

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ January 2024 page views and unique browsers

◆ Monthly page views

15,269,471

Average page views per day
492,563.6

◆ Monthly unique browsers

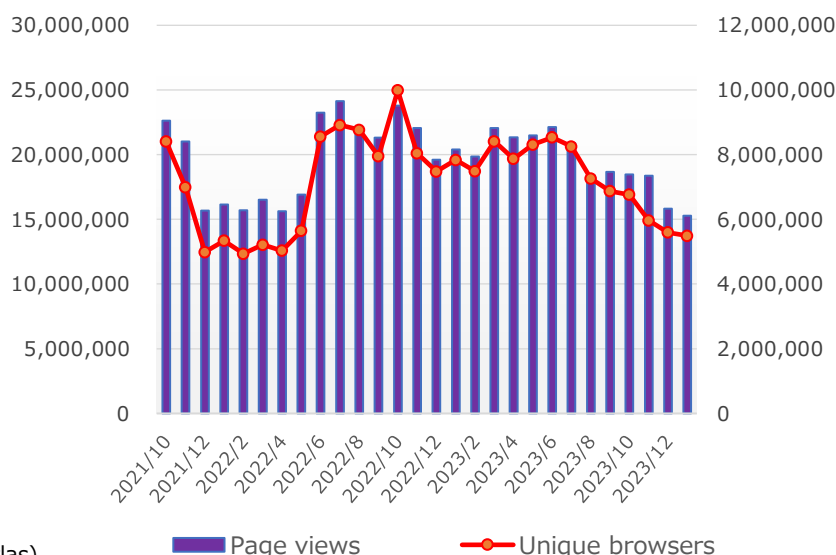
5,491,454

Average unique browsers per day
177,143.7

◆ Number of email delivery

604,305 (as of January 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ January 2024 page views and unique browsers

◆ Monthly page views

1,512,728

Average page views per day
48,797.7

◆ Monthly unique browsers

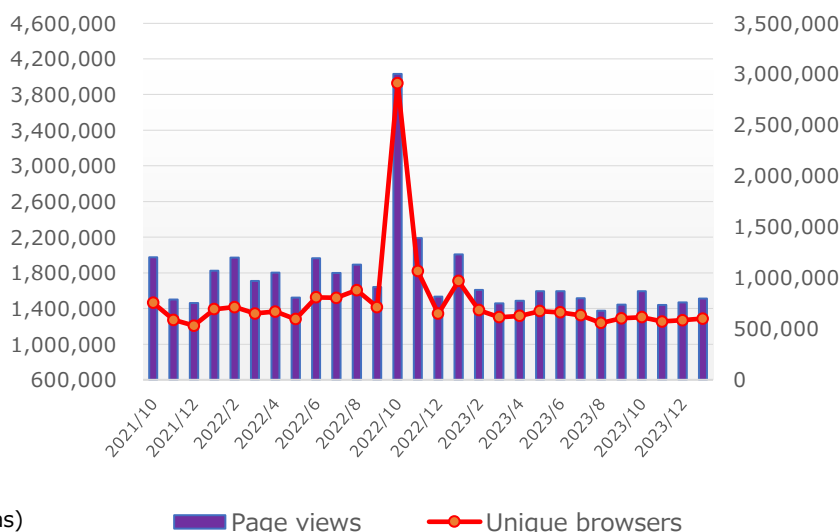
601,003

Average unique browsers per day
19,387.2

◆ Number of email delivery

134,347 (as of January 31)

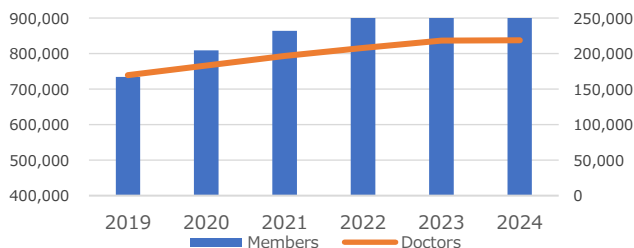
(Source: Atlas)



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) 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