

Marketing Report

Nikkei Medical ONLINE



January 2024 page views and unique browsers

◆ Monthly page views

15,269,471

Average page views per day
492,563.6

◆ Monthly unique browsers

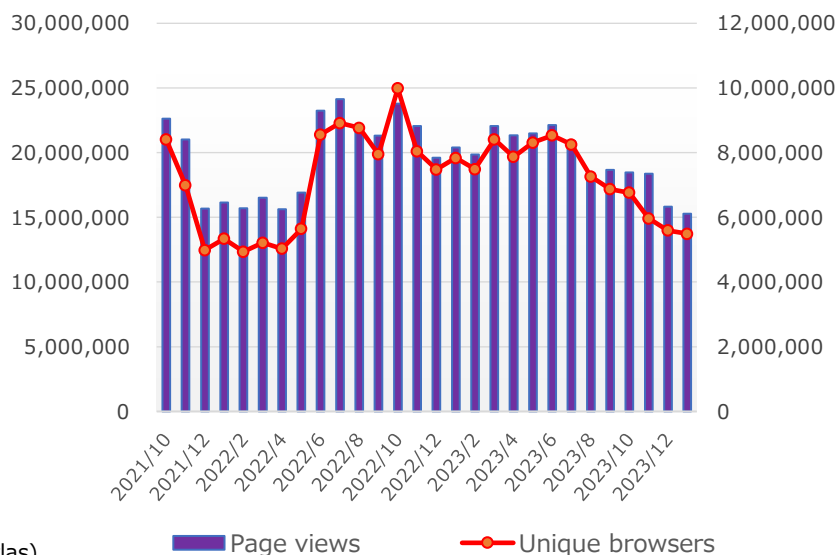
5,491,454

Average unique browsers per day
177,143.7

◆ Number of email delivery

604,305 (as of January 30)

(Source: Atlas)



Nikkei Drug Information



January 2024 page views and unique browsers

◆ Monthly page views

1,512,728

Average page views per day
48,797.7

◆ Monthly unique browsers

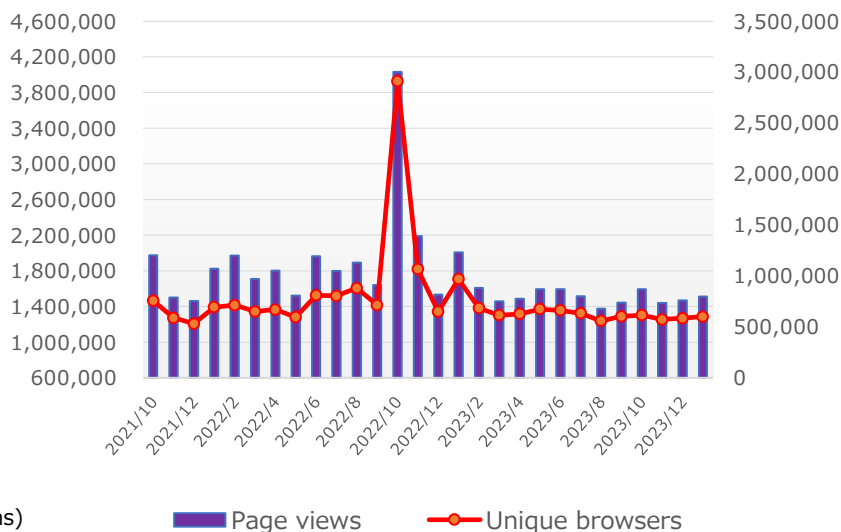
601,003

Average unique browsers per day
19,387.2

◆ Number of email delivery

134,347 (as of January 31)

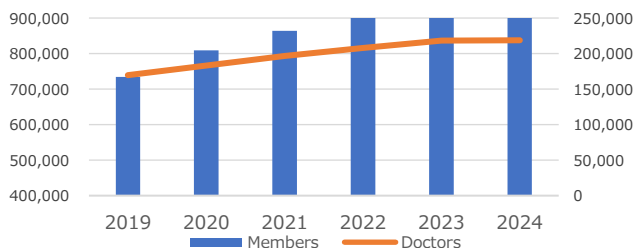
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	968,134
Doctors	169,557	183,234	196,847	207,945	218,240	218,888



Major User Attribute

January 31, 2024

Doctor	218,888	Dentist	10,151
Hospital Doctor	179,113	Pharmacist	194,313
Hospital Administrator/Director	8,264	Nurse/Nursing Assistant	70,415
Clinical Administrator/Director	31,511	Health nurse	4,019
		Maternity nurse	2,178

User Attribute (Pharmacist)

User Attribute (Pharmacist)	January 2024	December 2023
Pharmacist (owns a drugstore)	8,211	8,221
Pharmacist at a drugstore	10,381	10,340
Hospital pharmacist	103,616	103,214
Pharmacist (pharmaceutical company employee)	34,404	34,295
Pharmacist (drug wholesaling employee)	9,579	9,558
Pharmacist (other)	2,324	2,320
Pharmacist (owns a drugstore)	25,798	25,675

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,259	Hospital (200-299 beds)	15,865
Clinic (1-19 beds)	3,209	Hospital (300-499 beds)	36,728
Hospital (20-99 beds)	7,614	Hospital (500 beds or more)	71,619
Hospital (100-199 beds)	15,396	Other	6,765

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

	January 2024	December 2023
Internal Medicine	67,062	66,909
Respiratory Tract Medicine	8,393	8,380
Gastroenterology	15,662	15,613
Endocrine/Metabolic	6,310	6,285
Kidney	4,894	4,871
Haematology	2,712	2,709
Neurology	5,224	5,196
Medical oncology	873	868
Psychosomatic Medicine	2,213	2,205
Other Medicine	4,192	4,180
Cardiovascular Surgery	2,655	2,649
Respiratory Tract Surgery	1,948	1,940
Gastroenterological Surgery	8,556	8,532
Cranial Nerve Surgery	5,665	5,654
Pediatric Surgery	723	720
Surgery	12,319	12,305
Orthopedic Surgery	12,332	12,309
Plastic Surgery	2,081	2,069
Oral Surgery	165	169
Other Surgery	1,586	1,584
Cardiovascular Disease	14,621	14,589
Allergies	2,831	2,825
Rheumatism	3,248	3,244
Geriatrics	1,385	1,384
General practice	2,049	2,027
Psychiatry	9,246	9,199
Pediatrics	15,009	14,981
Rehabilitation	4,453	4,446
Obstetrics/Gynecology	7,426	7,401
Breast surgery	629	625
Ophthalmology	4,880	4,862
Ear, Nose & Throat	4,889	4,880
Dermatology	6,495	6,469
Urology	4,916	4,900
Radiology	4,580	4,568
Anaesthesia	6,862	6,840
Palliative care	784	778
Emergency/ICU	5,781	5,761
STDs	106	104
Proctology	761	762
Preclinical Medicine	1,762	1,763
Pathology	708	708
Other	17,724	17,671

Marketing Report

Nikkei Medical ONLINE



February 2024 page views and unique browsers

◆ Monthly page views

16,257,474

Average page views per day
560,602.6

◆ Monthly unique browsers

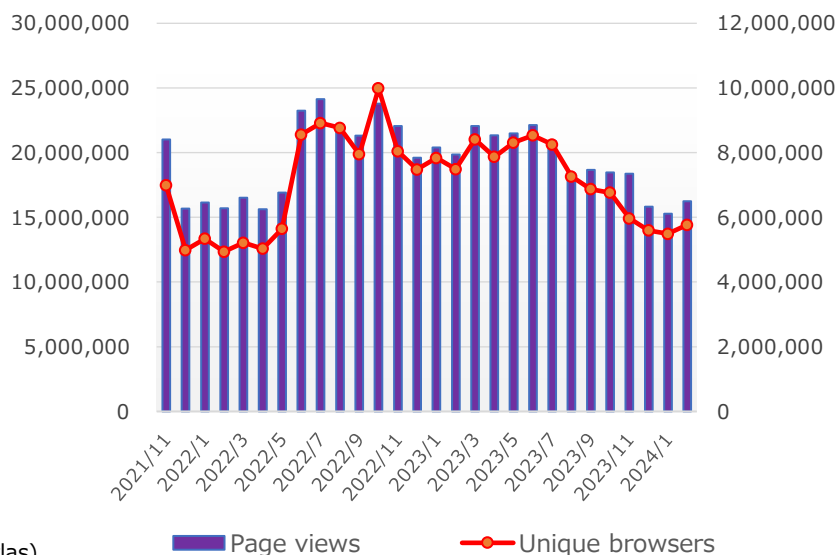
5,769,356

Average unique browsers per day
198,943.3

◆ Number of email delivery

604,280 (as of February 29)

(Source: Atlas)



Nikkei Drug Information



February 2024 page views and unique browsers

◆ Monthly page views

1,601,889

Average page views per day
55,237.6

◆ Monthly unique browsers

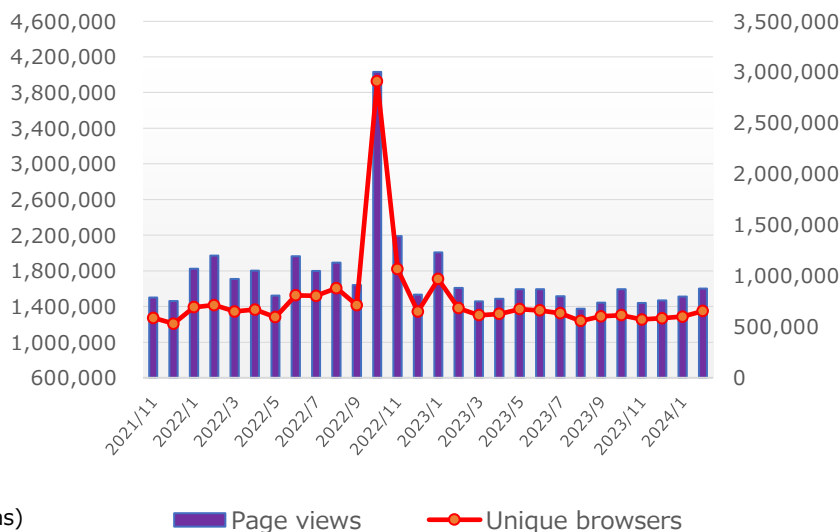
655,809

Average unique browsers per day
22,614.1

◆ Number of email delivery

134,401 (as of February 28)

