

Marketing Report

Nikkei Medical ONLINE

日経メディカル

■ April 2024 page views and unique browsers

◆ Monthly page views

17,341,700

Average page views per day
578,056.7

◆ Monthly unique browsers

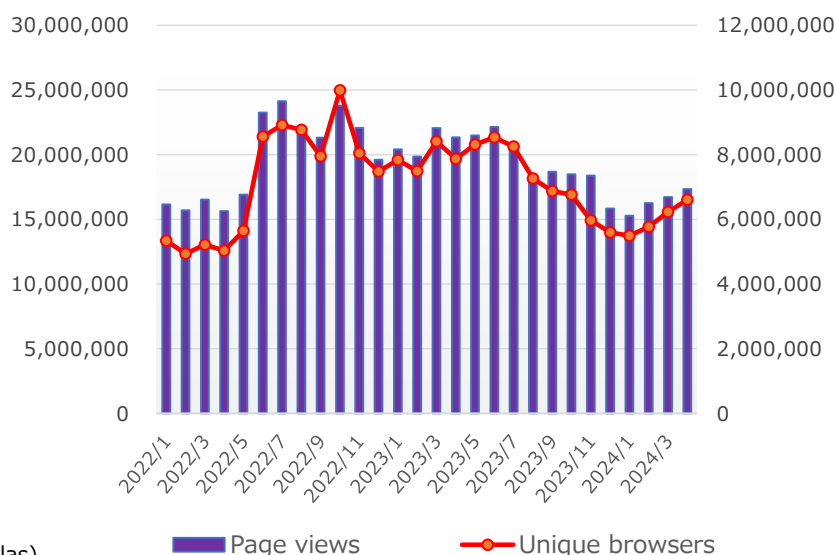
6,602,597

Average unique browsers per day
220,086.6

◆ Number of email delivery

602,370 (as of April 30)

(Source: Atlas)



Nikkei Drug Information

DIOnline

■ April 2024 page views and unique browsers

◆ Monthly page views

1,570,315

Average page views per day
52,343.8

◆ Monthly unique browsers

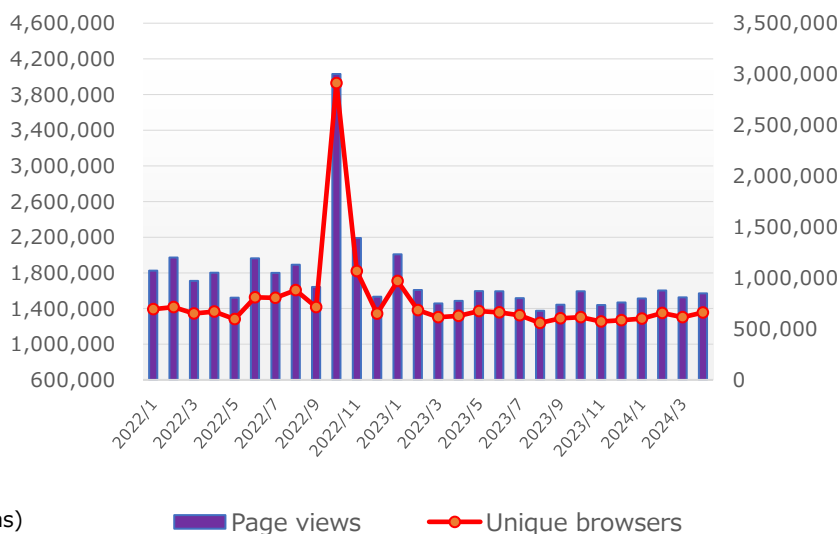
659,974

Average unique browsers per day
21,999.1

◆ Number of email delivery

134,340 (as of April 24)

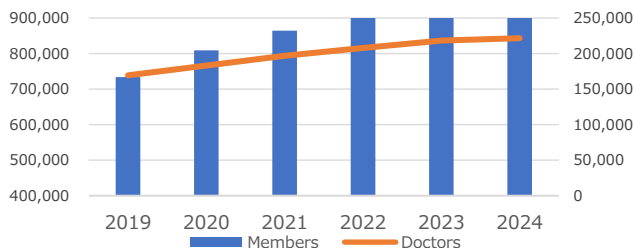
(Source: Atlas)



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

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

	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