

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ May 2023 page views and unique browsers

◆ Monthly page views

21,481,947

Average page views per day
692,966.0

◆ Monthly unique browsers

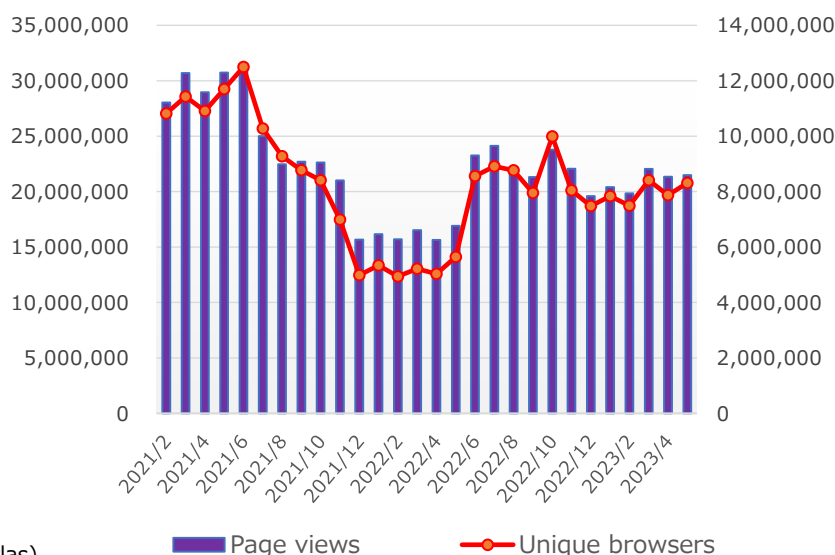
8,312,919

Average unique browsers per day
268,449.0

◆ Number of email delivery

612,487 (as of May 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ May 2023 page views and unique browsers

◆ Monthly page views

1,596,349

Average page views per day
51,495.1

◆ Monthly unique browsers

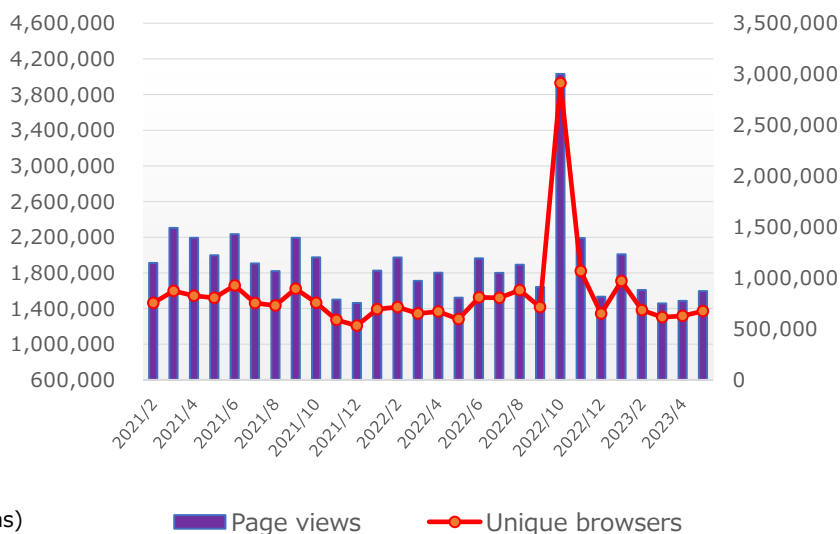
674,794

Average unique browsers per day
21,767.5

◆ Number of email delivery

135,441 (as of May 31)

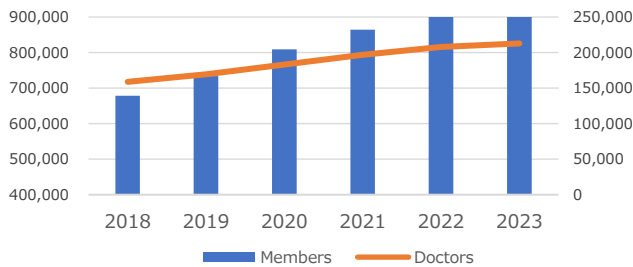
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	940,378
Doctors	158,868	169,557	183,234	196,847	207,945	212,910



Major User Attribute

May 31, 2023

Doctor	212,910	Dentist	9,835
Hospital Doctor	174,098	Pharmacist	188,802
Hospital Administrator/Director	8,030	Nurse/Nursing Assistant	67,474
Clinical Administrator/Director	30,782	Health nurse	3,912
		Maternity nurse	2,113

User Attribute (Pharmacist)	May 20223	April 2023
Pharmacist (owns a drugstore)	8,325	8,347
Pharmacist at a drugstore	10,116	10,080
Hospital pharmacist	100,576	100,098
Pharmacist (pharmaceutical company employee)	33,342	33,160
Pharmacist (drug wholesaling employee)	9,326	9,304
Pharmacist (other)	2,280	2,267
Pharmacist (owns a drugstore)	24,837	24,706

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,465	Hospital (200-299 beds)	15,463
Clinic (1-19 beds)	3,153	Hospital (300-499 beds)	35,596
Hospital (20-99 beds)	7,425	Hospital (500 beds or more)	69,761
Hospital (100-199 beds)	14,940	Other	6,622

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

	May 2023	April 2023
Internal Medicine	65,821	65,587
Respiratory Tract Medicine	8,156	8,102
Gastroenterology	15,221	15,147
Endocrine/Metabolic	6,065	6,012
Kidney	4,711	4,676
Haematology	2,643	2,625
Neurology	5,045	5,023
Medical oncology	807	800
Psychosomatic Medicine	2,155	2,148
Other Medicine	4,017	3,978
Cardiovascular Surgery	2,618	2,610
Respiratory Tract Surgery	1,885	1,884
Gastroenterological Surgery	8,366	8,348
Cranial Nerve Surgery	5,528	5,516
Pediatric Surgery	709	709
Surgery	12,195	12,168
Orthopedic Surgery	12,023	11,989
Plastic Surgery	2,006	2,000
Oral Surgery	174	170
Other Surgery	1,532	1,529
Cardiovascular Disease	14,322	14,286
Allergies	2,789	2,781
Rheumatism	3,168	3,157
Geriatrics	1,365	1,360
General practice	1,836	1,804
Psychiatry	8,950	8,894
Pediatrics	14,724	14,682
Rehabilitation	4,359	4,350
Obstetrics/Gynecology	7,205	7,181
Breast surgery	596	590
Ophthalmology	4,731	4,718
Ear, Nose & Throat	4,775	4,764
Dermatology	6,319	6,291
Urology	4,794	4,773
Radiology	4,450	4,439
Anaesthesia	6,661	6,643
Palliative care	725	709
Emergency/ICU	5,631	5,606
STDs	103	103
Proctology	747	745
Preclinical Medicine	1,751	1,754
Pathology	663	657
Other	17,160	16,996