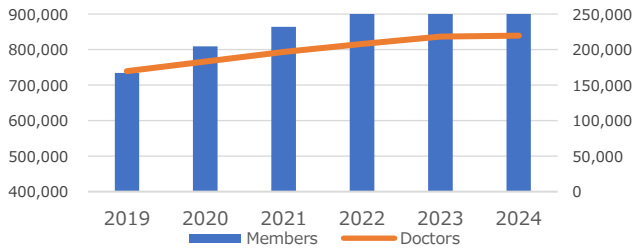
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	972,358
Doctors	169,557	183,234	196,847	207,945	218,240	219,700



Major User Attribute

February 29, 2024

Doctor	219,700	Dentist	10,186
Hospital Doctor	179,709	Pharmacist	195,176
Hospital Administrator/Director	8,314	Nurse/Nursing Assistant	70,795
Clinical Administrator/Director	31,677	Health nurse	4,030
		Maternity nurse	2,190

User Attribute (Pharmacist) February 2024 January 2023

Pharmacist (owns a drugstore)	8,189	8,211
Pharmacist at a drugstore	10,465	10,381
Hospital pharmacist	104,152	103,616
Pharmacist (pharmaceutical company employee)	34,528	34,404
Pharmacist (drug wholesaling employee)	9,608	9,579
Pharmacist (other)	2,330	2,324
Pharmacist (owns a drugstore)	25,904	25,798

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,385	Hospital (200-299 beds)	15,894
Clinic (1-19 beds)	3,219	Hospital (300-499 beds)	36,807
Hospital (20-99 beds)	7,639	Hospital (500 beds or more)	71,861
Hospital (100-199 beds)	15,465	Other	6,782

Nikkei Medical Online Doctor Verification System

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Department

	February 2024	January 2023
Internal Medicine	67,279	67,062
Respiratory Tract Medicine	8,434	8,393
Gastroenterology	15,720	15,662
Endocrine/Metabolic	6,338	6,310
Kidney	4,903	4,894
Haematology	2,720	2,712
Neurology	5,252	5,224
Medical oncology	880	873
Psychosomatic Medicine	2,222	2,213
Other Medicine	4,199	4,192
Cardiovascular Surgery	2,658	2,655
Respiratory Tract Surgery	1,952	1,948
Gastroenterological Surgery	8,569	8,556
Cranial Nerve Surgery	5,690	5,665
Pediatric Surgery	725	723
Surgery	12,335	12,319
Orthopedic Surgery	12,386	12,332
Plastic Surgery	2,088	2,081
Oral Surgery	167	165
Other Surgery	1,596	1,586
Cardiovascular Disease	14,656	14,621
Allergies	2,839	2,831
Rheumatism	3,255	3,248
Geriatrics	1,393	1,385
General practice	2,067	2,049
Psychiatry	9,298	9,246
Pediatrics	15,066	15,009
Rehabilitation	4,460	4,453
Obstetrics/Gynecology	7,448	7,426
Breast surgery	632	629
Ophthalmology	4,898	4,880
Ear, Nose & Throat	4,898	4,889
Dermatology	6,525	6,495
Urology	4,937	4,916
Radiology	4,599	4,580
Anaesthesia	6,882	6,862
Palliative care	794	784
Emergency/ICU	5,802	5,781
STDs	106	106
Proctology	763	761
Preclinical Medicine	1,765	1,762
Pathology	718	708
Other	17,755	17,724

Marketing Report

Nikkei Medical ONLINE



■ March 2024 page views and unique browsers

◆ Monthly page views

16,726,983

Average page views per day
539,580.1

◆ Monthly unique browsers

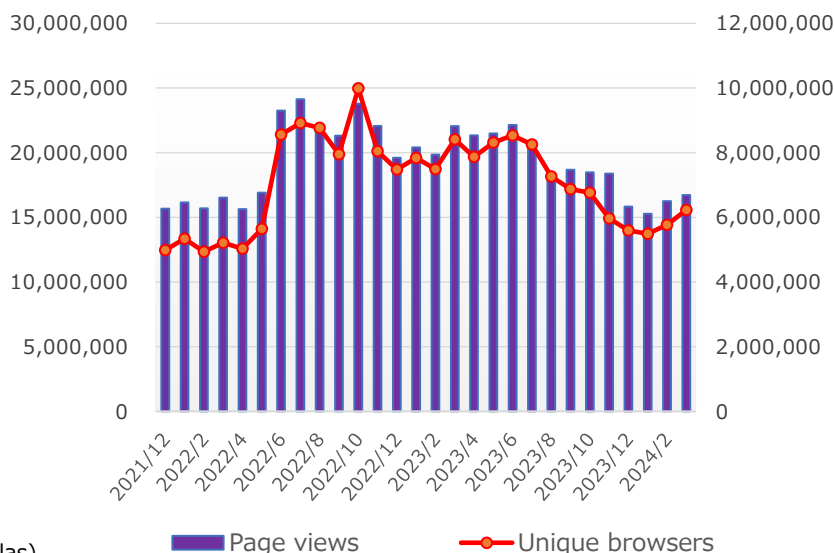
6,227,704

Average unique browsers per day
200,893.7

◆ Number of email delivery

603,429 (as of March 28)

(Source: Atlas)



Nikkei Drug Information



■ March 2024 page views and unique browsers

◆ Monthly page views

1,526,089

Average page views per day
49,228.7

◆ Monthly unique browsers

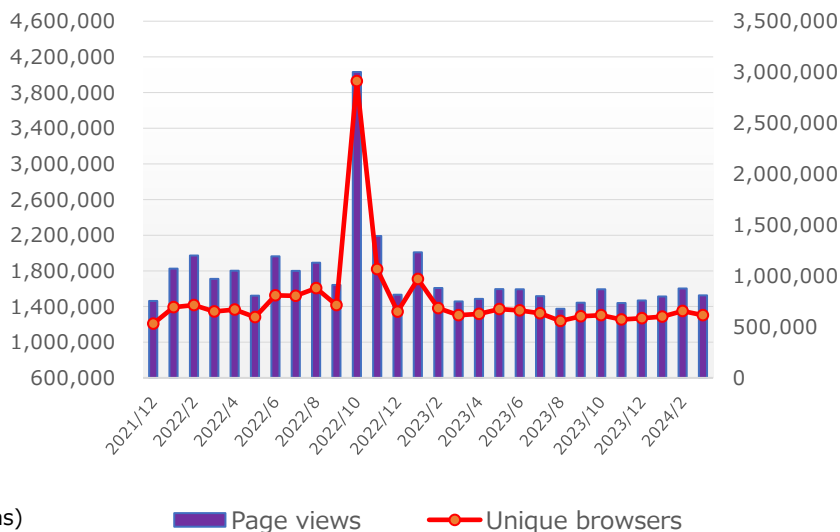
614,375

Average unique browsers per day
19,818.5

◆ Number of email delivery

134,294 (as of March 27)

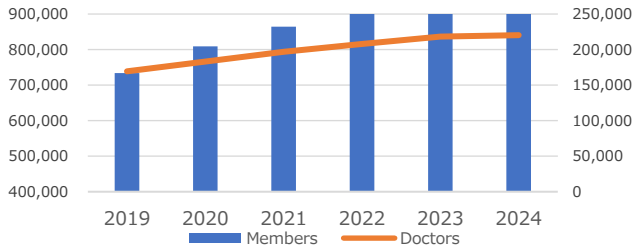
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	975,658
Doctors	169,557	183,234	196,847	207,945	218,240	220,467



Major User Attribute

March 31, 2024

Doctor	220,467	Dentist	10,226
Hospital Doctor	180,346	Pharmacist	195,839
Hospital Administrator/Director	8,342	Nurse/Nursing Assistant	71,112
Clinical Administrator/Director	31,779	Health nurse	4,050
		Maternity nurse	2,198

User Attribute (Pharmacist) March 2024 February 2023

Pharmacist (owns a drugstore)	8,176	8,189
Pharmacist at a drugstore	10,505	10,465
Hospital pharmacist	104,532	104,152
Pharmacist (pharmaceutical company employee)	34,632	34,528
Pharmacist (drug wholesaling employee)	9,632	9,608
Pharmacist (other)	2,338	2,330
Pharmacist (owns a drugstore)	26,024	25,904

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,503	Hospital (200-299 beds)	15,920
Clinic (1-19 beds)	3,236	Hospital (300-499 beds)	36,955
Hospital (20-99 beds)	7,655	Hospital (500 beds or more)	72,099
Hospital (100-199 beds)	15,515	Other	6,808

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Department

	March 2024	February 2024
Internal Medicine	67,466	67,279
Respiratory Tract Medicine	8,471	8,434
Gastroenterology	15,790	15,720
Endocrine/Metabolic	6,374	6,338
Kidney	4,926	4,903
Haematology	2,728	2,720
Neurology	5,274	5,252
Medical oncology	886	880
Psychosomatic Medicine	2,227	2,222
Other Medicine	4,224	4,199
Cardiovascular Surgery	2,665	2,658
Respiratory Tract Surgery	1,960	1,952
Gastroenterological Surgery	8,587	8,569
Cranial Nerve Surgery	5,705	5,690
Pediatric Surgery	730	725
Surgery	12,359	12,335
Orthopedic Surgery	12,436	12,386
Plastic Surgery	2,096	2,088
Oral Surgery	170	167
Other Surgery	1,600	1,596
Cardiovascular Disease	14,682	14,656
Allergies	2,845	2,839
Rheumatism	3,260	3,255
Geriatrics	1,394	1,393
General practice	2,085	2,067
Psychiatry	9,330	9,298
Pediatrics	15,096	15,066
Rehabilitation	4,475	4,460
Obstetrics/Gynecology	7,470	7,448
Breast surgery	637	632
Ophthalmology	4,912	4,898
Ear, Nose & Throat	4,911	4,898
Dermatology	6,543	6,525
Urology	4,947	4,937
Radiology	4,617	4,599
Anaesthesia	6,901	6,882
Palliative care	804	794
Emergency/ICU	5,817	5,802
STDs	107	106
Proctology	762	763
Preclinical Medicine	1,767	1,765
Pathology	728	718
Other	17,811	17,755

