

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ October 2023 page views and unique browsers

◆ Monthly page views

18,475,593

Average page views per day
595,986.9

◆ Monthly unique browsers

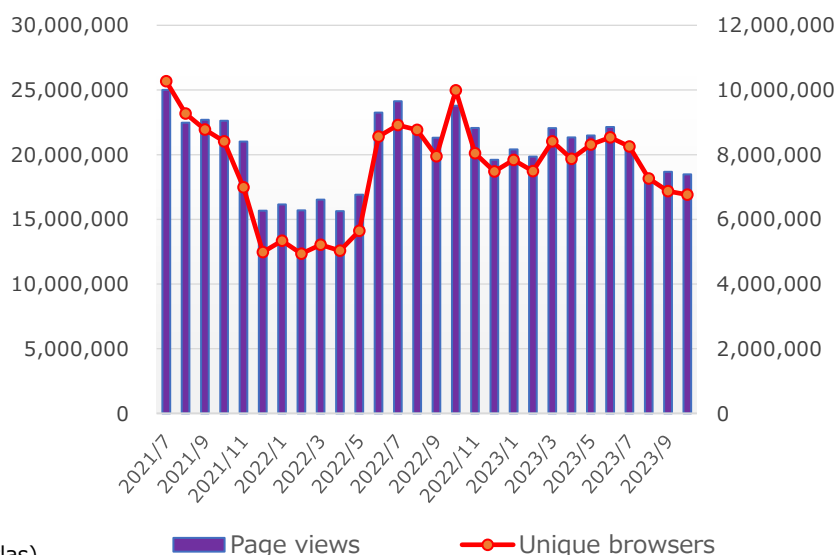
6,763,489

Average unique browsers per day
218,177.1

◆ Number of email delivery

608,250 (as of October 31)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ October 2023 page views and unique browsers

◆ Monthly page views

1,593,222

Average page views per day
51,394.3

◆ Monthly unique browsers

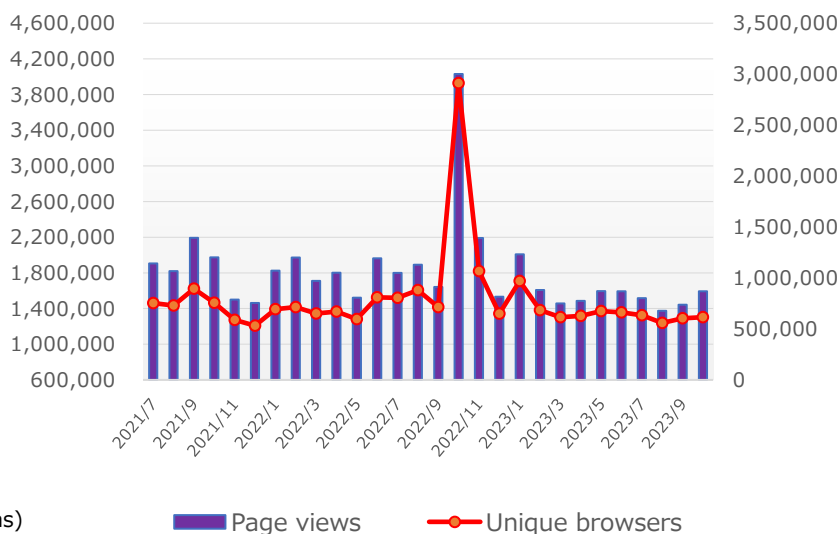
614,799

Average unique browsers per day
19,832.2

◆ Number of email delivery

134,865 (as of October 25)

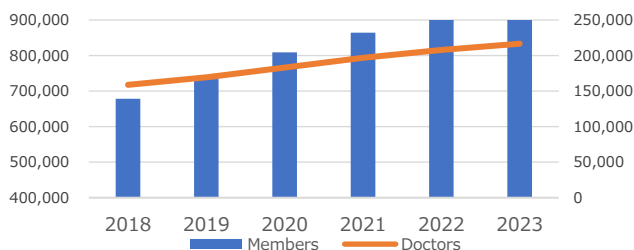
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	957,993
Doctors	158,868	169,557	183,234	196,847	207,945	216,717



Major User Attribute

October 31, 2023

Doctor	216,717	Dentist	10,058
Hospital Doctor	177,270	Pharmacist	192,275
Hospital Administrator/Director	8,166	Nurse/Nursing Assistant	69,406
Clinical Administrator/Director	31,281	Health nurse	3,962
		Maternity nurse	2,145

User Attribute (Pharmacist) October 20223 September 2023

Pharmacist (owns a drugstore)	8,252	8,261
Pharmacist at a drugstore	10,279	10,252
Hospital pharmacist	102,466	102,136
Pharmacist (pharmaceutical company employee)	34,034	33,930
Pharmacist (drug wholesaling employee)	9,492	9,466
Pharmacist (other)	2,307	2,302
Pharmacist (owns a drugstore)	25,445	25,331

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	19,973	Hospital (200-299 beds)	15,688
Clinic (1-19 beds)	3,190	Hospital (300-499 beds)	36,326
Hospital (20-99 beds)	7,533	Hospital (500 beds or more)	70,949
Hospital (100-199 beds)	15,240	Other	6,710

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

	October 2023	September 2023
Internal Medicine	66,613	66,493
Respiratory Tract Medicine	8,318	8,300
Gastroenterology	15,516	15,464
Endocrine/Metabolic	6,228	6,201
Kidney	4,821	4,802
Haematology	2,692	2,681
Neurology	5,157	5,140
Medical oncology	846	833
Psychosomatic Medicine	2,180	2,172
Other Medicine	4,129	4,110
Cardiovascular Surgery	2,637	2,630
Respiratory Tract Surgery	1,924	1,917
Gastroenterological Surgery	8,481	8,459
Cranial Nerve Surgery	5,623	5,609
Pediatric Surgery	715	716
Surgery	12,271	12,261
Orthopedic Surgery	12,197	12,162
Plastic Surgery	2,053	2,045
Oral Surgery	169	168
Other Surgery	1,570	1,564
Cardiovascular Disease	14,515	14,491
Allergies	2,819	2,814
Rheumatism	3,223	3,214
Geriatrics	1,379	1,376
General practice	1,974	1,953
Psychiatry	9,133	9,096
Pediatrics	14,903	14,862
Rehabilitation	4,414	4,406
Obstetrics/Gynecology	7,341	7,319
Breast surgery	614	608
Ophthalmology	4,830	4,809
Ear, Nose & Throat	4,843	4,835
Dermatology	6,430	6,407
Urology	4,862	4,853
Radiology	4,519	4,511
Anaesthesia	6,786	6,767
Palliative care	759	747
Emergency/ICU	5,720	5,704
STDs	102	101
Proctology	759	758
Preclinical Medicine	1,760	1,754
Pathology	698	695
Other	17,568	17,510