

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ June 2023 page views and unique browsers

◆ Monthly page views

22,142,569

Average page views per day
738,085.6

◆ Monthly unique browsers

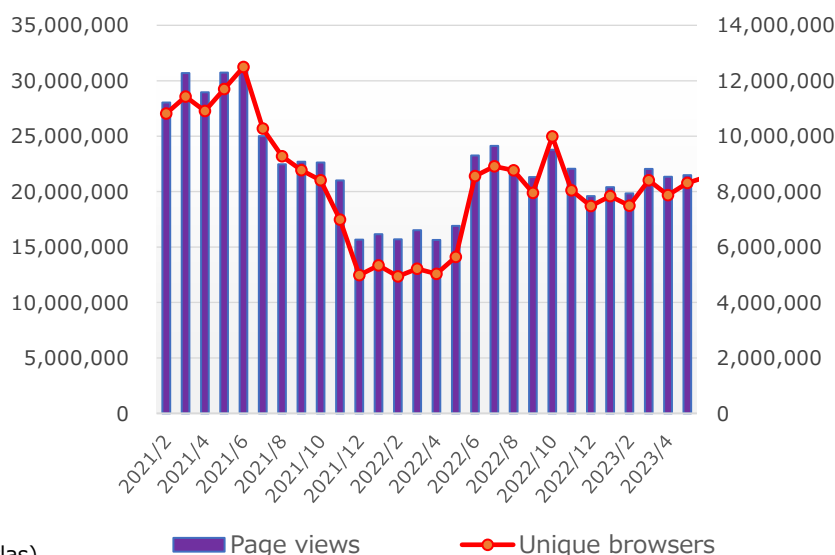
8,535,826

Average unique browsers per day
284,527.5

◆ Number of email delivery

611,948 (as of June 29)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ June 2023 page views and unique browsers

◆ Monthly page views

1,594,139

Average page views per day
53,138.0

◆ Monthly unique browsers

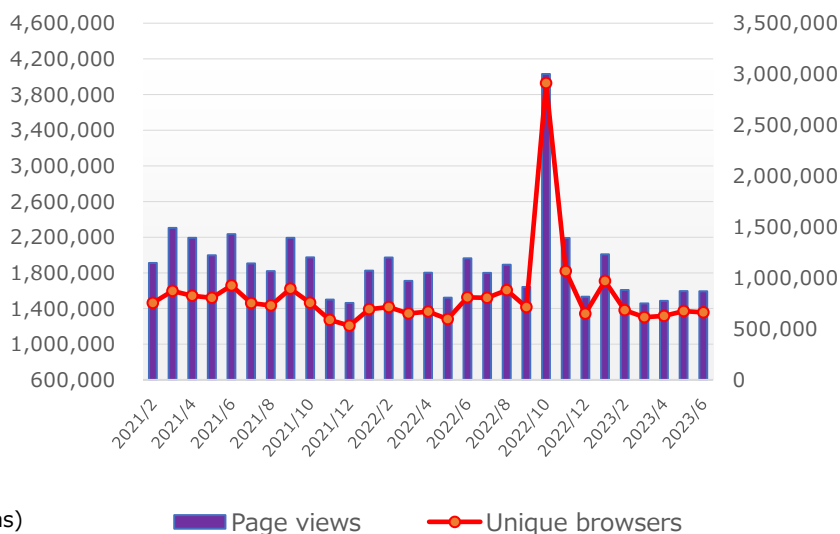
661,889

Average unique browsers per day
22,063.0

◆ Number of email delivery

135,401 (as of June 28)

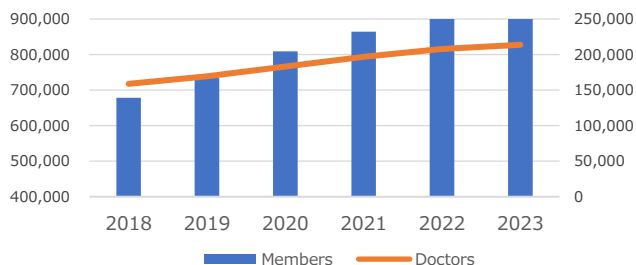
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	944,444
Doctors	158,868	169,557	183,234	196,847	207,945	213,751



Major User Attribute

June 30, 2023

Doctor	213,751	Dentist	9,878
Hospital Doctor	174,797	Pharmacist	189,689
Hospital Administrator/Director	8,062	Nurse/Nursing Assistant	67,932
Clinical Administrator/Director	30,892	Health nurse	3,922
		Maternity nurse	2,122

User Attribute (Pharmacist)	June 20223	May 2023
Pharmacist (owns a drugstore)	8,304	8,325
Pharmacist at a drugstore	10,166	10,116
Hospital pharmacist	101,054	100,576
Pharmacist (pharmaceutical company employee)	33,546	33,342
Pharmacist (drug wholesaling employee)	9,363	9,326
Pharmacist (other)	2,287	2,280
Pharmacist (owns a drugstore)	24,969	24,837

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,552	Hospital (200-299 beds)	15,507
Clinic (1-19 beds)	3,152	Hospital (300-499 beds)	35,755
Hospital (20-99 beds)	7,446	Hospital (500 beds or more)	70,058
Hospital (100-199 beds)	15,015	Other	6,639

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

	June 2023	May 2023
Internal Medicine	65,981	65,821
Respiratory Tract Medicine	8,200	8,156
Gastroenterology	15,297	15,221
Endocrine/Metabolic	6,097	6,065
Kidney	4,741	4,711
Haematology	2,650	2,643
Neurology	5,075	5,045
Medical oncology	817	807
Psychosomatic Medicine	2,160	2,155
Other Medicine	4,029	4,017
Cardiovascular Surgery	2,622	2,618
Respiratory Tract Surgery	1,891	1,885
Gastroenterological Surgery	8,381	8,366
Cranial Nerve Surgery	5,544	5,528
Pediatric Surgery	710	709
Surgery	12,221	12,195
Orthopedic Surgery	12,057	12,023
Plastic Surgery	2,019	2,006
Oral Surgery	167	174
Other Surgery	1,535	1,532
Cardiovascular Disease	14,361	14,322
Allergies	2,799	2,789
Rheumatism	3,179	3,168
Geriatrics	1,366	1,365
General practice	1,875	1,836
Psychiatry	9,000	8,950
Pediatrics	14,755	14,724
Rehabilitation	4,374	4,359
Obstetrics/Gynecology	7,232	7,205
Breast surgery	597	596
Ophthalmology	4,750	4,731
Ear, Nose & Throat	4,795	4,775
Dermatology	6,344	6,319
Urology	4,811	4,794
Radiology	4,461	4,450
Anaesthesia	6,679	6,661
Palliative care	734	725
Emergency/ICU	5,655	5,631
STDs	102	103
Proctology	752	747
Preclinical Medicine	1,749	1,751
Pathology	669	663
Other	17,269	17,160