Marketing Report

Nikkei Medical ONLINE



■ April 2024 page views and unique browsers

◆ Monthly page views

17,341,700

Average page views per day
578,056.7

◆ Monthly unique browsers

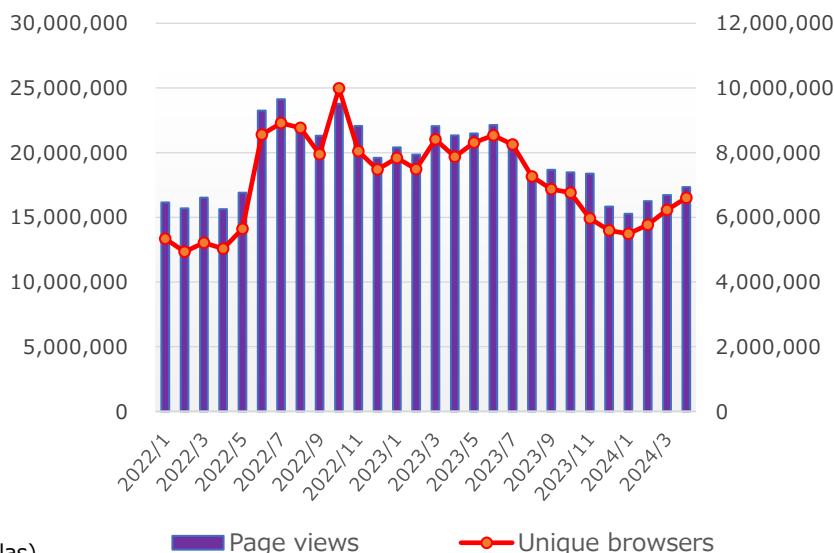
6,602,597

Average unique browsers per day
220,086.6

◆ Number of email delivery

602,370 (as of April 30)

(Source: Atlas)



Nikkei Drug Information



■ April 2024 page views and unique browsers

◆ Monthly page views

1,570,315

Average page views per day
52,343.8

◆ Monthly unique browsers

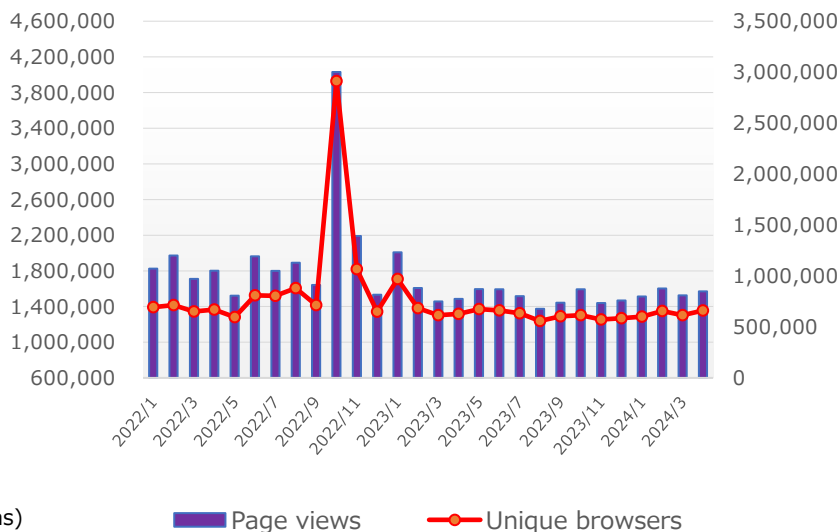
659,974

Average unique browsers per day
21,999.1

◆ Number of email delivery

134,340 (as of April 24)

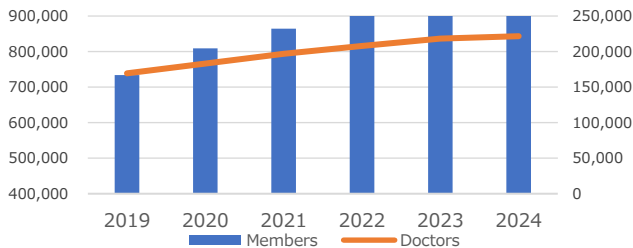
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	979,849
Doctors	169,557	183,234	196,847	207,945	218,240	221,641



Major User Attribute

April 30, 2024

Doctor	221,641	Dentist	10,253
Hospital Doctor	181,376	Pharmacist	196,791
Hospital Administrator/Director	8,373	Nurse/Nursing Assistant	71,504
Clinical Administrator/Director	31,892	Health nurse	4,061
		Maternity nurse	2,215

User Attribute (Pharmacist) April 2024 March 2023

Pharmacist (owns a drugstore)	8,165	8,176
Pharmacist at a drugstore	10,532	10,505
Hospital pharmacist	105,109	104,532
Pharmacist (pharmaceutical company employee)	34,807	34,632
Pharmacist (drug wholesaling employee)	9,657	9,632
Pharmacist (other)	2,345	2,338
Pharmacist (owns a drugstore)	26,176	26,024

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,659	Hospital (200-299 beds)	15,999
Clinic (1-19 beds)	3,244	Hospital (300-499 beds)	37,182
Hospital (20-99 beds)	7,672	Hospital (500 beds or more)	72,552
Hospital (100-199 beds)	15,577	Other	6,838

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Department

	April 2024	March 2024
Internal Medicine	67,718	67,466
Respiratory Tract Medicine	8,504	8,471
Gastroenterology	15,858	15,790
Endocrine/Metabolic	6,404	6,374
Kidney	4,953	4,926
Haematology	2,742	2,728
Neurology	5,302	5,274
Medical oncology	892	886
Psychosomatic Medicine	2,234	2,227
Other Medicine	4,261	4,224
Cardiovascular Surgery	2,674	2,665
Respiratory Tract Surgery	1,965	1,960
Gastroenterological Surgery	8,618	8,587
Cranial Nerve Surgery	5,716	5,705
Pediatric Surgery	732	730
Surgery	12,391	12,359
Orthopedic Surgery	12,488	12,436
Plastic Surgery	2,107	2,096
Oral Surgery	173	170
Other Surgery	1,604	1,600
Cardiovascular Disease	14,707	14,682
Allergies	2,849	2,845
Rheumatism	3,267	3,260
Geriatrics	1,398	1,394
General practice	2,114	2,085
Psychiatry	9,386	9,330
Pediatrics	15,143	15,096
Rehabilitation	4,497	4,475
Obstetrics/Gynecology	7,509	7,470
Breast surgery	642	637
Ophthalmology	4,932	4,912
Ear, Nose & Throat	4,930	4,911
Dermatology	6,573	6,543
Urology	4,975	4,947
Radiology	4,643	4,617
Anaesthesia	6,938	6,901
Palliative care	812	804
Emergency/ICU	5,855	5,817
STDs	109	107
Proctology	764	762
Preclinical Medicine	1,772	1,767
Pathology	736	728
Other	18,029	17,811

Marketing Report

Nikkei Medical ONLINE



■ May 2024 page views and unique browsers

◆ Monthly page views

18,978,274

Average page views per day
612,202.3

◆ Monthly unique browsers

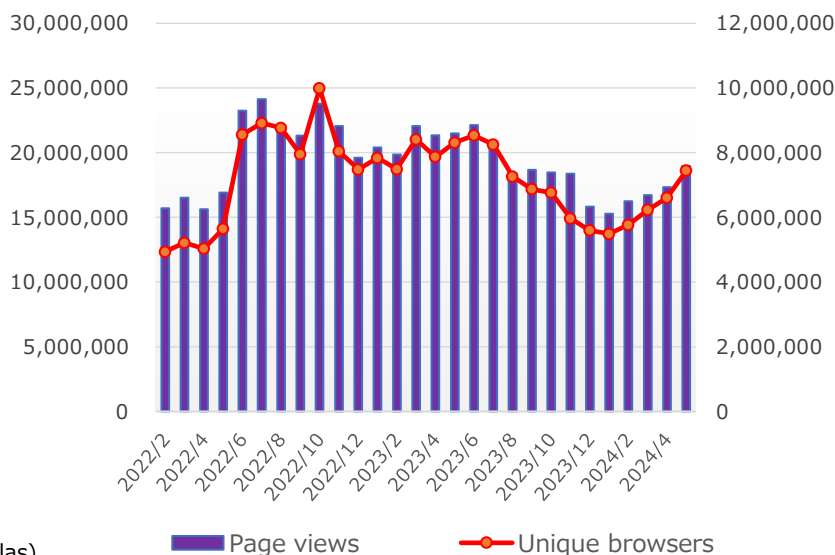
7,446,077

Average unique browsers per day
240,196.0

◆ Number of email delivery

601,644 (as of May 30)

(Source: Atlas)



Nikkei Drug Information



■ May 2024 page views and unique browsers

◆ Monthly page views

1,801,285

Average page views per day
58,105.9

◆ Monthly unique browsers

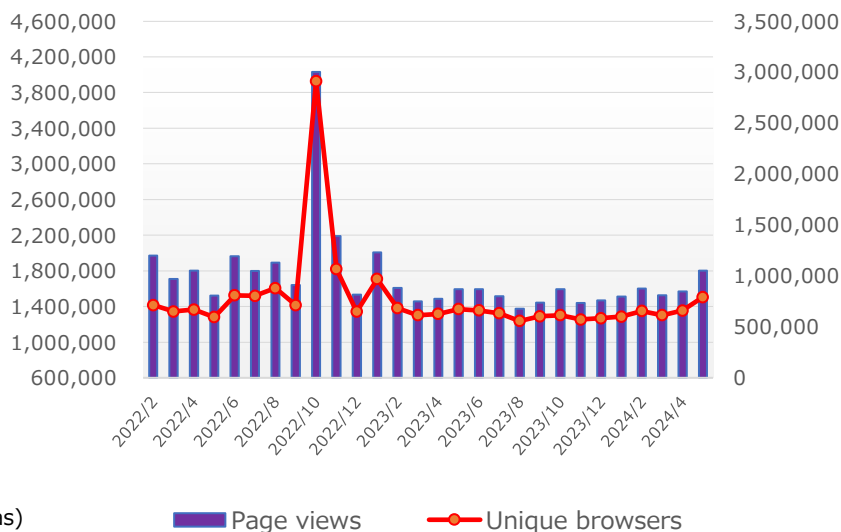
792,248

Average unique browsers per day
25,556.3

◆ Number of email delivery

134,438 (as of May 29)

