

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ March 2024 page views and unique browsers

◆ Monthly page views

16,726,983

Average page views per day
539,580.1

◆ Monthly unique browsers

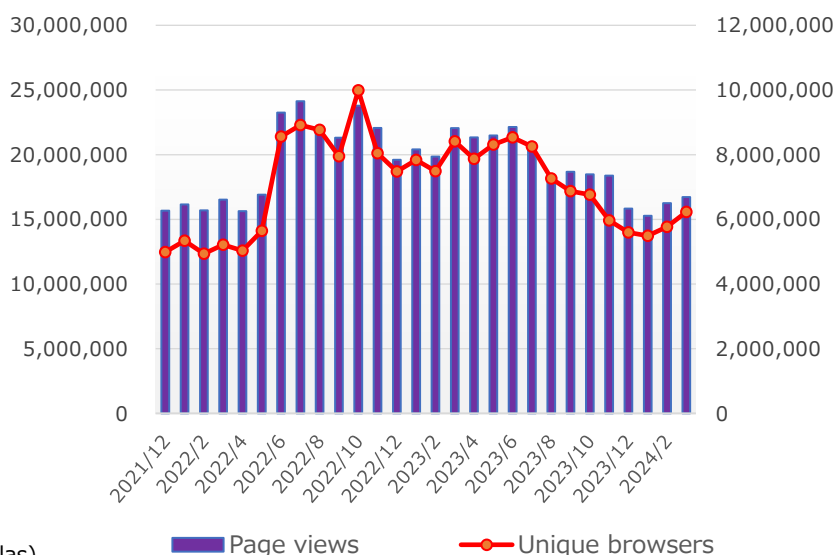
6,227,704

Average unique browsers per day
200,893.7

◆ Number of email delivery

603,429 (as of March 28)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ March 2024 page views and unique browsers

◆ Monthly page views

1,526,089

Average page views per day
49,228.7

◆ Monthly unique browsers

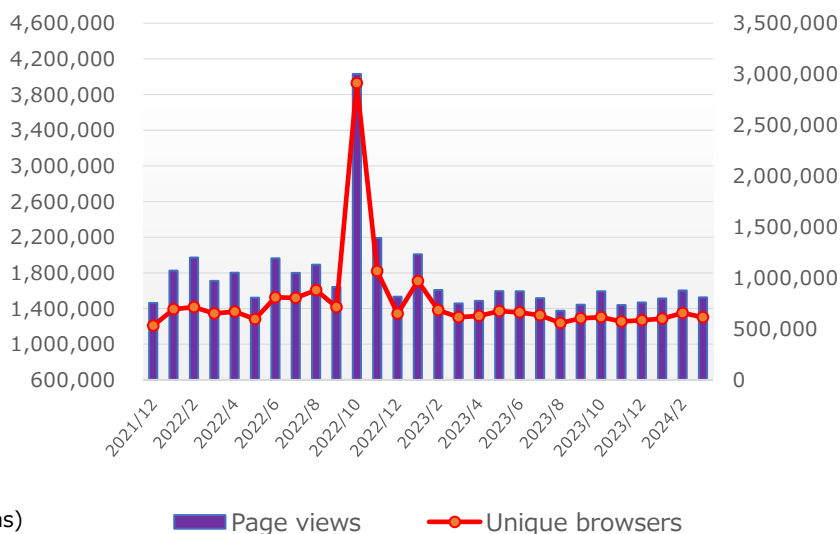
614,375

Average unique browsers per day
19,818.5

◆ Number of email delivery

134,294 (as of March 27)

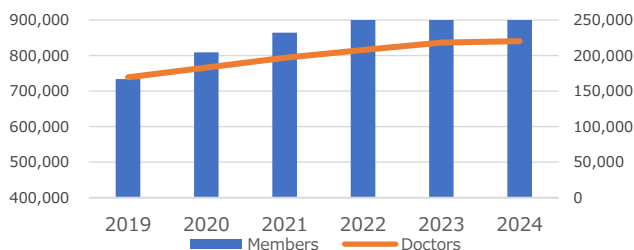
(Source: Atlas)



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

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

	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