

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ August 2023 page views and unique browsers

◆ Monthly page views

18,408,665

Average page views per day
18,408,665

◆ Monthly unique browsers

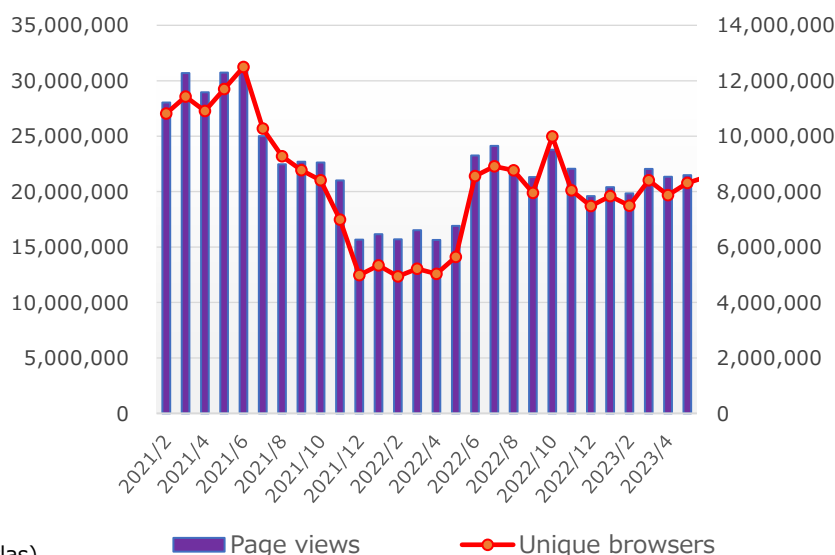
7,262,800

Average unique browsers per day
234,283.9

◆ Number of email delivery

610,190 (as of August 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ August 2023 page views and unique browsers

◆ Monthly page views

1,375,677

Average page views per day
44,376.7

◆ Monthly unique browsers

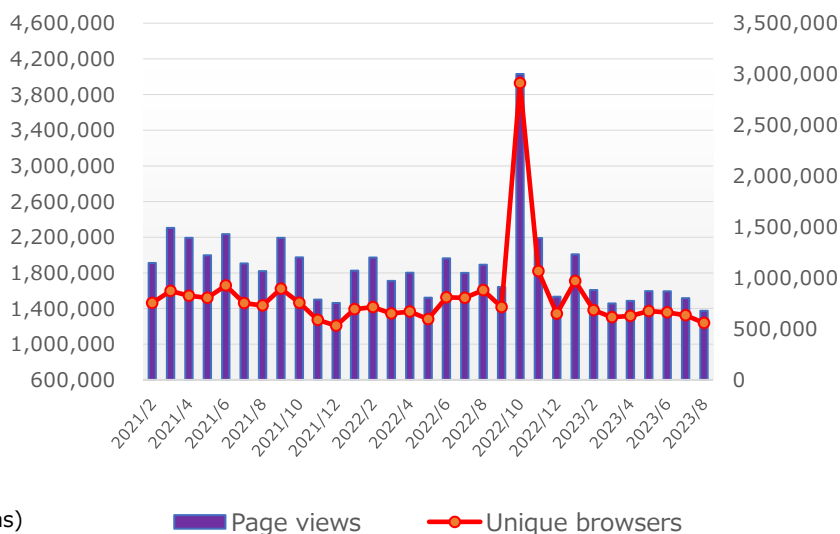
558,074

Average unique browsers per day
18,002.4

◆ Number of email delivery

135,121 (as of August 30)

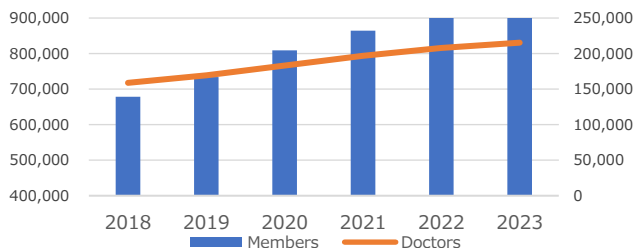
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	951,678
Doctors	158,868	169,557	183,234	196,847	207,945	215,391



Major User Attribute

August 31, 2023

Doctor	215,391	Dentist	9,978
Hospital Doctor	176,185	Pharmacist	191,052
Hospital Administrator/Director	8,123	Nurse/Nursing Assistant	68,744
Clinical Administrator/Director	31,083	Health nurse	3,946
		Maternity nurse	2,141

User Attribute (Pharmacist)

August 20223

July 2023

Pharmacist (owns a drugstore)	8,279	8,290
Pharmacist at a drugstore	10,221	10,196
Hospital pharmacist	101,798	101,442
Pharmacist (pharmaceutical company employee)	33,802	33,684
Pharmacist (drug wholesaling employee)	9,444	9,406
Pharmacist (other)	2,299	2,297
Pharmacist (owns a drugstore)	25,209	25,100

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,791	Hospital (200-299 beds)	15,598
Clinic (1-19 beds)	3,190	Hospital (300-499 beds)	36,032
Hospital (20-99 beds)	7,494	Hospital (500 beds or more)	70,594
Hospital (100-199 beds)	15,140	Other	6,679

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

	August 2023	July 2023
Internal Medicine	66,324	66,167
Respiratory Tract Medicine	8,262	8,224
Gastroenterology	15,415	15,360
Endocrine/Metabolic	6,166	6,130
Kidney	4,785	4,757
Haematology	2,675	2,659
Neurology	5,114	5,099
Medical oncology	829	823
Psychosomatic Medicine	2,176	2,164
Other Medicine	4,096	4,067
Cardiovascular Surgery	2,629	2,623
Respiratory Tract Surgery	1,907	1,901
Gastroenterological Surgery	8,433	8,401
Cranial Nerve Surgery	5,590	5,562
Pediatric Surgery	716	713
Surgery	12,253	12,243
Orthopedic Surgery	12,129	12,095
Plastic Surgery	2,034	2,028
Oral Surgery	168	174
Other Surgery	1,554	1,547
Cardiovascular Disease	14,460	14,405
Allergies	2,810	2,804
Rheumatism	3,204	3,187
Geriatrics	1,372	1,369
General practice	1,922	1,893
Psychiatry	9,071	9,027
Pediatrics	14,827	14,792
Rehabilitation	4,398	4,389
Obstetrics/Gynecology	7,289	7,253
Breast surgery	607	600
Ophthalmology	4,792	4,765
Ear, Nose & Throat	4,822	4,809
Dermatology	6,387	6,368
Urology	4,841	4,825
Radiology	4,497	4,477
Anaesthesia	6,733	6,715
Palliative care	741	736
Emergency/ICU	5,692	5,673
STDs	101	101
Proctology	757	753
Preclinical Medicine	1,756	1,750
Pathology	687	676
Other	17,439	17,369

【Contact】

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