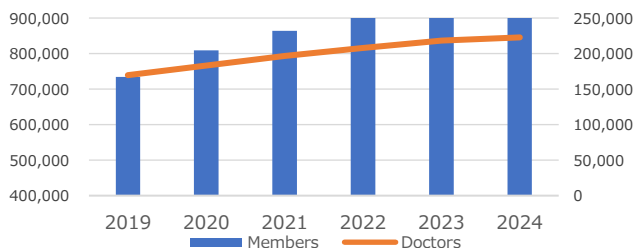
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	984,202
Doctors	169,557	183,234	196,847	207,945	218,240	222,824



Major User Attribute

May 31, 2024

Doctor	222,824	Dentist	10,298
Hospital Doctor	182,407	Pharmacist	197,686
Hospital Administrator/Director	8,408	Nurse/Nursing Assistant	78,219
Clinical Administrator/Director	32,009	Health nurse	4,074
		Maternity nurse	2,232

User Attribute (Pharmacist)	May 2024	April 2024
Pharmacist (owns a drugstore)	8,151	8,165
Pharmacist at a drugstore	10,562	10,532
Hospital pharmacist	105,636	105,109
Pharmacist (pharmaceutical company employee)	35,007	34,807
Pharmacist (drug wholesaling employee)	9,681	9,657
Pharmacist (other)	2,351	2,345
Pharmacist (owns a drugstore)	26,298	26,176

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,839	Hospital (200-299 beds)	16,048
Clinic (1-19 beds)	3,255	Hospital (300-499 beds)	37,412
Hospital (20-99 beds)	7,676	Hospital (500 beds or more)	73,011
Hospital (100-199 beds)	15,652	Other	6,863

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Department

	May 2024	April 2024
Internal Medicine	68,008	67,718
Respiratory Tract Medicine	8,539	8,504
Gastroenterology	15,943	15,858
Endocrine/Metabolic	6,454	6,404
Kidney	4,990	4,953
Haematology	2,757	2,742
Neurology	5,328	5,302
Medical oncology	903	892
Psychosomatic Medicine	2,247	2,234
Other Medicine	4,297	4,261
Cardiovascular Surgery	2,693	2,674
Respiratory Tract Surgery	1,976	1,965
Gastroenterological Surgery	8,650	8,618
Cranial Nerve Surgery	5,731	5,716
Pediatric Surgery	732	732
Surgery	12,416	12,391
Orthopedic Surgery	12,533	12,488
Plastic Surgery	2,117	2,107
Oral Surgery	175	173
Other Surgery	1,610	1,604
Cardiovascular Disease	14,762	14,707
Allergies	2,854	2,849
Rheumatism	3,274	3,267
Geriatrics	1,402	1,398
General practice	2,135	2,114
Psychiatry	9,419	9,386
Pediatrics	15,191	15,143
Rehabilitation	4,508	4,497
Obstetrics/Gynecology	7,536	7,509
Breast surgery	646	642
Ophthalmology	4,949	4,932
Ear, Nose & Throat	4,955	4,930
Dermatology	6,598	6,573
Urology	4,996	4,975
Radiology	4,660	4,643
Anaesthesia	6,958	6,938
Palliative care	824	812
Emergency/ICU	5,879	5,855
STDs	109	109
Proctology	763	764
Preclinical Medicine	1,776	1,772
Pathology	745	736
Other	18,227	18,029

Marketing Report

Nikkei Medical ONLINE



■ June 2024 page views and unique browsers

◆ Monthly page views

20,913,517

Average page views per day
697,117.2

◆ Monthly unique browsers

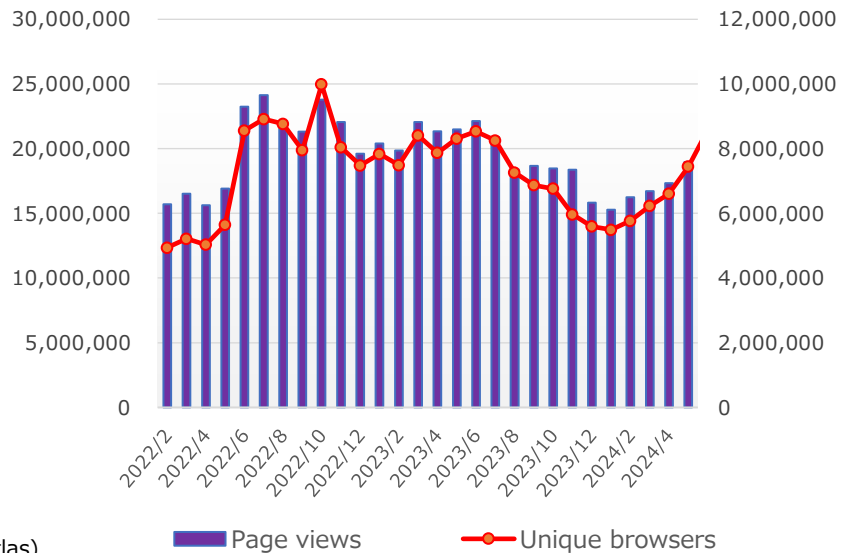
8,566,995

Average unique browsers per day
285,566.5

◆ Number of email delivery

601,522 (as of June 27)

(Source: Atlas)



Nikkei Drug Information



■ June 2024 page views and unique browsers

◆ Monthly page views

1,758,839

Average page views per day
58,105.9

◆ Monthly unique browsers

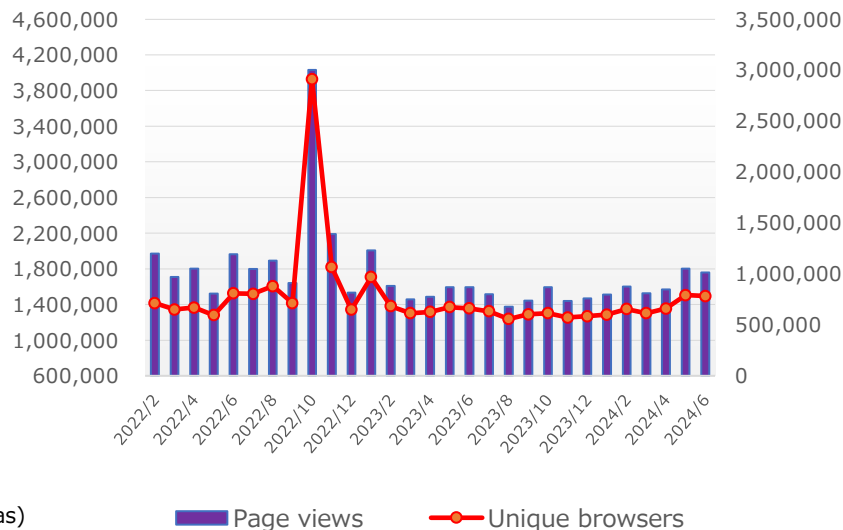
783,117

Average unique browsers per day
25,556.3

◆ Number of email delivery

134,551 (as of June 26)

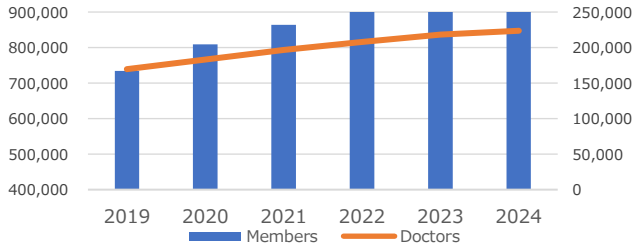
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	988,701
Doctors	169,557	183,234	196,847	207,945	218,240	223,656



Major User Attribute

June 30, 2024

Doctor	223,656	Dentist	10,341
Hospital Doctor	183,070	Pharmacist	198,641
Hospital Administrator/Director	8,429	Nurse/Nursing Assistant	72,406
Clinical Administrator/Director	32,157	Health nurse	4,089
		Maternity nurse	2,252

User Attribute (Pharmacist)	June 2024	May 2024
Pharmacist (owns a drugstore)	8,144	8,151
Pharmacist at a drugstore	10,601	10,562
Hospital pharmacist	106,216	105,636
Pharmacist (pharmaceutical company employee)	35,161	35,007
Pharmacist (drug wholesaling employee)	9,714	9,681
Pharmacist (other)	2,352	2,351
Pharmacist (owns a drugstore)	26,453	26,298

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	20,939	Hospital (200-299 beds)	16,111
Clinic (1-19 beds)	3,259	Hospital (300-499 beds)	37,575
Hospital (20-99 beds)	7,696	Hospital (500 beds or more)	73,244
Hospital (100-199 beds)	15,712	Other	6,887

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 2024	May 2024
Internal Medicine	68,207	68,008
Respiratory Tract Medicine	8,568	8,539
Gastroenterology	15,992	15,943
Endocrine/Metabolic	6,482	6,454
Kidney	5,010	4,990
Haematology	2,769	2,757
Neurology	5,354	5,328
Medical oncology	907	903
Psychosomatic Medicine	2,249	2,247
Other Medicine	4,313	4,297
Cardiovascular Surgery	2,698	2,693
Respiratory Tract Surgery	1,980	1,976
Gastroenterological Surgery	8,684	8,650
Cranial Nerve Surgery	5,745	5,731
Pediatric Surgery	734	732
Surgery	12,449	12,416
Orthopedic Surgery	12,583	12,533
Plastic Surgery	2,128	2,117
Oral Surgery	168	175
Other Surgery	1,616	1,610
Cardiovascular Disease	14,793	14,762
Allergies	2,862	2,854
Rheumatism	3,283	3,274
Geriatrics	1,404	1,402
General practice	2,159	2,135
Psychiatry	9,450	9,419
Pediatrics	15,258	15,191
Rehabilitation	4,517	4,508
Obstetrics/Gynecology	7,558	7,536
Breast surgery	650	646
Ophthalmology	4,969	4,949
Ear, Nose & Throat	4,971	4,955
Dermatology	6,619	6,598
Urology	5,015	4,996
Radiology	4,684	4,660
Anaesthesia	6,987	6,958
Palliative care	827	824
Emergency/ICU	5,896	5,879
STDs	109	109
Proctology	767	763
Preclinical Medicine	1,775	1,776
Pathology	759	745
Other	18,297	18,227

