
Dermatology	6189	6,164
Urology	4701	4,679
Radiology	4374	4,344
Anaesthesia	6529	6,498
Palliative care	668	653
Emergency/ICU	5502	5,459
STDs	100	100
Proctology	736	732
Preclinical Medicine	1743	1,746
Pathology	634	630
Other	16657	16,560