Marketing Report

Nikkei Medical ONLINE

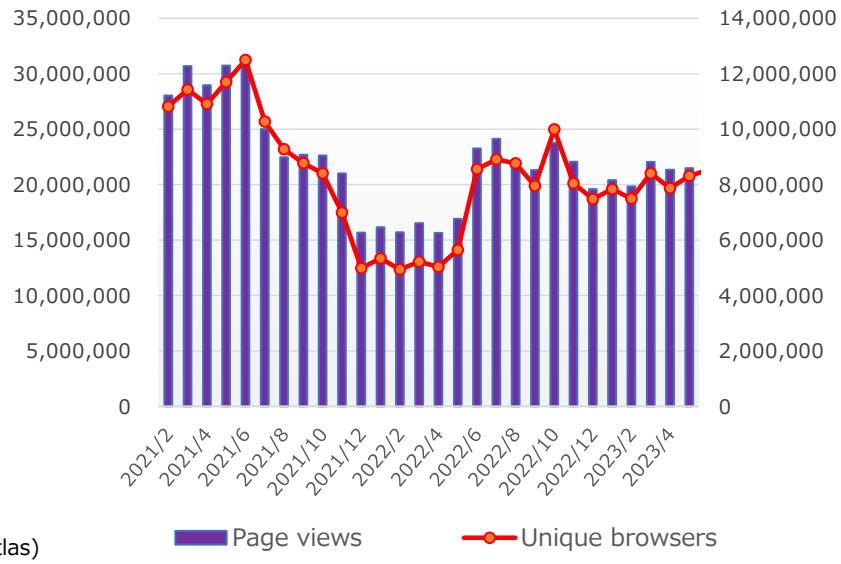
■ July 2023 page views and unique browsers

◆Monthly page views
20,907,256
Average page views per day
674,427.6

◆Monthly unique browsers
8,254,848
Average unique browsers per day
266,285.4

◆ Number of email delivery
611,948 (as of July 27)

(Source: Atlas)



Nikkei Drug Information

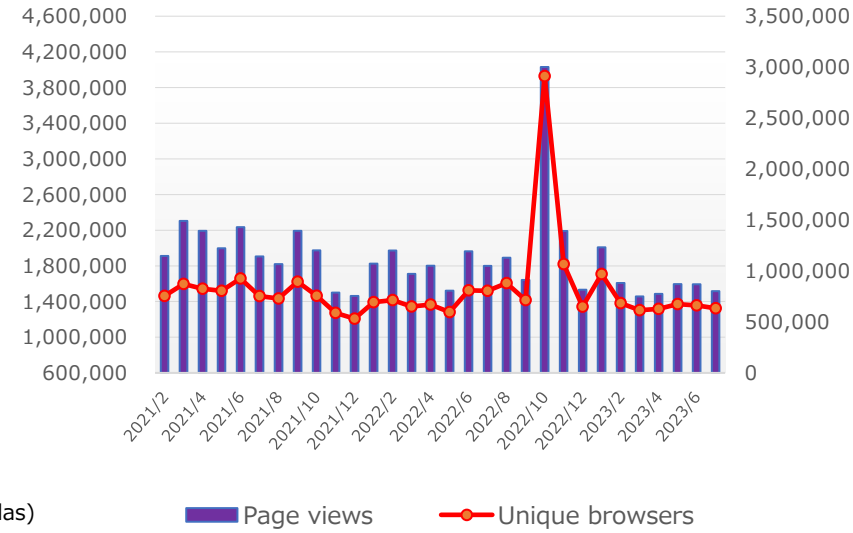
■ July 2023 page views and unique browsers

◆Monthly page views
1,516,990
Average page views per day
48 935.2

◆Monthly unique browsers
633,196
Average unique browsers per day
20,425.7

◆Number of email delivery
135,304 (as of July 26)

(Source: Atlas)

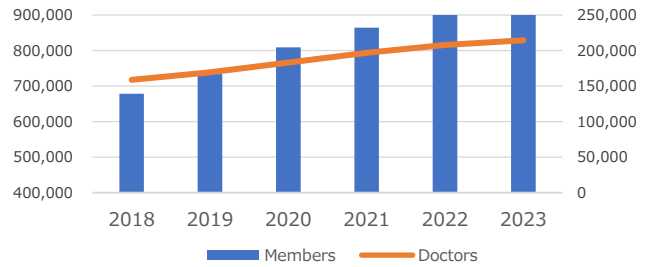


【Contact】
Medical Ad Department Tel: 03-6811-8036 Fax: 050-3153-7277

User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	948,250
Doctors	158,868	169,557	183,234	196,847	207,945	214,574



Major User Attribute

July 31, 2023

Doctor	214,574	Dentist	9,823
Hospital Doctor	175,503	Pharmacist	190,415
Hospital Administrator/Director	8,083	Nurse/Nursing Assistant	68,389
Clinical Administrator/Director	30,988	Health nurse	3,937
		Maternity nurse	2,134

User Attribute (Pharmacist)	July 20223	June 2023
Pharmacist (owns a drugstore)	8,290	8,304
Pharmacist at a drugstore	10,196	10,166
Hospital pharmacist	101,442	101,054
Pharmacist (pharmaceutical company employee)	33,684	33,546
Pharmacist (drug wholesaling employee)	9,406	9,363
Pharmacist (other)	2,297	2,287
Pharmacist (owns a drugstore)	25,100	24,969

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,669	Hospital (200-299 beds)	15,557
Clinic (1-19 beds)	3,172	Hospital (300-499 beds)	35,891
Hospital (20-99 beds)	7,477	Hospital (500 beds or more)	70,328
Hospital (100-199 beds)	15,078	Other	6,662

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

	July 2023	June 2023
Internal Medicine	66,167	65,981
Respiratory Tract Medicine	8,224	8,200
Gastroenterology	15,360	15,297
Endocrine/Metabolic	6,130	6,097
Kidney	4,757	4,741
Haematology	2,659	2,650
Neurology	5,099	5,075
Medical oncology	823	817
Psychosomatic Medicine	2,164	2,160
Other Medicine	4,067	4,029
Cardiovascular Surgery	2,623	2,622
Respiratory Tract Surgery	1,901	1,891
Gastroenterological Surgery	8,401	8,381
Cranial Nerve Surgery	5,562	5,544
Pediatric Surgery	713	710
Surgery	12,243	12,221
Orthopedic Surgery	12,095	12,057
Plastic Surgery	2,028	2,019
Oral Surgery	174	167
Other Surgery	1,547	1,535
Cardiovascular Disease	14,405	14,361
Allergies	2,804	2,799
Rheumatism	3,187	3,179
Geriatrics	1,369	1,366
General practice	1,893	1,875
Psychiatry	9,027	9,000
Pediatrics	14,792	14,755
Rehabilitation	4,389	4,374
Obstetrics/Gynecology	7,253	7,232
Breast surgery	600	597
Ophthalmology	4,765	4,750
Ear, Nose & Throat	4,809	4,795
Dermatology	6,368	6,344
Urology	4,825	4,811
Radiology	4,477	4,461
Anaesthesia	6,715	6,679
Palliative care	736	734
Emergency/ICU	5,673	5,655
STDs	101	102
Proctology	753	752
Preclinical Medicine	1,750	1,749
Pathology	676	669
Other	17,369	17,269

【Contact】
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