Marketing Report

Nikkei Medical ONLINE



July 2024 page views and unique browsers

◆ Monthly page views

20,256,434

Average page views per day
653,433.3

◆ Monthly unique browsers

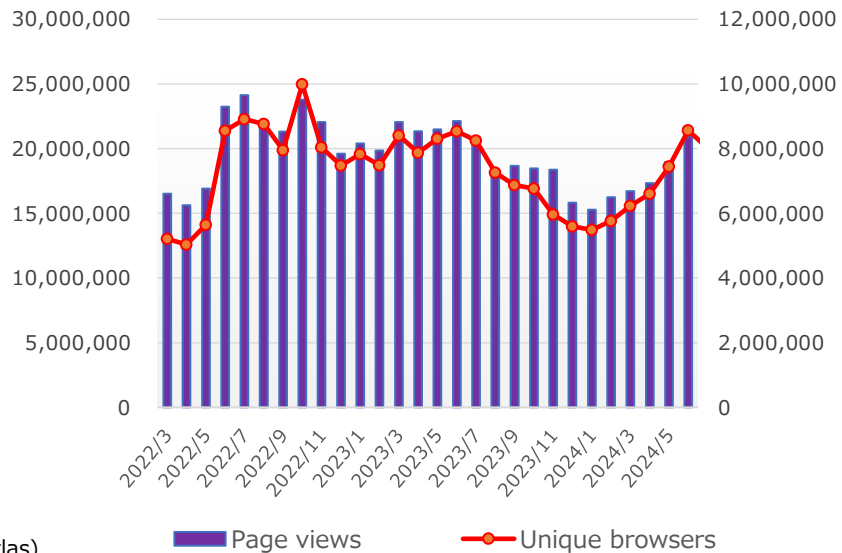
8,012,494

Average unique browsers per day
258,467.5

◆ Number of email delivery

600,900 (as of June 30)

(Source: Atlas)



Nikkei Drug Information



July 2024 page views and unique browsers

◆ Monthly page views

1,663,780

Average page views per day
53,670.3

◆ Monthly unique browsers

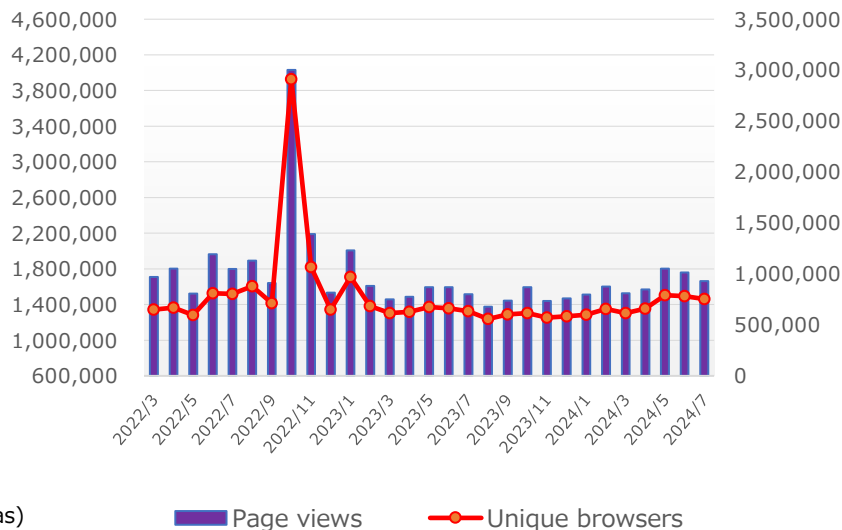
752,754

Average unique browsers per day
24,282.2

◆ Number of email delivery

134,537 (as of July 31)

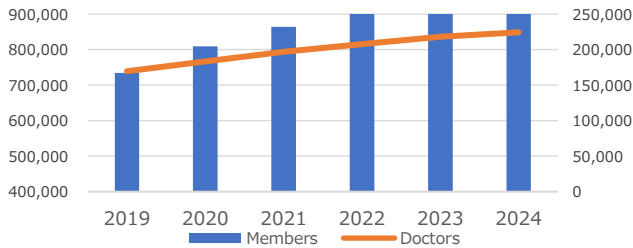
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	992,692
Doctors	169,557	183,234	196,847	207,945	218,240	224,411



Major User Attribute

July 31, 2024

Doctor	224,411	Dentist	10,375
Hospital Doctor	183,712	Pharmacist	199,386
Hospital Administrator/Director	8,456	Nurse/Nursing Assistant	72,871
Clinical Administrator/Director	32,243	Health nurse	4,104
		Maternity nurse	2,266

User Attribute (Pharmacist) July 2024 June 2024

Pharmacist (owns a drugstore)	8,139	8,144
Pharmacist at a drugstore	10,634	10,601
Hospital pharmacist	106,633	106,216
Pharmacist (pharmaceutical company employee)	35,300	35,161
Pharmacist (drug wholesaling employee)	9,747	9,714
Pharmacist (other)	2,355	2,352
Pharmacist (owns a drugstore)	26,578	26,453

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,073	Hospital (200-299 beds)	16,145
Clinic (1-19 beds)	3,268	Hospital (300-499 beds)	37,730
Hospital (20-99 beds)	7,718	Hospital (500 beds or more)	73,463
Hospital (100-199 beds)	15,762	Other	6,907

Nikkei Medical Online Doctor Verification System

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Department

	July 2024	June 2024
Internal Medicine	68,369	68,207
Respiratory Tract Medicine	8,593	8,568
Gastroenterology	16,054	15,992
Endocrine/Metabolic	6,504	6,482
Kidney	5,026	5,010
Haematology	2,782	2,769
Neurology	5,364	5,354
Medical oncology	916	907
Psychosomatic Medicine	2,254	2,249
Other Medicine	4,335	4,313
Cardiovascular Surgery	2,695	2,698
Respiratory Tract Surgery	1,986	1,980
Gastroenterological Surgery	8,703	8,684
Cranial Nerve Surgery	5,772	5,745
Pediatric Surgery	738	734
Surgery	12,471	12,449
Orthopedic Surgery	12,629	12,583
Plastic Surgery	2,137	2,128
Oral Surgery	168	168
Other Surgery	1,620	1,616
Cardiovascular Disease	14,820	14,793
Allergies	2,870	2,862
Rheumatism	3,296	3,283
Geriatrics	1,405	1,404
General practice	2,176	2,159
Psychiatry	9,487	9,450
Pediatrics	15,298	15,258
Rehabilitation	4,527	4,517
Obstetrics/Gynecology	7,587	7,558
Breast surgery	650	650
Ophthalmology	4,984	4,969
Ear, Nose & Throat	4,979	4,971
Dermatology	6,644	6,619
Urology	5,033	5,015
Radiology	4,704	4,684
Anaesthesia	7,007	6,987
Palliative care	836	827
Emergency/ICU	5,911	5,896
STDs	111	109
Proctology	768	767
Preclinical Medicine	1,776	1,775
Pathology	769	759
Other	18,372	18,297

Marketing Report

Nikkei Medical ONLINE



■ August 2024 page views and unique browsers

◆ Monthly page views

19,264,742

Average page views per day
621,443.3

◆ Monthly unique browsers

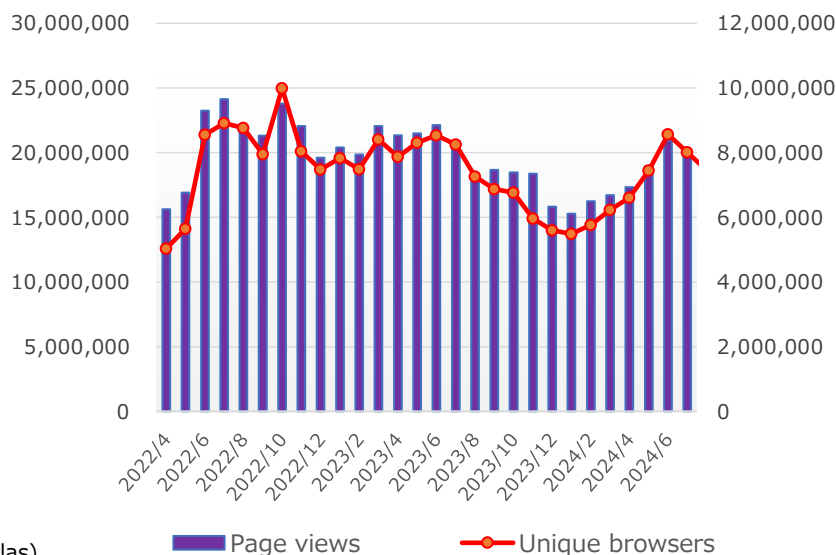
7,456,582

Average unique browsers per day
240,534.9

◆ Number of email delivery

598,916 (as of August 29)

(Source: Atlas)



Nikkei Drug Information



■ August 2024 page views and unique browsers

◆ Monthly page views

1,550,195

Average page views per day
50,006.3

◆ Monthly unique browsers

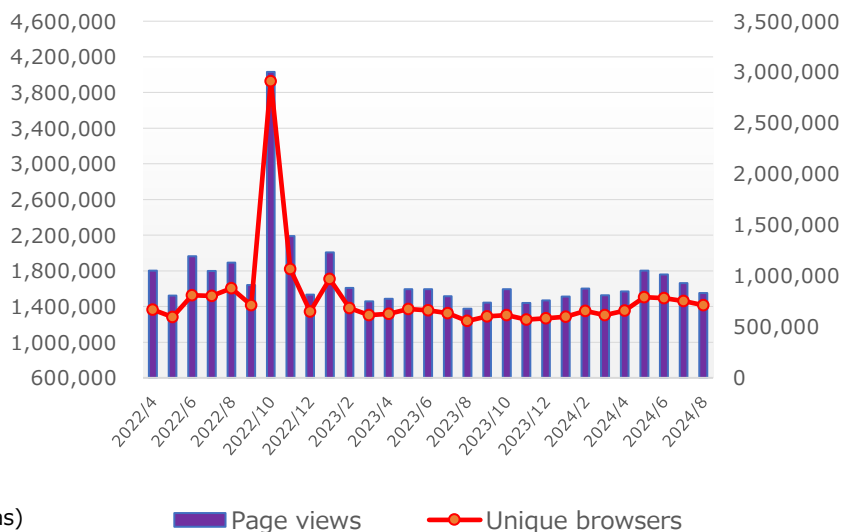
711,980

Average unique browsers per day
22,967.1

◆ Number of email delivery

134,592 (as of August 28)

