

Marketing Report

Nikkei Medical ONLINE

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December 2023 page views and unique browsers

Monthly page views

15,830,472

Average page views per day
510,660.4

Monthly unique browsers

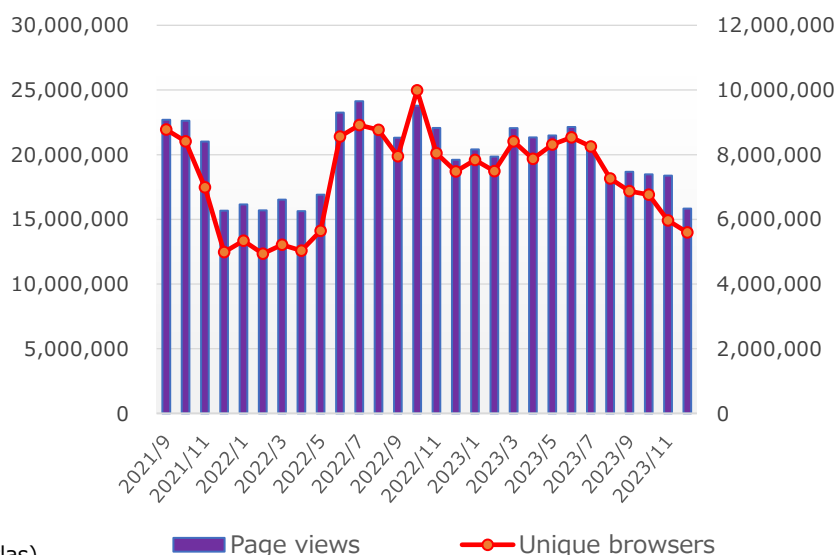
5,595,037

Average unique browsers per day
180,485.1

Number of email delivery

605,973 (as of December 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

December 2023 page views and unique browsers

Monthly page views

1,467,338

Average page views per day
47,333.5

Monthly unique browsers

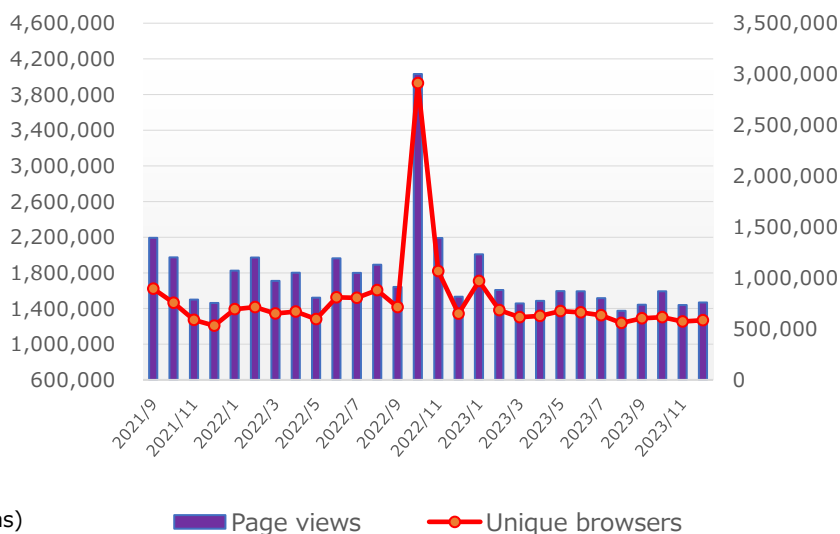
584,995

Average unique browsers per day
18,870.8

Number of email delivery

134,626 (as of December 27)

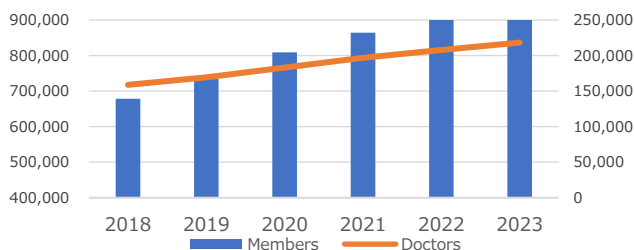
(Source: Atlas)



User Profile

Membership

Members	678,681	734,089	809,144	864,490	920,498	965,018
Doctors	158,868	169,557	183,234	196,847	207,945	218,240



Major User Attribute

December 31, 2023

Doctor	218,240	Dentist	10,129
Hospital Doctor	178,569	Pharmacist	193,623
Hospital Administrator/Director	8,239	Nurse/Nursing Assistant	70,152
Clinical Administrator/Director	31,432	Health nurse	3,999
		Maternity nurse	2,168

User Attribute (Pharmacist) December 20223 November 2023

Pharmacist (owns a drugstore)	8,221	8,237
Pharmacist at a drugstore	10,340	10,306
Hospital pharmacist	103,214	102,814
Pharmacist (pharmaceutical company employee)	34,295	34,156
Pharmacist (drug wholesaling employee)	9,558	9,528
Pharmacist (other)	2,320	2,311
Pharmacist (owns a drugstore)	25,675	25,550

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,158	Hospital (200-299 beds)	15,817
Clinic (1-19 beds)	3,201	Hospital (300-499 beds)	36,623
Hospital (20-99 beds)	7,586	Hospital (500 beds or more)	71,435
Hospital (100-199 beds)	15,341	Other	6,750

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

	December 2023	November 2023
Internal Medicine	66,909	66,725
Respiratory Tract Medicine	8,380	8,343
Gastroenterology	15,613	15,560
Endocrine/Metabolic	6,285	6,253
Kidney	4,871	4,839
Haematology	2,709	2,702
Neurology	5,196	5,172
Medical oncology	868	861
Psychosomatic Medicine	2,205	2,187
Other Medicine	4,180	4,149
Cardiovascular Surgery	2,649	2,646
Respiratory Tract Surgery	1,940	1,933
Gastroenterological Surgery	8,532	8,506
Cranial Nerve Surgery	5,654	5,635
Pediatric Surgery	720	717
Surgery	12,305	12,286
Orthopedic Surgery	12,309	12,230
Plastic Surgery	2,069	2,061
Oral Surgery	169	166
Other Surgery	1,584	1,572
Cardiovascular Disease	14,589	14,543
Allergies	2,825	2,820
Rheumatism	3,244	3,230
Geriatrics	1,384	1,381
General practice	2,027	1,994
Psychiatry	9,199	9,163
Pediatrics	14,981	14,948
Rehabilitation	4,446	4,427
Obstetrics/Gynecology	7,401	7,368
Breast surgery	625	621
Ophthalmology	4,862	4,846
Ear, Nose & Throat	4,880	4,858
Dermatology	6,469	6,444
Urology	4,900	4,877
Radiology	4,568	4,543
Anaesthesia	6,840	6,807
Palliative care	778	770
Emergency/ICU	5,761	5,734
STDs	104	104
Proctology	762	762
Preclinical Medicine	1,763	1,758
Pathology	708	703
Other	17,671	17,608