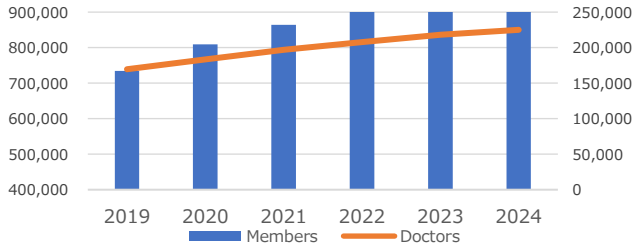
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	996,122
Doctors	169,557	183,234	196,847	207,945	218,240	225,063



Major User Attribute

August 31, 2024

Doctor	225,063	Dentist	10,409
Hospital Doctor	183,874	Pharmacist	200,105
Hospital Administrator/Director	8,541	Nurse/Nursing Assistant	73,227
Clinical Administrator/Director	32,648	Health nurse	4,115
		Maternity nurse	2,274

User Attribute (Pharmacist)	August 2024	July 2024
Pharmacist (owns a drugstore)	8,131	8,139
Pharmacist at a drugstore	10,661	10,634
Hospital pharmacist	107,036	106,633
Pharmacist (pharmaceutical company employee)	35,451	35,300
Pharmacist (drug wholesaling employee)	9,771	9,747
Pharmacist (other)	2,363	2,355
Pharmacist (owns a drugstore)	26,692	26,578

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,483	Hospital (200-299 beds)	16,090
Clinic (1-19 beds)	3,262	Hospital (300-499 beds)	37,690
Hospital (20-99 beds)	7,751	Hospital (500 beds or more)	73,053
Hospital (100-199 beds)	15,992	Other	6,917

Nikkei Medical Online Doctor Verification System

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Department

	August 2024	July 2024
Internal Medicine	68,672	68,369
Respiratory Tract Medicine	8,649	8,593
Gastroenterology	16,161	16,054
Endocrine/Metabolic	6,572	6,504
Kidney	5,080	5,026
Haematology	2,804	2,782
Neurology	5,390	5,364
Medical oncology	964	916
Psychosomatic Medicine	2,275	2,254
Other Medicine	4,371	4,335
Cardiovascular Surgery	2,697	2,695
Respiratory Tract Surgery	1,990	1,986
Gastroenterological Surgery	8,712	8,703
Cranial Nerve Surgery	5,795	5,772
Pediatric Surgery	743	738
Surgery	12,480	12,471
Orthopedic Surgery	12,690	12,629
Plastic Surgery	2,155	2,137
Oral Surgery	166	168
Other Surgery	1,639	1,620
Cardiovascular Disease	14,890	14,820
Allergies	2,908	2,870
Rheumatism	3,320	3,296
Geriatrics	1,421	1,405
General practice	2,278	2,176
Psychiatry	9,586	9,487
Pediatrics	15,374	15,298
Rehabilitation	4,581	4,527
Obstetrics/Gynecology	7,616	7,587
Breast surgery	669	650
Ophthalmology	5,020	4,984
Ear, Nose & Throat	4,987	4,979
Dermatology	6,696	6,644
Urology	5,051	5,033
Radiology	4,738	4,704
Anaesthesia	7,048	7,007
Palliative care	877	836
Emergency/ICU	5,973	5,911
STDs	116	111
Proctology	769	768
Preclinical Medicine	1,767	1,776
Pathology	791	769
Other	18,220	18,372

Marketing Report

Nikkei Medical ONLINE



September 2024 page views and unique browsers

◆ Monthly page views

19,857,918

Average page views per day
661,930.6

◆ Monthly unique browsers

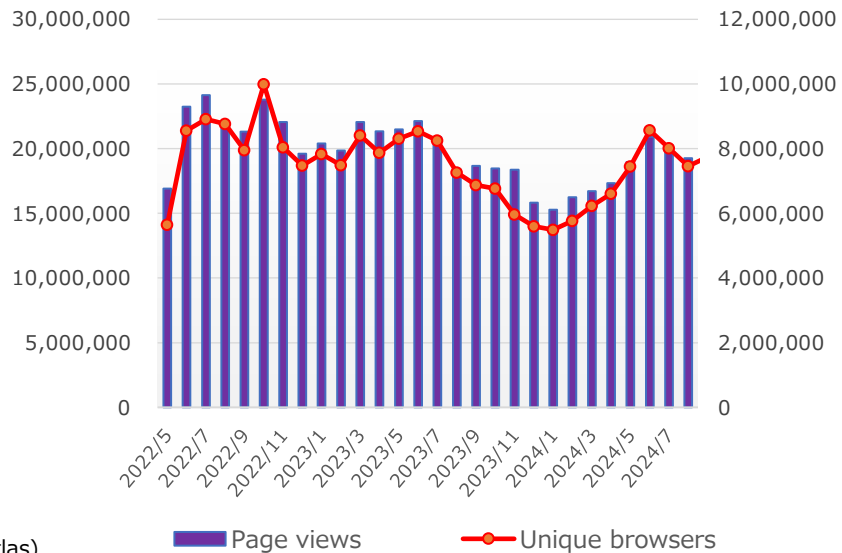
7,749,895

Average unique browsers per day
258,329.8

◆ Number of email delivery

598,652 (as of September 26)

(Source: Atlas)



Nikkei Drug Information



September 2024 page views and unique browsers

◆ Monthly page views

1,695,437

Average page views per day
56,514.5

◆ Monthly unique browsers

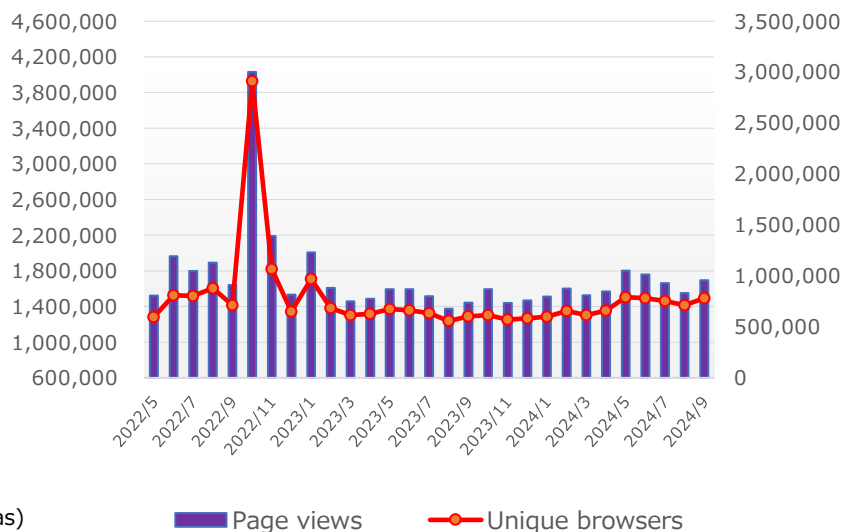
782,428

Average unique browsers per day
26,080.9

◆ Number of email delivery

134,651 (as of September 25)

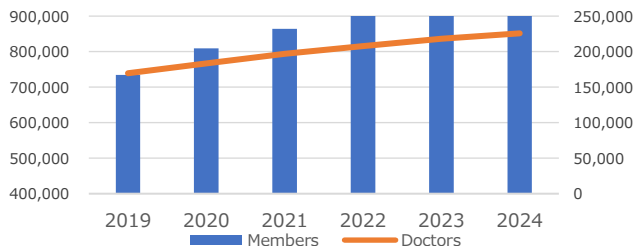
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	999,884
Doctors	169,557	183,234	196,847	207,945	218,240	225,726



Major User Attribute

September 30, 2024

Doctor	225,726	Dentist	10,439
Hospital Doctor	184,426	Pharmacist	200,974
Hospital Administrator/Director	8,560	Nurse/Nursing Assistant	73,658
Clinical Administrator/Director	32,740	Health nurse	4,139
		Maternity nurse	2,294

User Attribute (Pharmacist) September 2024 August 2024

Pharmacist (owns a drugstore)	8,120	8,131
Pharmacist at a drugstore	10,712	10,661
Hospital pharmacist	107,559	107,036
Pharmacist (pharmaceutical company employee)	35,584	35,451
Pharmacist (drug wholesaling employee)	9,810	9,771
Pharmacist (other)	2,363	2,363
Pharmacist (owns a drugstore)	26,826	26,692

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,600	Hospital (200-299 beds)	16,128
Clinic (1-19 beds)	3,266	Hospital (300-499 beds)	37,817
Hospital (20-99 beds)	7,772	Hospital (500 beds or more)	73,248
Hospital (100-199 beds)	16,030	Other	6,931

Nikkei Medical Online Doctor Verification System

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Department

	September 2024	August 2024
Internal Medicine	68,823	68,672
Respiratory Tract Medicine	8,665	8,649
Gastroenterology	16,207	16,161
Endocrine/Metabolic	6,596	6,572
Kidney	5,096	5,080
Haematology	2,811	2,804
Neurology	5,404	5,390
Medical oncology	968	964
Psychosomatic Medicine	2,276	2,275
Other Medicine	4,392	4,371
Cardiovascular Surgery	2,707	2,697
Respiratory Tract Surgery	1,992	1,990
Gastroenterological Surgery	8,732	8,712
Cranial Nerve Surgery	5,810	5,795
Pediatric Surgery	745	743
Surgery	12,490	12,480
Orthopedic Surgery	12,727	12,690
Plastic Surgery	2,159	2,155
Oral Surgery	168	166
Other Surgery	1,639	1,639
Cardiovascular Disease	14,915	14,890
Allergies	2,913	2,908
Rheumatism	3,325	3,320
Geriatrics	1,421	1,421
General practice	2,290	2,278
Psychiatry	9,612	9,586
Pediatrics	15,423	15,374
Rehabilitation	4,590	4,581
Obstetrics/Gynecology	7,642	7,616
Breast surgery	674	669
Ophthalmology	5,034	5,020
Ear, Nose & Throat	4,994	4,987
Dermatology	6,712	6,696
Urology	5,061	5,051
Radiology	4,751	4,738
Anaesthesia	7,070	7,048
Palliative care	882	877
Emergency/ICU	5,989	5,973
STDs	118	116
Proctology	770	769
Preclinical Medicine	1,767	1,767
Pathology	795	791
Other	18,291	18,220

Marketing Report

Nikkei Medical ONLINE



■ October 2024 page views and unique browsers

◆ Monthly page views

20,959,882

Average page views per day
676,125.2

◆ Monthly unique browsers

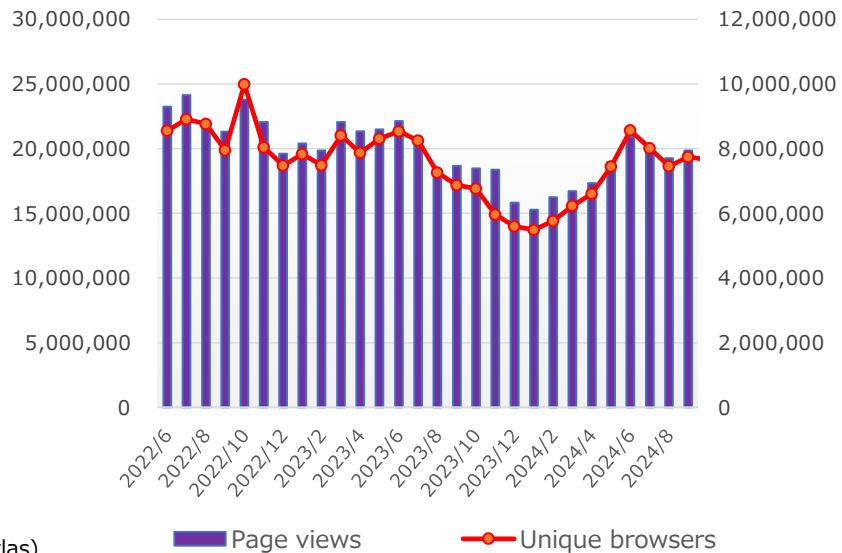
7,655,771

Average unique browsers per day
246,960.3

◆ Number of email delivery

598,448 (as of October 31)

(Source: Atlas)



Nikkei Drug Information



■ October 2024 page views and unique browsers

◆ Monthly page views

1,701,057

Average page views per day
54,872.8

◆ Monthly unique browsers

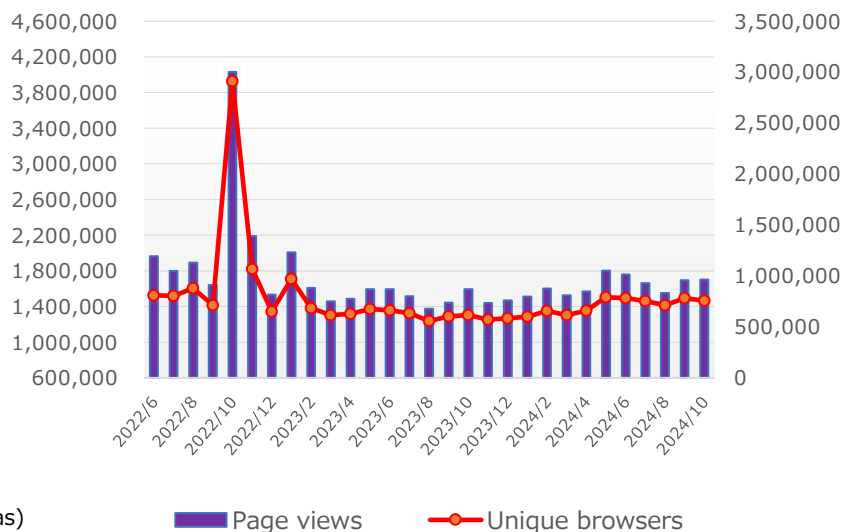
756,998

Average unique browsers per day
24,419.3

◆ Number of email delivery

134,683 (as of October 30)

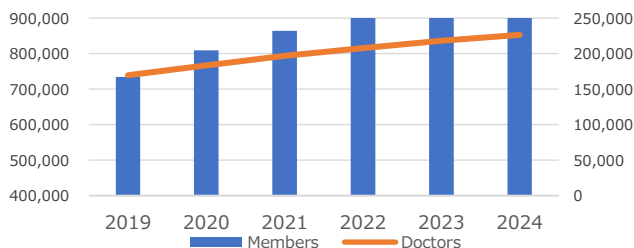
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,003,781
Doctors	169,557	183,234	196,847	207,945	218,240	226,413



Major User Attribute

October 31, 2024

Doctor	226,413	Dentist	10,467
Hospital Doctor	185,004	Pharmacist	201,718
Hospital Administrator/Director	8,580	Nurse/Nursing Assistant	74,091
Clinical Administrator/Director	32,829	Health nurse	4,152
		Maternity nurse	2,303

User Attribute (Pharmacist) October 2024 September 2024

Pharmacist (owns a drugstore)	8,108	8,120
Pharmacist at a drugstore	10,735	10,712
Hospital pharmacist	107,980	107,559
Pharmacist (pharmaceutical company employee)	35,740	35,584
Pharmacist (drug wholesaling employee)	9,841	9,810
Pharmacist (other)	2,365	2,363
Pharmacist (owns a drugstore)	26,949	26,826

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,699	Hospital (200-299 beds)	16,158
Clinic (1-19 beds)	3,269	Hospital (300-499 beds)	37,938
Hospital (20-99 beds)	7,803	Hospital (500 beds or more)	73,463
Hospital (100-199 beds)	16,090	Other	6,950

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Department

	October 2024	September 2024
Internal Medicine	68,999	68,823
Respiratory Tract Medicine	8,699	8,665
Gastroenterology	16,264	16,207
Endocrine/Metabolic	6,614	6,596
Kidney	5,107	5,096
Haematology	2,817	2,811
Neurology	5,416	5,404
Medical oncology	969	968
Psychosomatic Medicine	2,281	2,276
Other Medicine	4,407	4,392
Cardiovascular Surgery	2,715	2,707
Respiratory Tract Surgery	2,000	1,992
Gastroenterological Surgery	8,746	8,732
Cranial Nerve Surgery	5,828	5,810
Pediatric Surgery	746	745
Surgery	12,508	12,490
Orthopedic Surgery	12,757	12,727
Plastic Surgery	2,165	2,159
Oral Surgery	165	168
Other Surgery	1,650	1,639
Cardiovascular Disease	14,932	14,915
Allergies	2,920	2,913
Rheumatism	3,333	3,325
Geriatrics	1,426	1,421
General practice	2,297	2,290
Psychiatry	9,641	9,612
Pediatrics	15,460	15,423
Rehabilitation	4,603	4,590
Obstetrics/Gynecology	7,670	7,642
Breast surgery	676	674
Ophthalmology	5,047	5,034
Ear, Nose & Throat	5,012	4,994
Dermatology	6,731	6,712
Urology	5,079	5,061
Radiology	4,763	4,751
Anaesthesia	7,085	7,070
Palliative care	883	882
Emergency/ICU	6,008	5,989
STDs	118	118
Proctology	771	770
Preclinical Medicine	1,772	1,767
Pathology	799	795
Other	18,358	18,291

Marketing Report

Nikkei Medical ONLINE



November 2024 page views and unique browsers

◆ Monthly page views

21,207,350

Average page views per day
706,911.7

◆ Monthly unique browsers

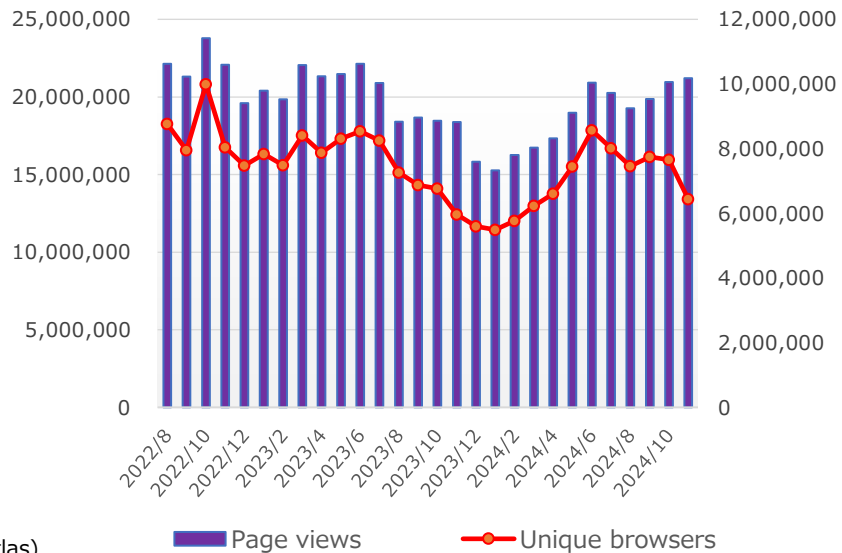
6,437,981

Average unique browsers per day
214,599.4

◆ Number of email delivery

597,261 (as of November 28)

(Source: Atlas)



Nikkei Drug Information



November 2024 page views and unique browsers

◆ Monthly page views

1,459,213

Average page views per day
48,640.4

◆ Monthly unique browsers

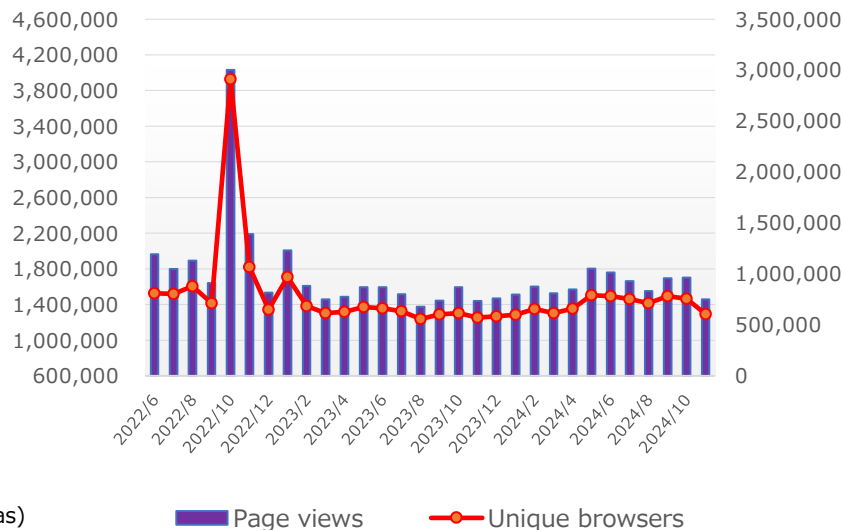
606,259

Average unique browsers per day
20,208.6

◆ Number of email delivery

134,375 (as of November 27)

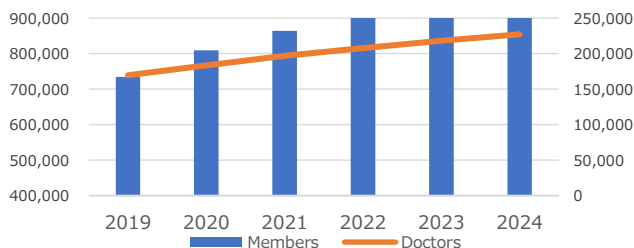
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,007,730
Doctors	169,557	183,234	196,847	207,945	218,240	227,185



Major User Attribute

November 30, 2024

Doctor	227,185	Dentist	10,501
Hospital Doctor	185,688	Pharmacist	202,371
Hospital Administrator/Director	8,599	Nurse/Nursing Assistant	74,434
Clinical Administrator/Director	32,898	Health nurse	4,176
		Maternity nurse	2,313

User Attribute (Pharmacist) November 2024 October 2024

Pharmacist (owns a drugstore)	8,100	8,108
Pharmacist at a drugstore	10,749	10,735
Hospital pharmacist	108,363	107,980
Pharmacist (pharmaceutical company employee)	35,851	35,740
Pharmacist (drug wholesaling employee)	9,866	9,841
Pharmacist (other)	2,368	2,365
Pharmacist (owns a drugstore)	27,074	26,949

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,802	Hospital (200-299 beds)	16,214
Clinic (1-19 beds)	3,275	Hospital (300-499 beds)	38,085
Hospital (20-99 beds)	7,820	Hospital (500 beds or more)	73,744
Hospital (100-199 beds)	16,144	Other	6,971

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

	November 2024	October 2024
Internal Medicine	69,129	68,999
Respiratory Tract Medicine	8,742	8,699
Gastroenterology	16,331	16,264
Endocrine/Metabolic	6,643	6,614
Kidney	5,134	5,107
Haematology	2,832	2,817
Neurology	5,428	5,416
Medical oncology	979	969
Psychosomatic Medicine	2,286	2,281
Other Medicine	4,433	4,407
Cardiovascular Surgery	2,724	2,715
Respiratory Tract Surgery	2,007	2,000
Gastroenterological Surgery	8,775	8,746
Cranial Nerve Surgery	5,843	5,828
Pediatric Surgery	750	746
Surgery	12,519	12,508
Orthopedic Surgery	12,792	12,757
Plastic Surgery	2,179	2,165
Oral Surgery	166	165
Other Surgery	1,658	1,650
Cardiovascular Disease	14,970	14,932
Allergies	2,925	2,920
Rheumatism	3,337	3,333
Geriatrics	1,426	1,426
General practice	2,308	2,297
Psychiatry	9,673	9,641
Pediatrics	15,491	15,460
Rehabilitation	4,617	4,603
Obstetrics/Gynecology	7,700	7,670
Breast surgery	680	676
Ophthalmology	5,063	5,047
Ear, Nose & Throat	5,024	5,012
Dermatology	6,753	6,731
Urology	5,101	5,079
Radiology	4,776	4,763
Anaesthesia	7,104	7,085
Palliative care	887	883
Emergency/ICU	6,022	6,008
STDs	118	118
Proctology	772	771
Preclinical Medicine	1,774	1,772
Pathology	807	799
Other	18,424	18,358

Marketing Report

Nikkei Medical ONLINE



December 2024 page views and unique browsers

◆ Monthly page views

19,922,224

Average page views per day
642,651.4

◆ Monthly unique browsers

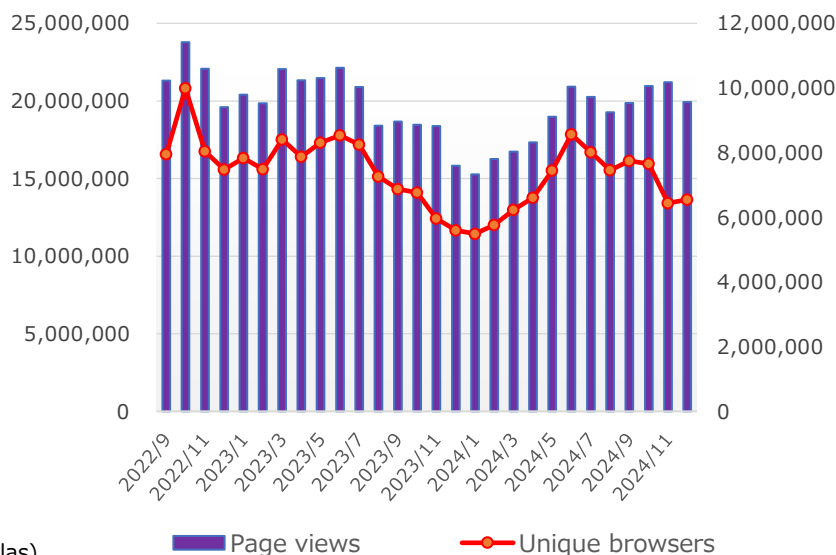
6,551,236

Average unique browsers per day
211,330.2

◆ Number of email delivery

596,202 (as of December 26)

(Source: Atlas)



Nikkei Drug Information



December 2024 page views and unique browsers

◆ Monthly page views

1,548,875

Average page views per day
49,963.7

◆ Monthly unique browsers

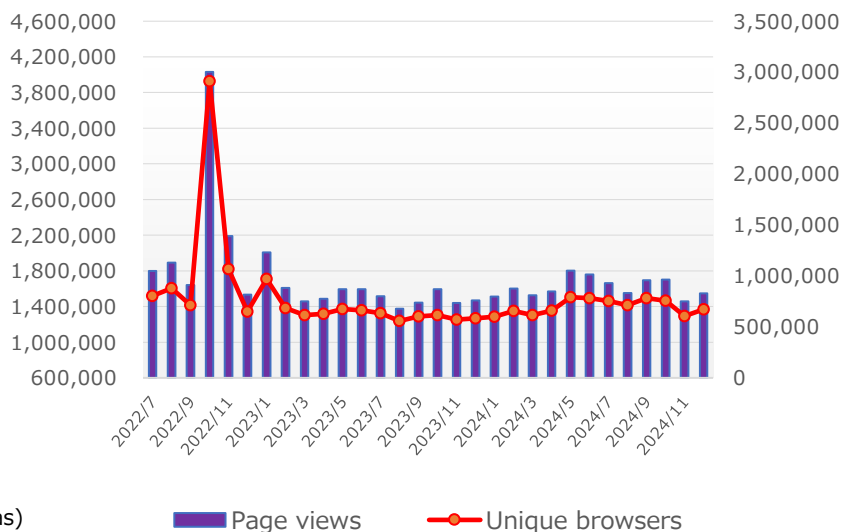
673,956

Average unique browsers per day
21,740.5

◆ Number of email delivery

134,047 (as of December 26)

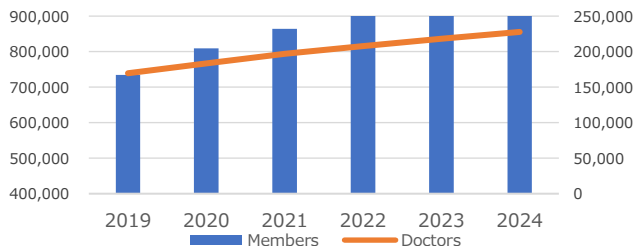
(Source: Atlas)



User Profile

Membership

Members	734,089	809,144	864,490	920,498	965,018	1,010,649
Doctors	169,557	183,234	196,847	207,945	218,240	227,727



Major User Attribute

December 31, 2024

Doctor	227,727	Dentist	10,532
Hospital Doctor	186,171	Pharmacist	202,894
Hospital Administrator/Director	8,613	Nurse/Nursing Assistant	74,704
Clinical Administrator/Director	32,943	Health nurse	4,189
		Maternity nurse	2,326

User Attribute (Pharmacist) December 2024 November 2024

Pharmacist (owns a drugstore)	8,094	8,100
Pharmacist at a drugstore	10,763	10,749
Hospital pharmacist	108,631	108,363
Pharmacist (pharmaceutical company employee)	35,957	35,851
Pharmacist (drug wholesaling employee)	9,895	9,866
Pharmacist (other)	2,371	2,368
Pharmacist (owns a drugstore)	27,183	27,074

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	21,873	Hospital (200-299 beds)	16,241
Clinic (1-19 beds)	3,284	Hospital (300-499 beds)	38,185
Hospital (20-99 beds)	7,838	Hospital (500 beds or more)	73,955
Hospital (100-199 beds)	16,181	Other	6,982

Nikkei Medical Online Doctor Verification System

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Department

	December 2024	November 2024
Internal Medicine	69,243	69,129
Respiratory Tract Medicine	8,760	8,742
Gastroenterology	16,374	16,331
Endocrine/Metabolic	6,666	6,643
Kidney	5,145	5,134
Haematology	2,838	2,832
Neurology	5,445	5,428
Medical oncology	985	979
Psychosomatic Medicine	2,291	2,286
Other Medicine	4,448	4,433
Cardiovascular Surgery	2,727	2,724
Respiratory Tract Surgery	2,013	2,007
Gastroenterological Surgery	8,792	8,775
Cranial Nerve Surgery	5,861	5,843
Pediatric Surgery	755	750
Surgery	12,532	12,519
Orthopedic Surgery	12,815	12,792
Plastic Surgery	2,186	2,179
Oral Surgery	167	166
Other Surgery	1,656	1,658
Cardiovascular Disease	14,988	14,970
Allergies	2,929	2,925
Rheumatism	3,335	3,337
Geriatrics	1,429	1,426
General practice	2,318	2,308
Psychiatry	9,698	9,673
Pediatrics	15,519	15,491
Rehabilitation	4,618	4,617
Obstetrics/Gynecology	7,726	7,700
Breast surgery	684	680
Ophthalmology	5,068	5,063
Ear, Nose & Throat	5,032	5,024
Dermatology	6,768	6,753
Urology	5,117	5,101
Radiology	4,788	4,776
Anaesthesia	7,123	7,104
Palliative care	890	887
Emergency/ICU	6,030	6,022
STDs	120	118
Proctology	772	772
Preclinical Medicine	1,774	1,774
Pathology	811	807
Other	18,473	18,424